SYSCOM INC

Customer Communications Experience

Embedding Customer Experience in your Enterprise

Today, many companies offer Software as a Service (SaaS) offerings to help in all areas of your business. For enterprises, these solutions immediately surface up various questions:

> *"How do I embed that service into my current business processes, as well as leverage the enterprise services that support those processes?"*
>
> *"How could a service, used by the end customer, be seamless and look like an extension of our customer portal or mobile apps?"*
>
> *"What about customizing the customer experience with access to customer data from our various back-end systems and services?"*
>
> *"How long will it take to embed this service into my enterprise?"*

With all that in mind, how about a SaaS offering that improves customer and prospect communication with secure, branded, digital signature capabilities, enhancing the overall customer experience by making document submission easier, and improving overall back office operations with faster document verification and validation. And, the same service, designed from the ground up, to very quickly seamlessly embed into your enterprise.

Customer Communication Experience (CCE)

SYSCOM's Customer Communication Experience (CCE) is a SaaS offering that equips organizations with configurable, digitized, branded solutions, including secure document share with eSignature capabilities that can be used in countless business processes.

Every enterprise is different. From leveraging different document and communication generation services for customer content to the many different business processes requesting customer content to be executed and/or obtained from the customer. The enterprise has multiple delivery channels (Mobile Apps, Client Portals, email, SMS Text, etc.), Security (SSO, Authentication) and other backend systems for document storage and customer information.

CCE has been designed to quickly provide a customer and back office experience unique to each business process leveraging existing enterprise services and delivery channel.

The following are capabilities that make embedding into your enterprise possible:

Enterprise Branding

CCE provides a framework that allows specification of logos, fonts, colors, and context in emails, customer portals and mobile channels that are presented to the customer. Each Experience can be quickly customized, by uploading the HTML, CSS, and logos into the framework to create a unique look and feel . Each business process can custom brand their Experience, all managed within one CCE instance.

Business Process Automation Services, Systems of Record, and Content Repositories

An Experience is a series of events around each package, starting with creation through processing to eventually archiving the package. CCE is architected on an event framework that allows for customization of existing out-of-the-box Experiences to leverage enterprise services. If CRM information is needed for the package (email, mobile number, account number etc.), then the "pre-package" callback notification can be is configured to obtain the information. If an origination system status needs to be updated after the package has been sent to the customer, the "send package" callback notification can be configured to update that system. For archiving the package to a content repository and/or instantiating a business process on the completion of the experience, configuration of the 'package completion" callback notification is done. There are many events involved in an Experience and all provide callback notification capabilities for ease of integration.

Document Package Creation Processes

Document packages can be created manually or via the Package-Create API.

For Experiences where manual package creation is desired, CCE provides a package create user interface that allows you to create packages by uploading documents through the interface .

When automated package generation is required, the Package-Create API can be used. In many cases, the enterprise has already invested in document generation capabilities that create static and/or dynamic documents. When using the Package-Create API, the enterprise document generation service can be CCE aware by generating documents with CCE tags embedded for signature and data placement as well as data entry placeholders. CCE also supports using predefined static templates for signature and data placement and using the Package-Create API to provide the associated meta data.

To leverage existing document generation service templates, the Custom Package-Create API can be used to map the legacy tags into CCE tags thus creating the package with-out changing the documents that have been generated by the enterprise.

Business Process Document Interactions

Depending on the business process, different document interactions may be required from the customer. In some Experiences, there may be a requirement that the customer view the document or a requirement for an electronic signature. In some Experiences, the customer or prospect may need to submit documents. An Experience can, and usually does, involve one or more document interactions: electronic signature, form data capture, document viewed confirmation , documents downloaded, documents uploaded, documents printed/wet signed/uploaded and many others. All document interactions are possible through multiple channels: portal, mobile, etc. The CCE mobile experience also enables mobile document capture (camera) for requested documents not already in electronic form.

Single Sign-on and Authentication Services

Depending on whether the target customer is an existing customer or a prospective customer, different authentication experiences may be warranted. For the existing customer, the enterprise online presence (including SSO services) may be leveraged. For prospective customers, where identity information is minimal or non-existent, an SMS Mutual Factor Authentication may be needed. CCE supports SMS MFA and SSO (SAML/JWT) types of integration. Using the connector framework of CCE. 3rd party identity services can quickly be integrated as needed.
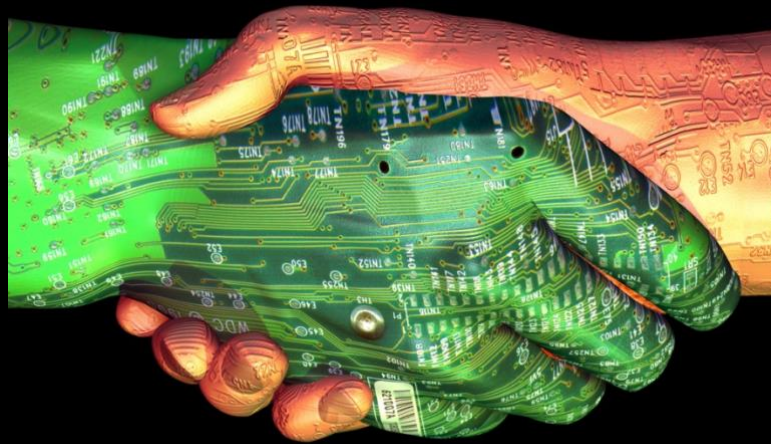
So, based on this information, the answer to "How long?" is more easily answered with these two examples:

For a Mortgage BPO, CCE development, test, production and DR environments were implemented and in use by customers ,in production, within 2 months. This implementation of CCE includes custom branding, integrations with multiple document generation systems and multiple origination systems, as well as SMS and SMTP services. Today, they are generating 200,000+ mortgage packages annually

For a Financial Services company, CCE development, test, production and DR environments were implemented and in use by customers, in production, within 2.5 months. This environment includes custom branding, integration to a document generation system, as well as SMS and SMTP services. Today, they are generating over 100,000 loan packages annually.

As you can see, SYSCOM's Customer Communication Experience answers all the questions and more. CCE is a SaaS offering that equips organizations with configurable, digitized, branded solutions, including secure document share with eSignature capabilities that can be used in countless business processes. Additionally, it is quickly embedded into your enterprise, allowing the continued benefits of your enterprise, while providing significant benefits to your customer communications.

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