

# Achieve Clear Communications Using the LUNA™ Philosophy

## Create a better customer experience

Over the years, Taylor Communications has developed a comprehensive and proven methodology for managing creative document projects. We apply proven best practices to customer communications to optimize and improve the customer experience.

### LUNA™: **L**ocate, **U**nderstand and **A**ct

Our LUNA™ philosophy stresses relevant content, plain language, usability, psychology, accessibility and readability combined with complementary visual design. Our methodology also takes into account business, regulatory and production requirements, as well as IT processes, and encompasses both print and electronic/digital communications.

LUNA™ addresses the critical element of customer usability, which allows readers to quickly locate, understand and act on the information being communicated in the way it was intended – allowing the communication to reach its full potential. The goal of clear communication is to optimize customer experience and provide a clear path to ROI on your investment in all communication touchpoints and channels throughout the customer journey. These may include onboarding and administrative forms, contracts, financial statements, invoices, EOBs, correspondence and other critical customer-facing communications.

### Benefits of the LUNA™ philosophy

- **Create a better customer experience**
- Reduce customer service calls
- Reduce errors on customer forms
- Reduce costs throughout production chain
- Identify optimal number of touchpoints
- Improve response and sales
- Improve payment time frame
- Improve customer satisfaction rating
- Improve retention, cross-sell and upsell efforts
- Transform transactional documents from cost center to revenue source



# Why Clients Trust Us for Secure and Customer Communications

Taylor Communications is a recognized leader in Secure and Customer Communications, sought out for thought leadership and presentations. Our clear communication methodology has helped our clients win more than 75 Dalbar awards. Dalbar is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service.

**Design:** Improve content and organization of the document so it's clean, visually appealing and easy to navigate with readily understandable information. White space helps to create an ordered appearance.

**Brand:** Ensure brand consistency in both look and messaging, especially when adding color to a document that previously only used one color. When used effectively, color can highlight key information and assist with navigation throughout the document.

**Technology:** Take advantage of opportunities for data-driven applications such as personalization of content and promotional offers. This tactic increases relevance and customer engagement.

## Who is Taylor Communications?

Taylor is a global communication solutions provider, with powerful and innovative products, services and technologies that connect people to your brand. You'll see our solutions in your mail box, email, in retail settings and on your mobile devices. We help organizations like yours strengthen customer experience, enhance business efficiency and grow revenue.

## Certifications & Proficiencies

- SOC 2 Type 2 Audit controls
- HIPAA compliant privacy and security controls
- PCI Merchant Level 2 compliant processes
- Return Path ISP Monitoring (email SPAM)
- SSAE 16
- ISO 9001:2008



## Case In Point

### Situation

A large Midwest electric utility company serving approximately 700,000 customers wanted to revamp their bills and transition to an industry-leading composition system. However, they had no internal composition or design expertise.

### Solution

After attending an HP webinar featuring our staff, the client reached out to us for assistance. We proposed a 2-step engagement:

1. Analyze requirements for composition tool and lead the Request for Proposal (RFP) process from identifying potential vendors, writing the RFP, evaluation and selection.
2. Once the composition tool was selected, redesign their bills including usability testing.

### Benefits

- Clearer bills
- Brand consistency
- Fewer formats to maintain
- Reduced call volume
- Fewer customer complaints
- Improved customer experience
- Saved over \$1,000/day in postal expenses