

# Simplify the management of customer communications by empowering your team with self-serve capabilities

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Our suite of self-serve tools allow CCM teams to cut out delays by streamlining communication processes.



## **Self-Serve Tools**

Self-Serve tools from Adare SEC make it possible for organisations to create, edit, process and retrieve communications and data to deliver personalised, channel-agnostic messages and interactions across every stage of the customer lifecycle.

Comprised of four major components, SmartEdit, SmartApproval, SmartAccesss and SmartView, these tools provide the ideal platform for complex, multi-departmental, customer communication processes.

They can be used independently to solve particular process inefficiencies, or as an integrated solution to drive broader advantages and collaborative working.

### **SmartEdit**

In a world of increasingly complex customer communication and engagement channels, controlling the proliferation of communication templates and managing consistency of message is a real challenge.

With an intuitive, simplified user experience, SmartEdit enhances the personalisation of your communications by allowing business users to connect data, content and business applications, enabling you to scale transactional communications and manage content in real-time across any channel.



## Increase speed of change by empowering business users

Let marketing and operations team edit templates with cloud-based access.

## Reduced third-party service charges resulting from expensive template changes

Deploy changes to single or multiple templates without incurring third party change costs.



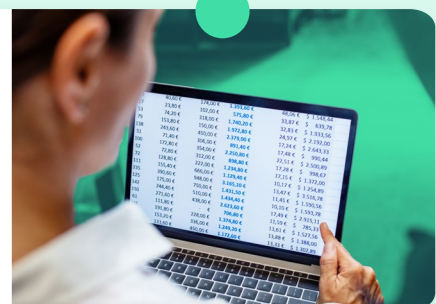
## Streamlined approvals via multi-departmental template access

Increase compliance and organisational control with role-based permissions and approvals.



## Visualise complex customer communications via user admin portal

Edit, review, approve, track and audit multi-channel communications.



# The latest version of SmartEdit brings several usability and UX improvements, allowing non-technical business users to quickly and easily accomplish tasks to support customer communications strategies.

SmartEdit enables you to reduce reliance upon third parties and meet consumer demands by empowering business user and customer service representatives to directly make content changes to customer communications and control delivery channels.



Bills



Statements



Welcome Packs



Retention Campaigns



Notification Letters



Landing Pages



Customer Surveys



Debt Recovery

With SmartEdit, business users are able to manage the messaging and targeting rules for pre-defined content blocks. Administrators have the ability to specify which templates can be accessed across the user base and what changes may be made to these templates ensuring brand consistency and compliance. In addition to this, the latest version enables customer communication teams to review the output in every format (mobile, tablet, web, etc.) for fast approval no matter what channel.

## SmartApproval

Efficiently manage the sign-off and authorisation of high volume customer communications that incorporate variable data and images.

SmartApproval, Adare SEC's online approval system, allows clients to check the content of an automated, daily production run before output is sent to print. It is often used in conjunction with SmartEdit to allow a final level of quality control to be carried out on the live, production ready file.

On receipt of data, Adare SEC will create a proof which is added to SmartApproval. The system has been developed so that an email notification will be sent to the client once proofs are available to view on SmartApproval. Using a secure username and password, clients can gain access to their proofs which are categorised by date. Users can 'Approve' or 'Reject' the relevant proofs. If the proofs are rejected, then processing stops to allow amendments to be made via SmartEdit or by our development team. If the proofs are approved, then print files will automatically be sent to production.



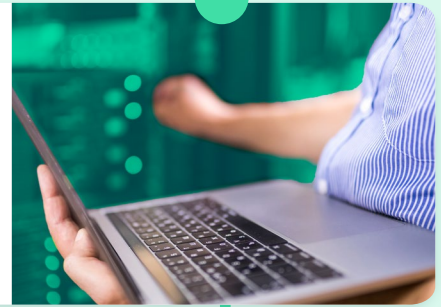


## **Fast approval to speed up operations without a reduction in control**

Quickly and easily approve the content of a print ready file.

## **Ensure process compliance through auditable approval logs**

Pre-set business rules enable the relevant people to be notified when a document needs approving.



## **Improve quality across document types with centralised templates and artwork**

Real-time proofs are generated from live data and are made available to be checked daily at the very last stage of processing.



## **Regain operational control of production decisions without the overheads**

SmartApproval puts the decision to print or reject the file in the hands of our clients.



## **Have confidence that outbound communications are protected but available when needed**

Securely access your documents through individual username and password authentication.



## SmartAccess

SmartAccess is our secure, online portal that allows employees to access, sort and distribute inbound communications from anywhere. Along with our Inbound Capture service, it transforms manual inbound processes into highly efficient, controlled workflows.

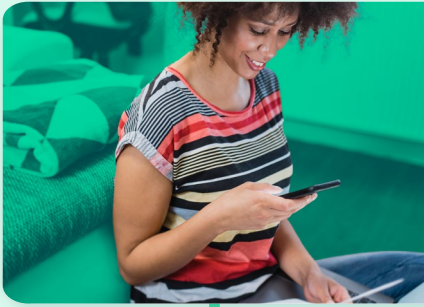
First, Inbound Capture digitalises multi-channel streams of communications. Our intelligent processing technology then recognises and sorts the communications by type, and extracts the key information required.

Communications and data can then be viewed, distributed and worked on within SmartAccess. With its built in actions, SLAs, escalations and prioritisation features it enables teams to work more efficiently, unlocking benefits such as quicker resolutions and improved customer experience.

### **SmartAccess transforms physical inbound processes into an efficient Digital Mailroom**

As a cloud-based product, employees benefit from anytime, anywhere access. And for complete compliance, it provides an extensive audit trail detailing all changes to communications and meta-data, as well as a who viewed what and when.

It also allows for multi-channel communications, including physical mail, email attachments, portal submissions and more. Consolidating these channels into a single view provides employees with the full picture - enabling them to efficiently process key customer journeys such as claims, applications, onboardings and more.



## Provide anytime, anywhere secure access to digitised mail and communications via a web browser

Cloud-based platform, available 24/7 ensuring critical business processes are completed.

## Consolidate inbound mail and communications from multiple channels into a single view

SmartAccess provides a way for employees to process inbound mail consistently, regardless of the channel.



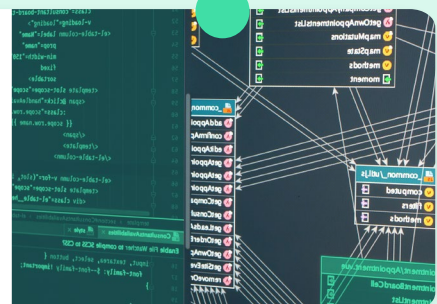
## Protect customer data and ensure compliance with restricted access and full auditability

SmartAccess provides increased levels of security and compliance through rigorous user permissions and comprehensive audit logs.



## Delivers flexible automation suited to the requirements of any organisation

SmartAccess can be as simple or complex as an organisation needs it to be.





# SmartView

SmartView is our secure, GDPR compliant repository for the long-term storage, retrieval, and management of customer communications and data.

It can ingest digital images of outbound and inbound communications. Once ingested, these communications can be viewed on screen, printed to a local or desktop printer, or downloaded as required. They cannot be altered or changed, providing auditable reassurance that they are an exact copy of the original.

SmartView also takes care of the data lifecycle from start to finish. Helping to ensure GDPR compliance through configurable data retention periods, and enabling the quick fulfilment of customer requests such as 'Right to be Forgotten'.

It is suitable for deployment in a multi-user client environment such as a customer contact centre or finance department and is available 24/7, 365 days a year via a secure online log in.

## **SmartView supports both B2B and B2C environments**

B2B environment - ideal for use in customer call centres and back-office teams. System user authentication and role based controls mean only those with authorisation are able to access documents held in the system.

B2C environment – enables documents stored in SmartView to be retrieved via an API for use in our clients' own websites or mobile applications. There are a number of security layers built into the API which seamlessly integrates with our client's systems so that the end users can search for and retrieve stored documents.



## **Provide data lifecycle management and a comprehensive audit trail for process compliance**

Enables automated or user-triggered data lifecycle management. All activity is logged and can be reported on as required.

## **Ensure critical communication process don't fail with top tier resilience**

SmartView is hosted across two Tier 3 data centres ensuring high availability and data resilience.



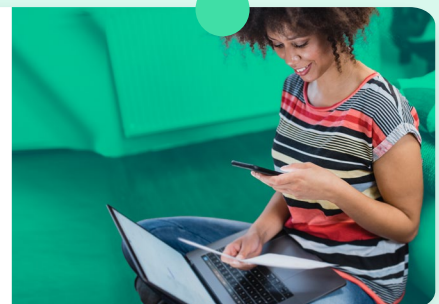
## **Protect sensitive customer data with our secure, restricted access environment**

SmartView access is restricted and not accessible via the public internet. Access is only via VPN or through the secure B2C API.



## **Facilitate business and consumer communications with a truly versatile solution**

SmartView supports B2B and B2C activities, providing employees and customers self-serve access to the relevant communications.



Adare SEC helps companies accelerate the migration of their integrated multi-channel communication strategy, harnessing secure cloud-based customer communications infrastructure to improve the customer experience.

Say hello to SmartView and develop a truly integrated customer centric communications strategy with Adare SEC.



## Book a Discovery Call and Demo

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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