



**TAILORING BRAND-CONSISTENT,  
INTERACTIVE SOLUTIONS THAT  
DON'T JUST INFORM, BUT ENGAGE.**

**rrd**

BUSINESS  
COMMUNICATION  
SOLUTIONS



# TRANSFORMING YOUR COMMUNICATIONS IN THE DIGITAL WORLD

Every one of your communications is a critical touchpoint that reflects on your company, your reputation, and your brand.

Advances in technology are rapidly changing your world of communications. With so many channels available, consumers have shifted their behaviors and have more control than ever in how, when, and where they want to connect.



Some people live on their smartphones or tablets. Others prefer their laptops. Some like a crisp paper message they can hold in their hand. So how do you deliver the essential transactional messages that keep your business or organization running?

## HERE'S WHERE RRD BUSINESS COMMUNICATIONS SOLUTIONS (BCS) STEPS IN.

We'll help you transform your communications in today's digital world to create highly efficient — and highly effective — strategies that keep you connected with the people you need to reach.

## MAKE YOUR ESSENTIAL COMMUNICATIONS EXCEPTIONAL

Transactional messages do not need to be dull. Your everyday transactional communications can be the vehicle for a powerful educational, promotional, or compliance message. BCS can help you make the most of every transaction to create more connected customer experiences.

We design highly engaging messages — both digitally and in print — to become proactive, interactive, transpromo communication tools that capture greater response. Well-designed messages have been proven to capture greater ROI. And color imaging has been shown to improve Days Sales Outstanding, as well as message effectiveness.

Transactional communications are all integral touchpoints along the customer journey. They often account for the most amount of interactions with your brand, so they'd better meet the elevated expectations of today's discerning, omnichannel customer. We can help you optimize these critical touchpoints with exceptional communications that don't just inform, but engage.

### Our expertise includes transactional applications like:

- Statements
- Notices and confirmations
- Bills/invoices
- Policies and contracts
- Tax reporting/compliance communications
- Check fulfillment
- Loyalty/membership programs/enrollment kits



BCS delivers vital customer communication solutions for leading companies among the Fortune 1000 across numerous market segments. We help clients strengthen their brand with relevant, timely, and secure communications — plus targeted solution offerings for:



Financial Services: Banking, Investment Services, Credit Card, Mortgage



Insurance: Managed Care, Property, Casualty



Business Services



Telecom



Energy/Utilities

**BETTER TARGET CONTENT CHANNEL TO RECIPIENT**

BCS will provide a clear path to transform your communications from print-focused to digitally-integrated. And we make the change easy for you — and for your customers.

We can personalize your content, target your audience, deliver your message, and process all your critical communications. Our innovative PIVOT<sup>SM</sup> solution is comprised of tools and services that enable seamless multichannel communications presentment, and delivery — from design and management to distribution and tracking.

Share your vision with us and together we'll transform your communications to help you achieve a multitude of benefits, including:

- Cost savings
- Flexibility
- Targeted content
- Increased engagement
- Faster speed-to-market

With BCS, you'll get a trusted single-source partner with proven experience and advanced data management capabilities to help you deliver the right message, to the right person, in the right way, at the right time. Every time.

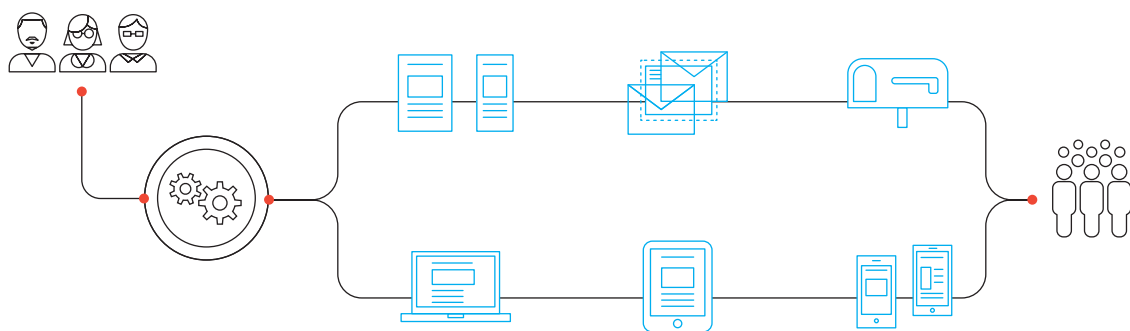
**THE MOVE TOWARD DIGITAL**

Powered by our patented Digital Content (DC+) technology, BCS offers a full suite of solutions to expand your business communication ecosystem and meet the evolving needs of today's multichannel customer, including:

- Voice assistant delivery
- Mobile wallet delivery
- eCloud content distribution
- Enhanced interactive documents

We'll work closely with you to determine the most efficient and effective digital-centric strategy, seamlessly integrating the best mix of channels to help enhance the value of your communications programs. We can do it all, or piecemeal, depending on your unique needs.

The challenges of communicating in today's connected world are great, but the opportunities are greater. BCS can help you capitalize on them.







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# COMMUNICATION TRANSFORMATION SERVICES

## Simplifying Workflow with a Hosted Platform

Migrating print and mail communications onto a best-in-class platform that makes the most sense for your operations requires a streamlined, skillful approach. Using our proven multichannel process, we will efficiently drive up the quality and consistency of your applications — and keep it simple for you.

BCS has broad experience in meeting customer demands for integrating existing data and processes with emerging technologies for efficient communications. Our platform for communications management includes all the processes and supporting technology to manage the lifecycle for business communications from creation to delivery to tracking and reporting. RRD can not only implement the transition to this platform but do so without interrupting existing applications, resulting in a seamless customer experience.

### OUR COMMUNICATION TRANSFORMATION SERVICES ENABLE:

- Smooth transition from in-house operations to a usage-based model
- Expeditionary digital transformation
- Refreshed technology solutions that make sense for your organization
- Elimination of costly software license purchases
- Shifting from a variable to a fixed-cost model

The decision to outsource your print and digital communications to a single provider is an integral step towards reaching your company's goals — and choosing BCS as your partner provides enormous benefits to you.

# MANAGING CONTENT COLLABORATIVELY

- Give business users full control over messaging content and rules without IT involvement
- Send personalized, multichannel content to individual customers when and how you want
- Manage all content for omnichannel communications in one single platform
- Know who has received what content, when they received it, and through which channel(s)
- Platform agnostically connects your content to any delivery system



### BENEFITS

- Business user control
- Improved time to market for communications
- Multichannel content control from a single platform
- Personalized, targeted communications improving customer experience
- Easy and secure deployment

### FEATURES

- Intuitive UI for authoring and managing content
- Business user-friendly targeting and testing
- Customizable workflow approval process
- Hybrid cloud – customer data secure behind your firewall

# EPAY SERVICES

## Efficient Electronic Bill and Payment Solutions

BCS provides comprehensive and customized end-to-end presentment and payment solutions to meet your critical business objectives and your customer’s digital payment preferences.

Transforming your customer billing communications into an efficient digital solution involves optimizing records, standardizing bill design, and streamlining payment processing. Using a collaborative approach, RRD’s technology experts provide successful workflow integration and implementation while keeping your customers’ needs at the heart of the process.

OUR HOSTED EPAY PLATFORM ENABLES:



Management of a bill's complete lifecycle — including creation, presentment, payment, and reconciliation



Smooth transition, from traditional paper billing



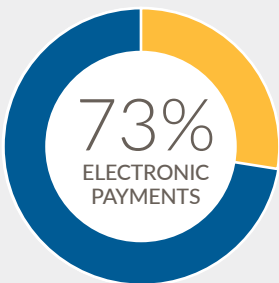
Enhanced billing experience for your customers



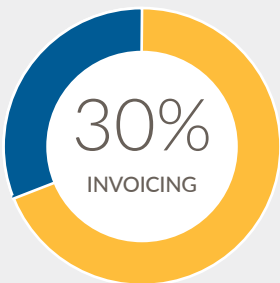
Deployment of services that integrate with your current billing system

Our best-in-class digital solutions keep pace with accelerating changes in the digital billing industry. As such, the ePay platform adoption includes consultative services from RRD to help map an overarching brand-consistent billing and payment strategy using the most advanced technology available. Our commitment to making bill payment quicker and more efficient is centered around helping your customers.

BUSINESSES ADOPTING ELECTRONIC INVOICING & PAYMENTS



U.S. firms who have embraced some form of electronic payments



U.S. firms who have moved to electronic invoicing



U.S. firms say that making bill payment quicker and more efficient is the #1 reason for moving to electronic payment





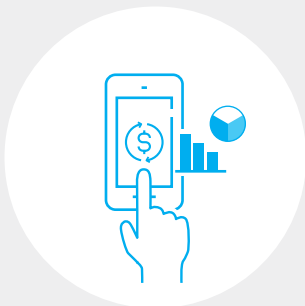
# Content Activation for Consumer Engagement

DC+

In an age when customer communications are increasingly dynamic, interactive, and engaging, brands must be capable of delivering information in the ways customers want to receive it. Wherever they are in their digital journey, it is important to provide the tools they can use quickly and easily.

Our patented digital content technology, also known as DC+, transforms consumer documents into intelligent service solutions which enable unique applications and content interaction. Using the power and intelligence of DC+, consumer applications can combine active content across multiple documents, integrate existing business rules, and personalize consumer experiences and interactions. Consumers can easily mine data from statements or bills and develop tools for better decision-making — improving overall engagement with your brand.

## DC+ ENABLES:



Brand access to transactional level consumer content to power unique applications and services



Extraction of key data elements from consumers' statements or bills



Data transformation into activated content to be incorporated into a service (e.g. search)

BCS is committed to bringing you best-in-class, innovative technologies as they evolve. Complete with efficiency, security, and a pulse on evolving customer behaviors, our DC+ platform offers a solution that can be launched across any organization in a turnkey way. With little integration hassle and a rapid time-to-market, we make the change simple for you — and for your customers.

# SuperDoc WEB ENHANCEMENT

Transform everyday PDF statements into interactive customer communications

### WHAT IS IT?

A secure website add-on that transforms customer-facing PDF statements, bills, policies, letters, and more with an entirely new layer of interactivity.

### WHAT CAN IT DO FOR YOUR COMPANY?

SuperDoc helps you increase customer engagement, driving action and loyalty — while reducing costs, and supporting compliance and security requirements.

### HOW CAN IT HELP YOUR CUSTOMERS?

SuperDoc helps customers better understand how they spend, save, and plan for tomorrow — so they can better appreciate working with you.

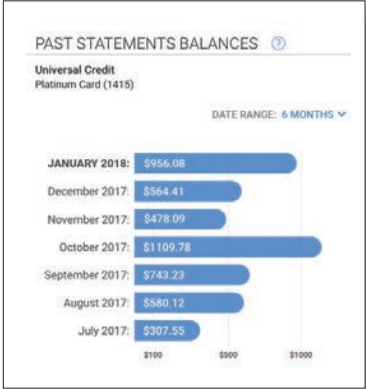
Configure a SuperDoc solution from a sector-specific build before customizing it for your business with useful widgets that create unique and valuable customer communications.

### WHAT DOES IT DO?

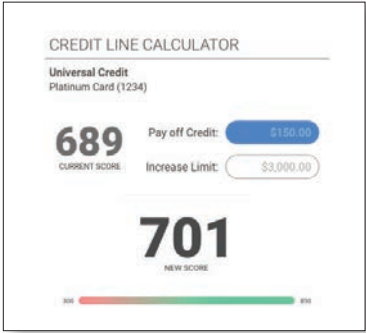
SuperDoc provides access to meaningful, relevant content that is fully compliant, traceable, and archivable. It unlocks new ways for your customers to bring transactional documents to life with flexible, interactive content that speaks specifically to their individual accounts, products, and goals.

Shell	
Shell Oil 123456789	01/07/18
Shell Oil 846289	11/17/17
Shell Oil 123456789...	11/02/17
Shell Oil 123456789	09/05/17

- Search transactions by date, vendor, amount paid, and more



- Compare balances month-to-month, quarter-to-quarter, and year-to-year



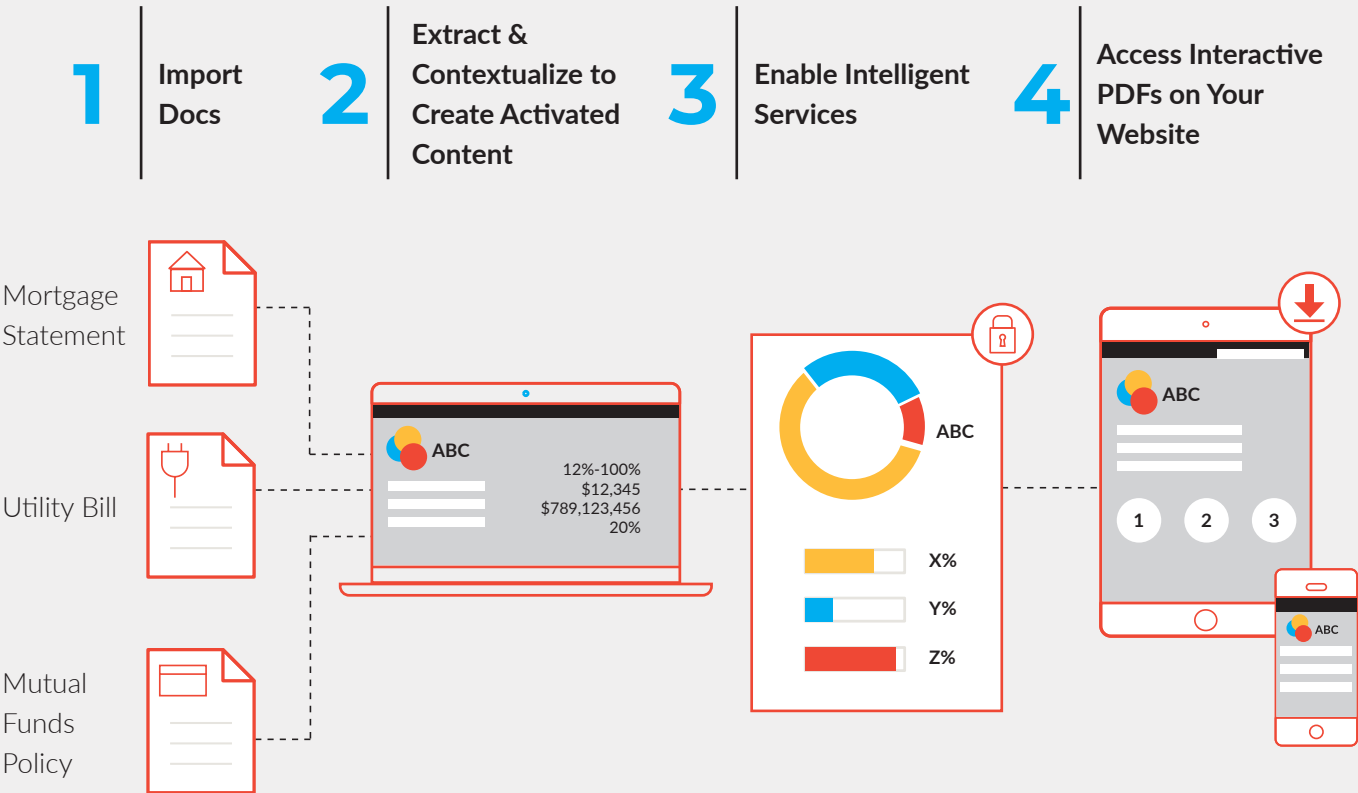
- Leverage payoff and financing calculators

- Access local data like weather history and property values
- Model future bills and account growth
- Pay bills faster with a direct hyperlink
- Learn about upgrade details and special offers
- financing calculators



As new delivery channels become available, providers are concerned about maintaining value on their own websites and strengthening their customers' engagement. Now providers can expand their abilities to present more meaningful, relevant transactional document content — thanks to our SuperDoc™ web enhancement (SuperDoc).

HOW DOES IT WORK?

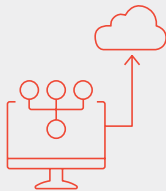


- Activates content elements including transaction-level details
- Enables combining content from multiple documents and sources

- Applies complex business rules against frequently changing content and data
- Encrypts data
- Enables user access to dynamic content through your website

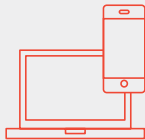
# E-CLOUD CONTENT DISTRIBUTION

Integration for client communications delivery into cloud destinations



WHERE YOU WANT IT

PDF sent to specific Cloud account(s)



HOW YOU WANT TO VIEW IT

Accessible anywhere, from any device



WHEN YOU WANT IT

Immediate or scheduled delivery

USE CASES

- Additional path to e-adoption
- Multi-page documents
- High archival needs
- “Store and ignore” scenarios
  - Policies
  - Privacy notices
  - Terms and conditions
- Explanation of Benefits documents
- Investment statements

BENEFITS

- Faster document delivery
- Documents synced to all of the customer’s devices
- Storage costs managed by customer
- No need for login action to download and archive
- Links are maintained
- Easily searchable
- Organized personal archive

# MOBILE WALLET DELIVERY

Easily deliver documents, notifications, and more via the mobile apps that consumers are actively using

- Expand digital channel offerings with emerging technologies, including Apple Wallet and Google Pay
- Delivery of bills, notices, membership cards, and more to the wallet app on a user’s mobile device
- Automatically update wallet content as new information becomes available
- Send status updates, reminders, and more directly to the consumer
- Enable payments for easier and faster payment collection
- Apply business rules against changing content and incorporate into data-driven services

BENEFITS

- |                                |   |   |
|--------------------------------|---|---|
| • Personalized experience      | • Access archived files                     | • Customized content based on location, offering, or individual details |
| • Accessible anytime, anywhere | • Easily access brand contact information   |   |
| • Make payments faster         | • Quickly open associated apps and services |   |
| • Status updates               |   |   |



# VOICE ASSISTANT COMMUNICATIONS

## AI-Driven Personalized Engagement

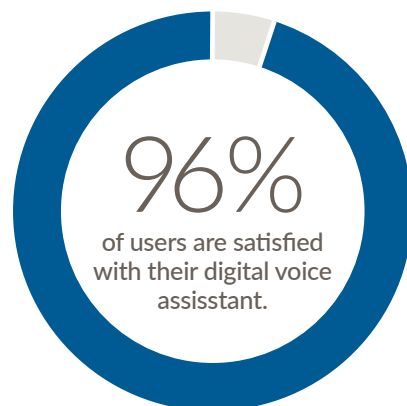
Enabling voice assistant content delivery transforms ordinary business communications into actionable conversations – benefiting both the business and the consumer.

Consumers expect access to answers when, how, and where they need them. Our voice assistant delivery solution enables access to their bills, statements, notices, and other business communications using Alexa, Google Assistant, and Siri. The human-like synergy of voice assistant conversations provides a natural, simplified, two-way interaction that facilitates inquiries, delivers data, and processes transactions. Using the services, tools, and applications that consumers are actively using in their daily routine elevates engagement with your brand and increases efficiency.

Voice assistant delivery can help you achieve cost savings and process improvements for every aspect of your communication value chain complimenting document design, delivering required notifications, and obtaining opt-in responses, all while maintaining brand consistency and customer-centric engagement.

### VOICE ASSISTANT TECHNOLOGY ENABLES:

- Self-service consumer action – 24/7
- Efficient 1:1 engagement opportunities
- Better consumer understanding and retention of critical content
- Less inquiries to call centers for assistance
- Increased brand loyalty
- Acceleration with advancing technology



Source: Sovie, D., McMahon, L., Murdoch, R., and Roberts, G., (2019). Digital Consumer Survey 2019 | Accenture.  
Retrieved from <https://www.accenture.com/us-en/insight/high-tech/reshape-relevance>






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**TECHNOLOGY MOVES FAST.**

Connect with us to learn more about how our solutions can help you keep up — and keep your customers satisfied. Visit [rrd.com/bcs](https://rrd.com/bcs)

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