

Customer Communication Management (CCM)

Colin Ball : 4-5 minutes : 6/10/2024

Elevator Pitch



Definition: Numerous businesses are embarking on a strategic shift, transitioning from outdated customer communication management (CCM) platforms to adopt modern, centralized solutions. The goal is to thrive in today's competitive market by seamlessly incorporating personalization into every aspect of the customer experience (CX). This transformative journey involves moving away from traditional back-office paper and print channels to actively engage customers through modern digital channels like email, SMS, voice, social media, mobile/web push notifications. This evolution enables businesses to efficiently deliver regulatory and compliance-related customer communications. Capgemini's customer communication management solution leverages 'Human Centered Design', technology platform and accelerators to ensure that the modernized CCM platform keeps the customer at the center of all communications.



Why Capgemini? We differentiate using a "Factory Model" which is an industrialized approach for designing, developing, testing, deploying and managing large CCM operations with **MVP to Scale** mindset. We help transform customer communication management from a **capacity-bases model to an outcome-based model**, achieving substantial savings in costs, increasing productivity and improving speed to market. With our established frameworks, reusable assets, best practices and delivery accelerators, and partners we bring to bear the full strength of Capgemini's Experience Design and Customer Communication Center of Excellence (CoE) to every engagement.



External Recognition:

- [Leader for CRM and Customer Experience Implementation Service –Gartner 2021](#)



Business Issue: Most of the legacy CCM systems did not consider a frictionless journey to enhance customer experience. The communication strategy was an after-thought to the product. For higher customer experience, CCM systems can no longer afford to be treated as isolated, reactive or transactional applications for delivering letters.



Best-in-class partnerships: Adobe, AWS, Smart Quadient



Did You Know? Capgemini collaborated with a global bank providing varied financial products to customers in **68 countries** to consolidate their different customer communication solutions. The solution lowered operational expenses by **35%**.



Did You Know? Capgemini has a library of over 6,000 templates to support certificates, letters, bills etc. We have sent over **7 mn communications** via mail leveraging our print



Our Offer Stack:

- Advisory Services
- Migration Services
- Build Services
- Run Services
- Software-As-A-Service

Offer Vision / Definition

Customer Communications Management (CCM) – A one stop solution to manage – Design, Creation, Delivery and storage of Customer communications through all channels – E-mail, Print, Voice, Web, SMS, Push Notification, etc.

Business Main Point

Organizations these days are struggling with managing customers communications with everchanging and ever evolving branding needs. Customers have expectations of real time delivery of messages on medium / channel of their choice. Also, organizations have exorbitant costs involved in managing legacy Customer Communication Management platforms.

Offer Details

Redefining customer experience by modernizing customer communication management

- Enable client's to achieve a superior customer communication experience by reducing time to market, lowering technology complexity and cost.

- Enable Omnichannel distribution and customer engagement.
- Establishing a platform that ensures Scalability, Resilience, Agility, and is poised for emerging trends in the future.

Target Audience & Markets

- **Target:** CXOs looking for reducing the complexity and operational cost of IT systems enabling customer communications.
- **Markets:** All Banks and Insurance organizations that are looking for effective and efficient Customer Communication Management.
- **Deal Size Estimate:** ~\$2-4 million per year per client.

Target Audience & Markets

- Real-time, batch and interactive communication management according to end customers' choice of medium.
- ~30% cost savings on using this solution for managing customer communication lifecycle.
- Adept in scaling up and down according to changes in business scenarios.
- ~35% effort reduction in forms management and better compliance with Workbench Feature.
- 30% faster turnaround time in communications lifecycle as well as faster adoption of new communication channels.
- Reduction in integration efforts by 40% leveraging Digital Connect Framework.

Services, Assets & Accelerators We Sell

- **Advisory & Consulting** – Product Evaluation, Current state Assessment, IT strategy & Target state architecture definition, Legacy modernization & Digital journey roadmaps, Platform consolidation assessment and roadmap.
- **Rationalization and Migration** – Application and Forms rationalization, Business rules analysis and rationalization, Test-driven migration to modern multi-channel CCM platforms and Forms factory.
- **Design, Build &Run** – Greenfield implementation of Realtime and Batch applications using market leading CCM products, Integration with Core financial and insurance package products, ETL systems and delivery channels (Print, Email, SMS, etc.), Platform version upgrades, L2 and L3 application support.
- **Hosting & managed Services** – Migration from on-prem to cloud, Managed services on client's or Capgemini hosted infrastructure, CCM as a Service model using dedicated AWS or Azure instances.
- **Forms HUB** – Capgemini's Cloud-hosted Forms workbench and inventory management portal which helps in managing entire lifecycle of forms from creation to design to delivery to archiving. Reduces forms management effort.
- **Communication HUB** – Capgemini's Cloud-hosted, Plug-n-play, framework with OOTB delivery channel integrations for enterprise class outbound communications. It includes document generation, archival, workflows, dashboards, communication tracking and channel preference management capability in a box.

Client Profiles

WIP: The Hartford, Progressive, Chubb, MetLife

Capgemini Advantage

- 13+ Insurance Customers in North America are leveraging outbound communication services.
- 6000+ templates to support various types of documents such as certificates, letters, bills, etc.
- 7M+ Communications sent out via mail per year leveraging print services partners.
- Strategic partnerships with Industry experts such as Amazon Web Services, Alfresco, Sparkpost, Twilio, Adobe, OpenText, Smart Communications and Quadient.

[Read More in the Sales Enablement BattleCard in the Key Documents section below](#)

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