![newgen]

NewgenONE OmniOMS
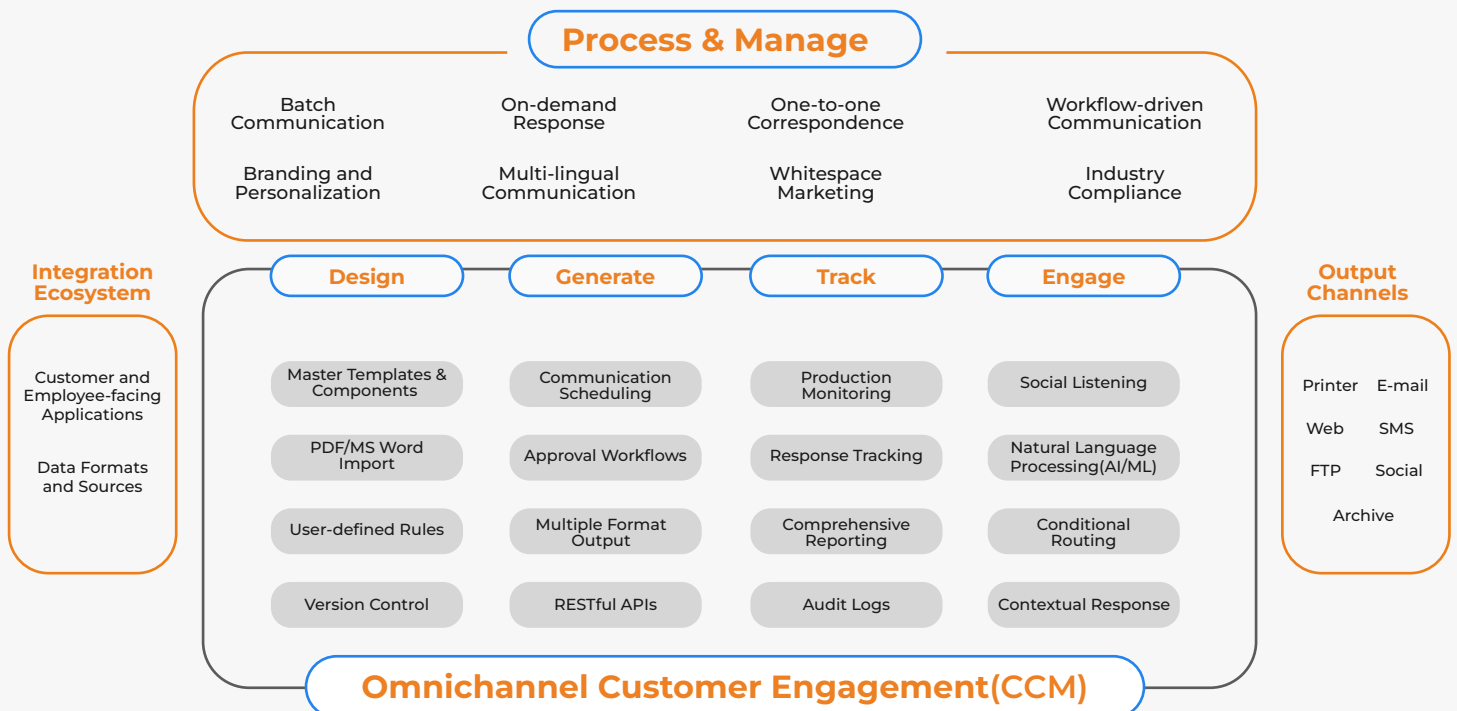# **Omnichannel Customer Engagement** (CCM)

Overview

Engage with customers in context through their channels of preference with full control and visibility across the enterprise. Deliver a delightful experience across the journey.

Design, manage, and distribute engaging end-to-end communications from a centralized platform while tapping various cross and up-sell opportunities. OmniOMS, built on NewgenONE platform, integrates with diverse systems and applications, and is cloud-friendly with containerization support on AWS and Azure platforms. The container architecture enables organizations to leverage cloud to achieve faster time to-market, reduce infrastructure costs, and improve communication generation performance.

Business Challenges

- Inconsistent communications
- Lack of personalized and targeted communications
- Rigid and time-consuming communication designing

- Non-scalable and high costs due to on-premises deployments
- Risk of non-compliance

Process & Manage

Batch Communication	On-demand Response	One-to-one Correspondence	Workflow-driven Communication
Branding and Personalization	Multi-lingual Communication	Whitespace Marketing	Industry Compliance

Integration Ecosystem

Customer and Employee-facing Applications

Data Formats and Sources

Design	Generate	Track	Engage
Master Templates & Components	Communication Scheduling	Production Monitoring	Social Listening
PDF/MS Word Import	Approval Workflows	Response Tracking	Natural Language Processing(AI/ML)
User-defined Rules	Multiple Format Output	Comprehensive Reporting	Conditional Routing
Version Control	RESTful APIs	Audit Logs	Contextual Response

Output Channels

Printer E-mail

Web SMS

FTP Social

Archive

Omnichannel Customer Engagement(CCM)

Deliver All Types of Communications

Batch Generation | *Enable structured, scheduled, and consistent communications processed in large volumes*

- Transactional communications, such as account statements, credit card statements, phone/utility bills, and more
- Non-transactional communications, such as e-mail/SMS reminders, notifications, etc.

On-demand Generation | *Deliver communications in real time with triggers from enterprise business applications*

- Online policy or statement generation and transactional confirmations/OTPs
- Instant issuance of ID cards, benefit statements, and others

Interactive Generation | *Add a human touch to communications by arranging variable data and content in a structured template*

- Welcome kits and negotiated documents, such as group insurance policies or derivatives
- Appeals and grievances communications
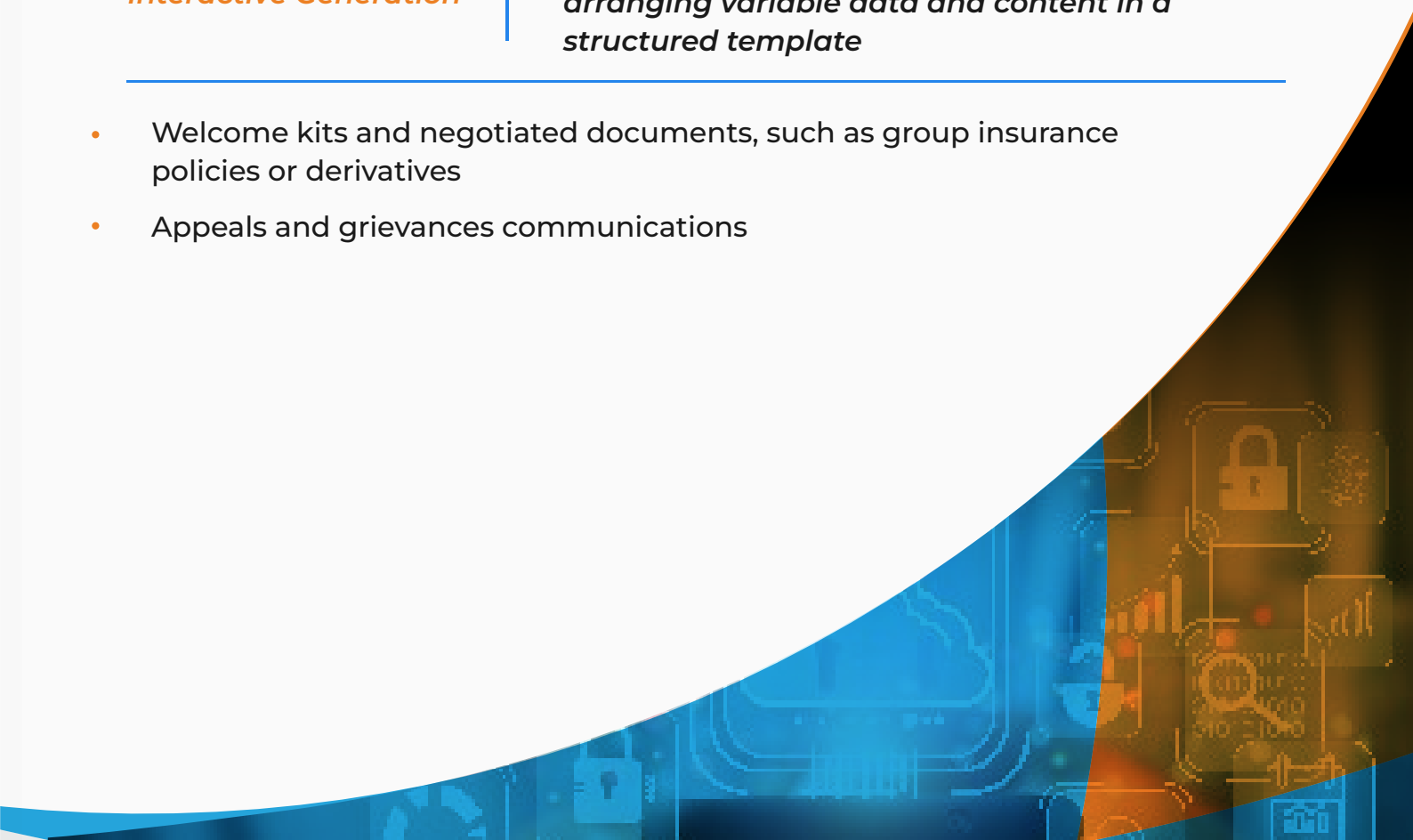
Core Capabilities

Communication Designer

Design highly personalized and engaging communications while ensuring consistency and standardization. Embed various types of graphs, charts, tables, images, and barcodes, and leverage multi-lingual capabilities.

Flexible Designing and Authoring

Enable component-based designing of communications for consistency, compliance, and standardization

- Design and publish attractive emails, PDFs, documents, SMS, WhatsApp messages, and social communications via an intuitive drag-and-drop interface

- Import Microsoft Word/Adobe PDF files for effortless designing

- Define reusable templates designs for images, tables, company policies, and disclaimers

- Leverage controlled editing capability to provide business users with the flexibility to define editable and non-editable sections within templates

- Insert digital signatures, graphs, tables, buttons, annotations, barcodes (standard, QR Code, IMB), and watermarks

- Gain insights into various stages of the design jounrey with web-based reports

- Deliver highly dynamic communications by capturing external content during real-time communications

- Design and generate fillable PDFs and extract the filled data for seamless integration with other lines of systems

Extensive Template Management

Facilitate security, collaboration, reusability, and content sharing by leveraging extensive template management capabilities and in-built template library

- Utilize master layout to create components that can be reused across multiple reports and pages

- Enable centralized template management to make changes to all the connected reports and pages from a single location

- Enable versioning, check-in/check-out, approval, and role-based access across templates

- Utilize workflows to set up a multi-level template approval process, involving different teams

- View external data sources used in templates from the data gallery

- Import and export templates and their associated data automatically from one environment to another

Efficient White Space Optimization and Rule-based Personalization

Send relevant, targeted communications based on customers' profiles and preferences

- Utilize white spaces and maintain the relative positioning of templates

- Use the web-based content repository for marketing images and content

- Configure business rules to personalize offers and promotions

Secure Communications

Ensure secure document creation and delivery with various security features

- Mask and encrypt data during rest and transition, ensuring compliance with HIPAA and PCI DSS

- Enable digital signatures and leverage hardware security modules

- Create secure PDFs and prevent forgery by using password protection and user-based access

Strong User Management and Extensive Audit Logs

Configure user and rights-based access

- Enable two-factor authentication to prevent unauthorized access to user accounts

- Enable Single Sign-On (SSO) to implement centralized authentication and provide access without compromising on security and efficiency

- Provide access control to encompass reports, master layouts, and layout components based on IT policies

- Monitor user performance with detailed audit reports

- Leverage support for LDAP and active directory based authentication

Communication Generation

Generate highly personalized batch, on-demand, and interactive communications. Enable job based generation and scheduling of output cycles based on customer preferences.

Automated Document Generation

Generate documents without coding for batch, interactive, and on-demand outputs

- Facilitate priority-based communication and auto-scale per business needs

- Track the output generation status in real time

- Generate operational reports with graphs, charts, and drill-downs

- Enable differently-abled users by generating PDF/UA - universal accessibility compliant output

- Provide differently-abled users access to information by generating PDF/UA- Universal Accessibility compliant output

## Faster Letter and Contract Generation

Reduce document generation time, deliver personalized, multi-channel communications, and minimize errors by providing a controlled, editable interface to users

- Leverage a web-based, user-friendly interactive editor for managing contracts and letters

- Reduce errors with controlled and permission-based editing rights

- Increase collaboration with approval workflows and review comments

- Integrate with core systems for automatic data population

Diverse Integration

Access NewgenONE OmniOMS from any enterprise application or system

- Integrate with third-party applications through web services, such as REST (JSON), and SOAP (XML). Ensure database connectivity with ODBC/JDBC connection

- Leverage support for XML, spool files, flat files, and RDMS

- Facilitate integration with any BPM and CMIS-compliant ECM system

- Store and retrieve communications securely through Amazon S3 Buckets and Azure blob containers, ensuring high availability of data
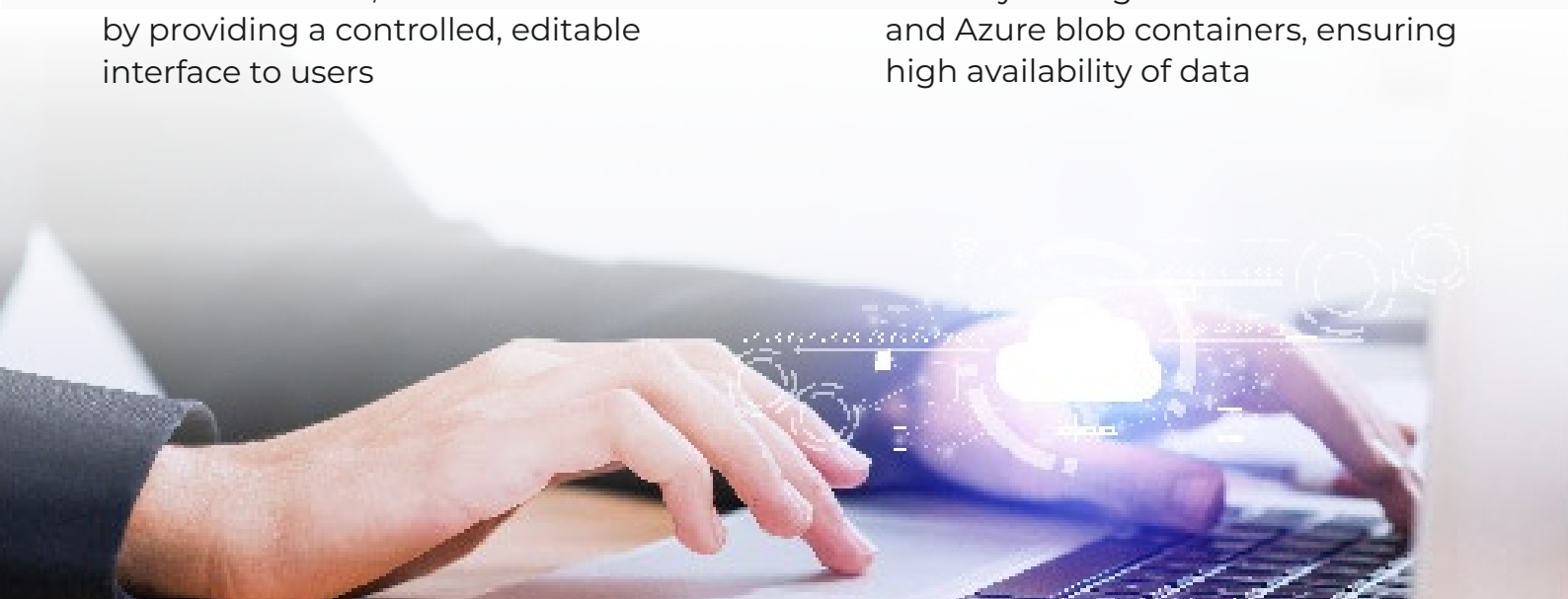
Communication Distribution

Track and send communications via e-mail, SMS, and WhatsApp. Ensure timely communication with customers through their preferred channels using the dynamic distribution engine.

Multi-channel Distribution

Distribute content across various social media platforms as well as digital and print channels

- Configure preferred modes of communication per customer needs

- Create short URLs by integrating with third-party URL shortening providers like Bitly

- Generate samples and proofs for validating each output before the actual distribution

- Track the delivery status of communications - delivered, clicked, undelivered, bounced, etc.

Communication Monitoring

Gain a 360-degree view of the customer communication lifecycle via comprehensive dashboards and reports. Meet compliance and audit requirements by capturing and archiving detailed communication logs. Furthermore, proactively monitor the system's health consistently.

Communication Tracking

Generate reports in real time and track delivery of communications across various channels, including print, e-mail, and web

- Utilize a batch communication dashboard with filters for cycle, job, and timestamp

- Monitor read, unread, or bounced communications, as well as click rates of promotional offers

- Export monitoring data to various formats, including Microsoft Excel

- Govern activities, such as communication scheduling, approvals, audits, and tracking while leveraging comprehensive dashboards
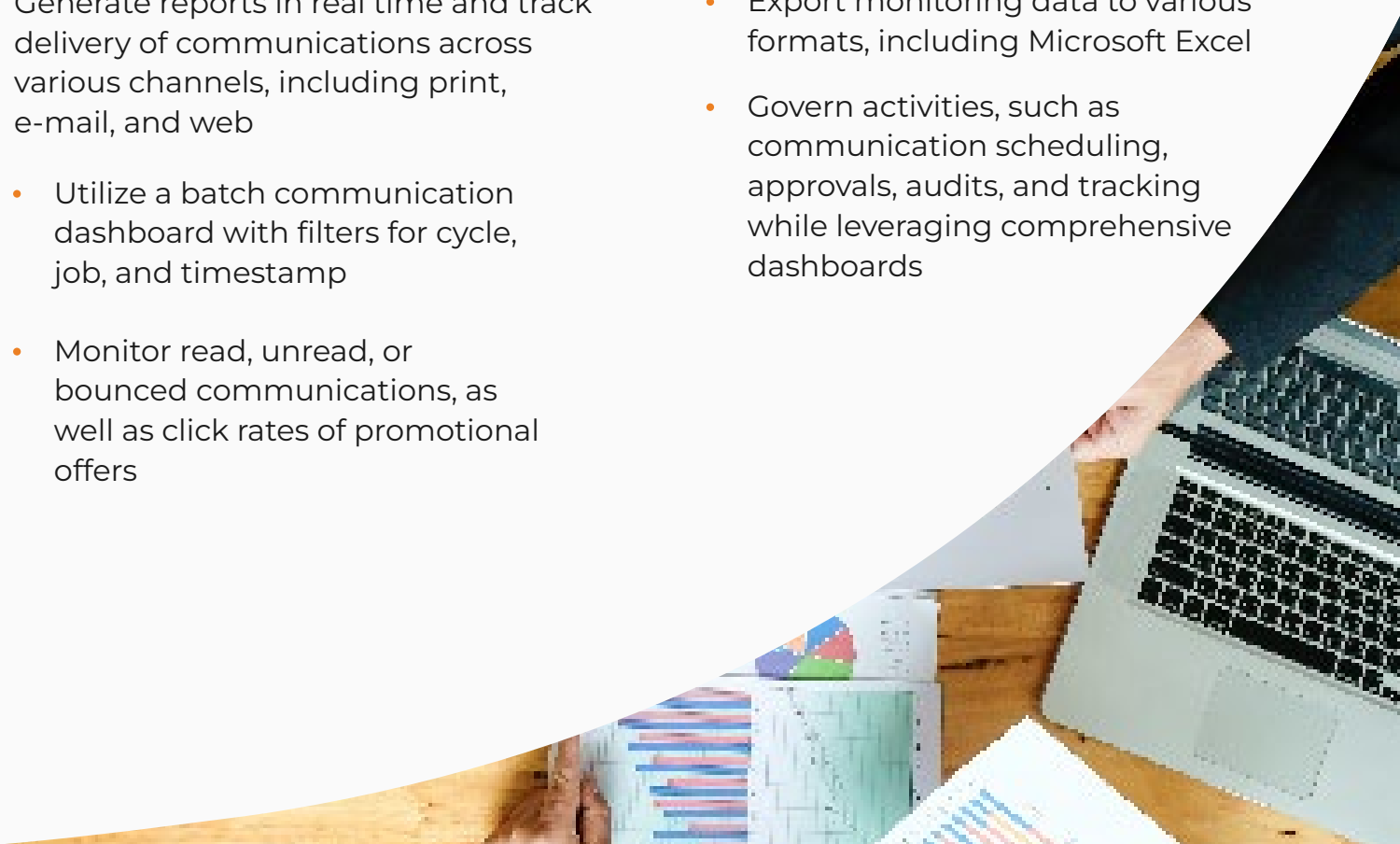
Why NewgenONE OmniOMS?

Effortless migration of templates from the legacy CCM systems to the modern cloud-based OmniOMS platform

Faster communication generation by leveraging the cloud-native platform services

Increased revenue through improved cross- and up-sell opportunities

Enhanced multi-channel delivery

Personalized and enhanced customer experience

Seamless integration with legacy systems and core enterprise applications

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, communication management, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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