



# Kofax Customer Communications Manager

## Engage and communicate with your customers across multiple channels with minimal IT intervention.

Kofax Customer Communications Manager™ enables organizations to better engage with customers and constituents, in the manner they prefer, by producing and managing personalized correspondence (e.g., contracts, proposals, insurance or mortgage documentation, etc.). These documents can be delivered across a wide variety of channels, including e-mail, print and online formats, making it a key component in digital transformation strategies.

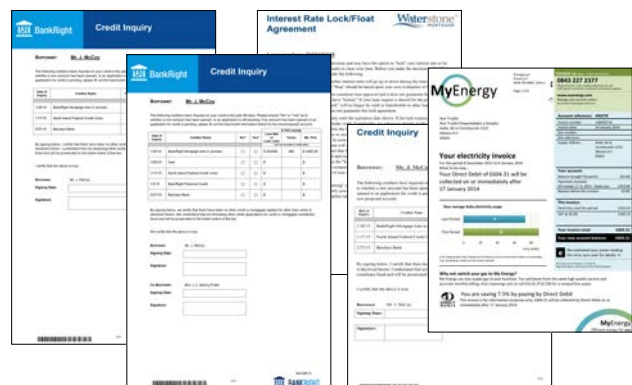
Communications can be generated automatically or through an interactive process. The software's template engine automatically combines data (structured content) from various sources and converts it into tailored and intelligent documents and communications and produces output in paged (print or pdf) and non-paged formats (email, HTML, XML). It requires very little IT effort and is easy to use and integrate with existing systems.

Kofax Customer Communications Manager empowers organizations to manage all use cases: high-volume batch, real time on-demand and interactive customer correspondence. The unified platform eliminates the need for multiple document generation and output management tools, which helps organizations respond to changes faster and more quickly author personal communications for improved customer service.

Kofax Customer Communications Manager enables organizations to:

### Improve Visibility of Information

- ▶ Provide complete, correct and timely information customers can rely on—with complete control over the content, tone and branding—in the format they prefer.



Automatically combine data from various sources and convert it into tailored and intelligent documents and communications.

### Achieve Operational Excellence

- ▶ A single platform to gather data from various sources and create and manage tailored, intelligent communications improves business processes, saves time and improves operational efficiency.

### Increase Customer Intimacy

- ▶ Moving from “personalized” to truly “personal” tailored communications improves customer conversations.

### Deliver Enterprise Agility

- ▶ Empowering business users to respond quickly to changes with accurate, relevant and personalized content creates a more agile organization.

### Guaranteed Standards and Compliance

- ▶ Using Kofax Customer Communications Manager makes it easy to ensure that all of an organization's documents are compliant with defined internal and external standards, avoiding costly non-compliance penalties.

Kofax Customer Communications Manager includes the following powerful capabilities:

- ▶ **Browser-based, interactive document composition**  
Web-based wizards for document composition enable users to select text and content elements and enter additional data not available from an application.
- ▶ **Back-end, on-demand document composition**  
Server-based communications engine produces documents on demand in real-time without user interaction based on application data.
- ▶ **Text blocks and documents review**  
Preview individual text blocks and the document as a whole during the interactive composition process.
- ▶ **Personal documents**  
Client information and profiles can drive content selection. Standard documents can be personalized within the framework of the template and edited in a word processing program.
- ▶ **Multi-branding**  
Style and brand information can be updated easily and applied on documents based on data and business rules, and a single template can support all brands.
- ▶ **Strong text block management capabilities**  
Documents are built with text blocks which can be easily managed separately, used with different templates, and reused in other documents.
- ▶ **Central template and content repository**  
Templates and other building blocks are stored and versioned in one central database and a complete audit trail is built of all content and template changes.
- ▶ **Industry standard authoring tools**  
Standard word processing applications (e.g., Microsoft Word and Openoffice.org), with full use of their features are supported in the authoring environment.
- ▶ **Stop/resume and re-run capabilities**  
Simple wizards to create correspondence can be paused and saved to finish at a later time. Wizards can be rerun to customize or quickly create new documents (for example convert quote into a contract or order).
- ▶ **Smart Document Packs**  
Easy composition of complex communications that combine several documents into a single outreach and delivering them automatically via the customer's channel of choice.
- ▶ **High volume batch processes**  
Define processes to automatically generate and manage high volume output with high flexibility to interact with customer applications, databases and system management solutions.
- ▶ **Mobile engagement**  
Customer experience can be improved by delivering communications directly to the mobile device through the integration with Perceptive Workplace.
- ▶ **Omni-channel delivery**  
Provides several options for sending device-aware correspondence via email, multi-function products (MFP), web portal, production press including postage optimization or enterprise content management (ECM) system workflows.
- ▶ **Full digital transaction management**  
The integration of Kofax Customer Communications Manager with Kofax TotalAgility™ enables on-demand and interactive document generation from TotalAgility workflows, expanding dynamic case management and customer communications capabilities. Through the out-of-the-box integration with Kofax SignDoc™, customer communications can be turned into full digital transactions by e-signature-enabling business processes and thus eliminating the need for paper and enriching the customer experience.

**Discover more about Kofax Customer Communications Manager at [www.kofax.com](http://www.kofax.com)**

**Create**  
standardize templates and document guidelines



**Populate**  
documents automatically with data from core systems



**Tailor**  
communications with custom information and graphics



**Deliver**  
correspondence through the customer's preferred channel

