

# Struggling to unlock the potential of two-way customer engagement?

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Adare SEC's accelerated CX Improvement Programme can help.



## A guided transformation

Our CX team will guide you through problem analysis, solution design and hi-fi mock-ups to quickly help you visualise the impact of a process transformation.

Leveraging market leading software, and a rapid solution development environment, our build team can create vastly improved customer communications that can be delivered via multiple channels.

In many cases this approach allows line-of-business owners to implement contemporary digital services to their customers in just weeks.

**Our step-by-step assessment and deployment methodology acts as your guide to great customer communications, driving enhanced customer experience and better outcomes**



### **Improve customer experience via channel agnostic, interactive communications**

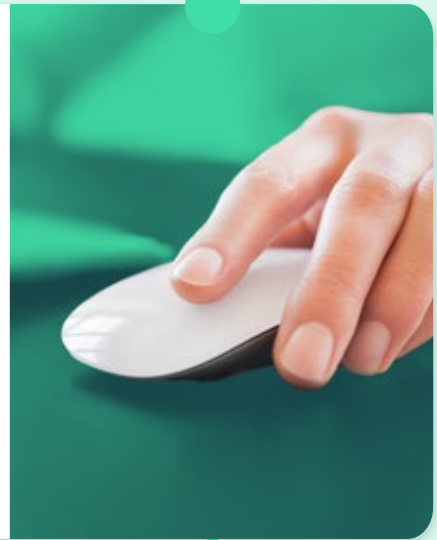
Turn bills, statements and under-performing customer communications into valuable, dynamic and interactive communications.

Align communications to customer channel preferences for maximum effect.

## **Drive increased customer acquisition and retention**

Simplify processes with engaging, intuitive digital customer interactions.

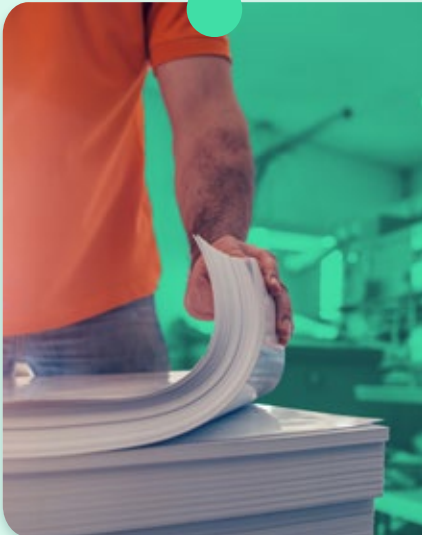
Leverage customer channel preferences to improve response rates from retention, upsell and cross-sell opportunities with single-click calls to action.



## **Reduced operating costs by migrating to digital channels**

Drive the reduction in call centre traffic by driving customer 'self-service'.

Reduce print and mailing costs by delivering bills and statements electronically.



## **Enhanced protection for critical data with our secure cloud-based platform**

Mitigate security risk by transitioning to our secure operating environment.

Harness market leading security protocols to ensure compliance with overarching industry regulations.



# Improve customers experience and drive incremental revenue with intelligent bills, statements and communications

With 97% of customers spending two to five minutes reviewing their monthly bills each month, statements provide a critical ongoing opportunity to **deepen the customer relationship and increase revenue**.

As a regular customer touchpoint, statements are a strategic asset for your business. Optimising their performance offers compelling business results including on-time payments, better customer engagement, and upsell or cross-sell opportunities.



Bills



Statements



Welcome Packs



Retention Campaigns



Notification Letters



Landing Pages



Customer Surveys



Debt Recovery

# Our 5-Step CX improvement methodology

Create seamless digital onboarding experiences through intelligent eForms.

Our CX Improvement Programme uses a **tried and tested methodology** to help businesses quickly evaluate and review key customer journeys.

It identifies business pains and gains and proposes pragmatic solutions that can be implemented quickly **with little IT support**.

An **initial CX Assessment** is followed by a customer experience design sprint during which our team of web and mobile designers collaborate with operational and marketing experts to quickly map out a prototype solution.

With years of experience delivering and transforming complex, regulated communications together with a dedicated CX practice and a pre-configured digital development platform, We are ready to help you transform your customer experience.

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## STEP 1

### Scoping Workshop

#### Business Process

- Paper based processes
- Digital Engagement

#### Customer Journey Mapping

- Customer retention
- Customer onboarding
- 'Upselling' improvements





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#### STEP 2

### CX Assessment

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- Examine existing process
- Document 'before' and 'after'
- Consult extensively with client stakeholders
- Agree on final design

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#### STEP 3

### UX & UI Design

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- Build solution mock ups
- Present back to client key stakeholders
- Test with customers



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#### STEP 4

### Service Delivery

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- Pre configured platform
- Library of developed 'Use Cases'
- Market leading CX software
- True SaaS model – 'pay as you use'

**STEP 5****Go Live**

- Client access to solution performance metrics
- Measure against agreed success criteria
- Rapid modification of solution to meet changing needs

**Book a Discovery Call with our CX Team**

Schedule a time to talk with our friendly CX team to learn more about the options that are available to you and discover what your implementation process could look like.

[Click Here to Open the Call Calendar](#)



Adare SEC is a leading provider of technology-led, Integrated Communication Solutions, inspiring our clients with choice and insight to deliver their vital message securely, via multiple channels. As a trusted partner, we consult with our clients to give them choice and insight enabling them to maximise the effectiveness of their communications. We pride ourselves on compliance and integrity, evidenced by our suite of certifications across our three secure sites.

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