

GO MOBILE

Improve Customer Experiences with Responsive Customer Communications

Business Issues

For organizations to increase revenue and drive growth, they need to offer better customer experiences that create positive outcomes and improve customer loyalty. With most consumers using mobile devices to interact and communicate with brands, it is imperative that all communications be responsive to the device they are being viewed on, by automatically adapting the layout to fit any screen perfectly.

To achieve this outcome enterprises and print services providers need to transition countless numbers of complex, mission-critical customer communications to a variety of digital formats and communication channels. This so far has proven too resource intensive and cost prohibitive, leaving customers frustrated and forcing them to switch to mobile-ready brands.

Solution

Go Mobile from Crawford Technologies provides an easy-to-use, comprehensive solution to transform existing transactional customer communications (bills, statements, agreements, etc.) in AFP and PDF to responsive HTML5 communications that automatically adapt the layout to fit to any screen perfectly.

It is now possible without extensive redesign efforts, specialized composition software or special purpose web application development to repurpose composed documents for smartphone screens, web browsers and mobile-native applications. Documents that currently reside in archive systems can be transformed automatically to responsive HTML5, on-the-fly, while being retrieved. The original document is not modified or altered in any way.

Benefits

- Eliminates the time, resources, and expense of designing or redesigning document composition templates for mobile devices.
- Transforms existing, composed documents to responsive HTML5 to support any screen type perfectly without modifications to the original document.
- Enables archived documents to be transformed and mobile ready on demand.
- Drives better customer experiences that create positive outcomes and improves customer loyalty.
- Provides a path to increase revenue and drive growth.

Essentials

- Simplify the creation of responsive HTML5 customer communications for mobile devices including statements, letters, invoices, and policy documents.
- Transform archived documents on-the-fly to responsive HTML5 without the cost, time, and expense of composition.
- Reduce cost and resource requirements to produce mobile-ready documents.
- Improve customer experiences with communications that deliver positive outcomes.

Solution Overview

PRO Designer with Autosense

PRO Designer with Autosense is a powerful post composition design tool. It uses Artificial Intelligence (AI) to prepare composed transactional customer communications like bills, statements, and explanation of benefits (EOBs) for transformation into responsive HTML5.

With PRO Designer, organizations save significant time, resources, and expense by not having to design and redesign transactional document composition templates to support responsive HTML5. Instead, configure the composed transactional document once, and quickly transform to HTML5 on-the-fly, as often as needed.

Print Stream Transformations

Crawford Technologies' PRO AFP or PRO PDF transform is used to convert configured customer communication in AFP or PDF documents to responsive HTML5. Documents are then mobile-ready and responsive on the device to which they are being displayed.

Sunrise

Sunrise is a Web Services REST API that integrates with legacy archive systems, enterprise content management (ECM) repositories and content services platforms (CSP) to retrieve transactional customer communications. It is used to coordinate and facilitate the retrieval and transformation of customer communications into responsive HTML5. AFP and PDF transformations to responsive HTML5 are done in real-time with extremely high throughput for thousands of concurrent users without limits to volume of documents, and location.

Ask yourself?

- How does your organization handle online customer requests to view documents like statement and notices electronically?
- Does your firm's omni-channel strategy include delivering statements and other communication documents to customers' mobile devices?
- Is your company's mobile app delivering documents in responsive HTML5?
- Is your company's website delivering responsive HTML5 documents when customers are using smartphones?

Go Mobile

