

Transforming Print Programs with Mobile/SMS Solutions

Integrated multichannel program gives customer more choice and reduces costs, while supporting green initiative



Situation

A major insurance underwriter for mobile phones was struggling with its large, post-sale customer communications programs which supported many individual brands. Challenges included increasing program costs, poor customer experience and difficulty accessing archived communications.

The client asked us to review the current programs and make recommendations to reduce costs and improve customer experience. The client also wanted to incorporate emerging delivery channels, such as email and mobile/SMS, to complement direct mail — offering customers a choice of delivery options and supporting their green initiatives as well.

Solution

We developed processes to seamlessly integrate two additional channels, transforming a *mail-only program* into an integrated multichannel program that offers customers a choice of three delivery options: email, mobile and mail. The client was also focused on increasing the overall use of electronic delivery so we implemented a mobile/SMS “send and triggered” response process to engage more electronic delivery opt-ins.

While expanding the choice of delivery options, the client didn’t want to increase its production costs or compromise accuracy. We addressed these challenges with a central document composition process to ensure message consistency across all delivery channels while controlling costs. We also developed a central document repository to archive all customer communications (print and electronic) for customer service reference, legal documentation and audit support.

Benefits

- Reduction in postage costs of 30 percent (projected)
- Use of mobile technology to reinforce the overall mobile experience
- Promotion of environmental responsibility
- Significant improvement in customer service response time through central document repository access