

OmniChannel Communication

Turn data into insights for more meaningful interactions across any channel your end-user chooses.

The **Conduent OmniChannel platform** intelligently progresses customers throughout their ongoing journey with your brand. From onboarding, to transacting, to renewing, we make sure you meet customers where they are with a seamless experience — delivering more digitally powered communications.

Our clients can achieve:

15-35% cost savings when we take on their existing print and mail operations.

50-75% cost savings when we help them transform print and mail communications into digital customer interactions.

30% reduction in call center inquiries through more individualized and intelligent customer interactions, delivering the right message to the right customer at the right time through the right channel.

We make customer experiences:

More immediate – Electronically extracting hard-copy information for real-time digital availability; automatically detecting customer document errors and sending customer text alerts.

More individualized – Actively tracking and managing customer preferences to tailor and personalize communications and accelerate migration from print to digital.

More intelligent – Applying analytics to support predictive modeling, behavioral segmentation and more effective cross- and up-selling.



In today's always-on, hyper-personalized, digitally connected world, organizations have no choice but to reexamine every touchpoint across their customers' journey and identify new ways to deliver an integrated, exceptional experience.

Customers don't want to start from scratch — they want each interaction with a company or government agency to start where the last one left off, no matter which channel they are using at the time. They want a singular, consistent experience across all channels, allowing them to have a seamless experience as content is optimized for each channel and device.

Conduent's 2018 Consumer Experience Report found that many organizations lack consistency across channels. Instead of creating a fully developed omnichannel strategy, many focus on the first step of resolution, which is typically the store or call center. But by creating consistent and personalized interactions across all channels, organizations can actually improve satisfaction and grow loyalty.

The future of interactions is OmniChannel and integraton.

In an integrated omnichannel world, enterprises will have more meaningful conversations with their clients — fueled by AI, automation, advanced analytics, connected technology platforms, voice-activated devices and highly personalized journeys.

Conduent's OmniChannel Communication solutions enable our clients to have high-value interactions with their customers or constituents across both digital and human channels, creating a seamless experience. Our solutions span three key areas:

- Data and Document Management
- Customer Engagement
- Assessment and Insights

Leveraging our integrated technology platforms and harnessing the potential of true integration of inbound, outbound and customer engagement channels, we deliver a personalized and experience for all our clients — and their customers and constituents too.



A full scope of services to help you reach customers across all channels:

- **Traditional print and fulfillment** – High-volume printing and mailing services, sophisticated technologies, secure facilities, high integrity processing.
- **Dynamic, digital composition** – Create variable and personalized communications from multiple data/input sources.
- **Message management** – Manage content real time via a web-based tool or modify existing content with an interactive module.
- **Repository and presentment** – Digital storage of all communications with comprehensive search and auditing features as well as presentment portal services.
- **Services integration** – Integration with contact center, inbound, CRM, or Conduent /client systems providing real-time view.
- **Multichannel delivery** – Output in multiple channels, e.g. print, mobile, web, email, SMS based on customer preference.

Contact us

OCC@conduent.com
 1-844-ONE-CNDT
www.conduent.com

Our solutions

Optimize traditional communications, drive migration to e-delivery, transform and individualize communications, enhance opportunities for customer engagement.

Data and Document Management

Improve each stage of the inbound communication process flow into a department or business process — end-to-end or individually, to streamline your operations and improve productivity. Our powerful Digital Documentation Services scan, index, manage and store documents and data embedded in both physical and digital formats.

Customer Engagement

Conduent has **250K square feet** of print and digital production facilities across three primary sites in the U.S. We produce **5B digital images** annually; deliver **1B** communications via digital, print and mail each year; and save our clients **\$50M** annually in postage.

OmniChannel Platform as a Service – Intelligently progresses customers, patients and members throughout their ongoing journey with a brand in all interactions/touch points so that the experience is seamless from channel to channel, human to digital. Connect your customer touch points so interactions are seamless across devices and gain powerful insights from customer data to create digital interactions that are more:

- Immediate – to educate and guide consumers through business journeys and events in real time.
- Intelligent – to accommodate consumer preferences and timing for information.
- Individualized – to make each interaction more meaningful and relevant.

Customer Communication Management Services – A platform for composition, delivery, storage and retrieval of all outbound communications. Powered by best-in-class technology, Conduent manages and extracts specified data to create personalized outbound communications based on customer preferences. We support this with high-volume printing and mailing services and state-of-the-art digital distribution technologies.

Multichannel Delivery Services – An outbound communication delivery solution.

Have the technology for content creation but need a partner to deliver that content? This offering provides full support for all aspects of digital and print communication delivery through best-in-class high-efficiency technology.

Assessment and Insights

Assessment consulting – Conduent teams will conduct an in-depth analysis of your operational performance and customer experience through a focused assessment at every customer service touch point. We'll deliver our findings through an interactive insight dashboard, with every recommendation supported by business case calculations and expert industry commentary. Assessment services are available as standalone solutions, or as part of a broader five-phase transformation program.