



# CUSTOMER COMMUNICATIONS MANAGEMENT FOR BANKING & FINANCIAL SERVICES

## Overview

Banks and financial service providers generate an array of communications to interact with their customers. It entails account statements, proposals, notifications, policies, letters, etc. These communications enable businesses to get through with customers, enhance customer loyalty and deepen their share of customers' wallet.

Burdened with legacy IT systems, many banks have hard-coded documents, and out-of-date output communication systems - all dispersed. Appending to these challenges are the dynamic regulatory compliances, which banks have to adhere to while communicating with customers. To cater to the ever-increasing expectations of customers, banks have created layers of applications on top of core banking systems, which has made their architecture slow and sluggish.

## Key Business Challenges

- Higher printing and mailing costs for customer-facing communications
- Higher turn-around time due to manual creation of documents, letters, e-mails, etc.
- Consolidation of information from multiple systems into a single customer statement
- Unsecured communications without digital signatures, and password protected PDFs
- Inability to track communication delivery and response
- Ad-hoc document generation from the web, mobile, email etc.
- Lack of multi-lingual communications
- Absence of centralized template repository, leading to inconsistencies in compliance and branding



## Increase Share of Wallet with a Robust Customer Communication Platform

Customer Communications Management (CCM) enables banks to deliver effective communications to the right customers at the right time via the right communication channel, thereby increasing their share of customers' wallet. Businesses can leverage CCM to eliminate dependency on broken or siloed processes and systems and integrate into outgoing communication. Be it consolidated account statement, letter of credit, individual retail statement, deposit confirmation, the end-users receive clear, concise and personalized communications.



## Deliver Different Banking Communications with CCM

Newgen's CCM product suite- OmniOMS provides a unified platform for collaborative designing, reviewing, delivery and archival of all types of banking communications.

### • High-Volume Operations Documents

Schedule, generate and monitor structured, high-volume or bulk document such as consolidated account statements, loan statements, credit card, debit card statements, payment reminders etc.

### • One-to-one Customer Communication

Enable your front-office or service-desk personnel to generate communication for your customers in real time. Use OmniOMS interactive web-based editor to edit pre-filled documents such as welcome kits, acknowledgment letters, quotes, proposals and, updated KYC emails, upgrade account email, loan sanction letters, contracts etc.

### • On-Demand Communications

Communicate with customers without relying on the defined communication schedules in various forms such as e-statements, e-advice, transaction history, personal or home loan statements

## Business Benefits

### Minimize Operating Costs

- Automate millions of complex correspondence in a day and reduce unnecessary wastage of paper and postage costs
- Decrease call-center volume of on-demand communication generation

### Strengthen Customer Base

- Improve ability to target and tailor new offers to increase up-sell and cross-sell opportunities
- Acquire customers faster by sending proposals and quotations in real-time

### Enhance Customer Experience

- Enable customers to access documents anytime, anywhere via self service
- Reduce wait time and minimize error rate for your front-office communications

### Eliminate Risks

- Ensure compliance with standardization and extensive audit
- Provide real time responses to changing regulatory compliances



## Use Case Scenarios of CCM in Banking

### • Consolidated Statements

Create unified statements over multiple statements including account statements, retail individual statements, credit card statements, and brokerage statements

### • Welcome Kits

Create personalized kits for seamless customer on-boarding, comprising welcome letters, manuals, marketing brochure, rules and regulations booklet, etc.

### • Letter Generation

Generate letter, notice and reminder as per requirement of customers

### • Advisory Reports

Generate personalized, targeted investment and market reports for customers to make an informed decision

### • Customer Services

Create timely communications in the customer's preferred language and engagement channels

## About Newgen

Newgen Software is a leading global provider of Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communication Management (CCM) and Case Management solutions with a global footprint of 1300+ installations in 61+ countries with large, mission critical solutions deployed at the world's leading Banks, Insurance firms, BPO's, Healthcare Organizations, Government, Telecom Companies & Shared Service Centers.

Newgen's Quality Systems are certified against ISO 9001:2008 and Information Security Standard, ISO 27001:2013. Newgen has been assessed at CMMi Level3.

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