The Critical Impact of Dynamic Document Composition

How to Improve Revenue, Corporate Image, Productivity, Efficiency, Security and Stability

WHITE PAPER
Cincom In-depth Analysis and Review
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Abstract

Today’s customers are showered by competitive offers and low switching costs in just about every industry, allowing dissatisfied customers to change service providers with minimal effort or penalty. Maintaining and improving customer satisfaction is therefore critical to every organization. In fact, customers say the care they receive from an organization is equally as important as that organization’s product or service.

To be successful, organizations must address critical issues in six general areas:

1. Revenue
2. Corporate image
3. Productivity
4. Efficiency
5. Security
6. Stability

When implemented properly, effective dynamic document composition solutions help organizations resolve critical issues in each of these areas.

Dynamic document composition streamlines document production by converting regularly used documents into intelligent, intuitive and interactive templates. It helps eliminate manual processes, thus speeding up production time, lowering production costs and improving document accuracy.

This white paper explores the challenges facing organizations and the benefits dynamic document composition offers for meeting those challenges.

Introduction

The method for handling document-based customer communication has undergone significant changes over the past few years. The increased use of one-to-one communications has pushed organizations to modify the way they interact with their customers and focus on building their loyalty from the very first contact. The only companies that will survive are those that are able to develop and maintain relationships with their customers.

The primary foundation for successful customer relationships is personalized communication. Organizations often face the dilemma of communicating efficiently with customers without compromising the quality of personalized contact. This is where dynamic document composition comes into play.

Dynamic document composition allows organizations to produce complex, personalized documents without having employees manually key in the customer-specific data. More than just database manipulation, dynamic document composition helps organizations reduce production costs, speed response times and virtually eliminate errors – all while providing the kind of personalization customers crave.
First Things First: What Is Dynamic Document Composition?

When we talk about dynamic document composition, it often gets confused with document automation and document management. In an effort to resolve this confusion, we offer the following definitions, which are used throughout this white paper.

**Document automation** refers to a system that incorporates both dynamic document composition and document management solutions.

**Document management** refers to storing, archiving and retrieving an organization’s documents.

**Dynamic document composition** refers to the creation, composition and generation of high volumes of customer correspondence, statements, proposals and other types of complex documents. Document composition solutions streamline document production by converting regularly used documents into intelligent, intuitive and interactive templates. It helps eliminate manual processes, thus speeding production time, lowering production costs and improving document accuracy.

Dynamic document composition software prompts users to enter the key information needed to complete the document, using rules-based logic to determine which questions to ask and linking to existing databases to minimize data entry. This reduces the need for training and special skills or knowledge on the user’s part.

Document composition solutions can be utilized for most often-used documents, including:

- Letter correspondence
- Proposals
- Policies
- Notifications
- Claims status reports
- Policyholder statements
- Confirmations

Dynamic document composition reduces costs, boosts productivity and assures regulatory compliance in all documents.

Why Enterprises Implement Dynamic Document Composition Solutions

In today’s customer-centric business culture, competitive offers are abundant and switching costs are low, allowing dissatisfied customers to change service providers with minimal effort or penalty. Maintaining and improving customer satisfaction is therefore critical to organizations. In fact, customers often say the care they receive from an organization is as equally important as the organization’s product or service.

Customers notice when organizations take the time to learn about them and then use that information to provide a more personalized experience. Customer communications – particularly one-on-one conversations and print and electronic communications – are highly effective touch points for delivering superior customer service.

Statistics show that 90 percent of customer interaction is document-based. Savvy enterprise-level organizations, therefore, have implemented dynamic document composition solutions as part of their customer care strategy.

Dynamic document composition also reduces costs, boosts productivity and assures regulatory compliance. It leverages the information collected during real-time interaction with customers to generate personalized customer correspondence, and offers a centralized template design to control brand identity. The most effective dynamic document composition solutions also allow the output of documents to print, fax and electronic channels, so organizations can respond in the customer’s preferred format.

Dynamic document composition speeds up production time, lowers production costs and improves document accuracy.
Critical Issues Facing Customer Care Organizations

When implemented properly, effective dynamic document composition solutions help organizations resolve critical issues in several areas.

Revenue
The first priority of customer care organizations is the increase of revenue and profitability. Organizations must find new up-selling and cross-selling opportunities for their current customer base, and must strengthen their customer relationships. They must also find ways to optimize investments in legacy infrastructure, applications and databases. Finally, they must cut operating costs as much as possible.

Dynamic document composition solutions help increase revenue by improving the customer care experience, which in turn boosts customer satisfaction and reduces customer loss. Dynamic document composition also eliminates expensive manual processes and shrinks document production costs by reducing dependency on pre-printed stationery and increasing delivery via e-mail and the web.

Corporate Image
To maintain customer satisfaction, organizations must communicate with customers in a personalized, timely and accurate fashion. Since most customer communication is document-based, all customer communication documents require accuracy and consistency in order to relay a professional company image.

Organizations use dynamic document composition to attract and retain customers by presenting a consistent corporate image and clear branding across all document types. This gives the customer a sense of comfort and familiarity when interacting with the organization. Dynamic document composition ensures that all outgoing documents adhere to the brand standards.

Productivity
Increasing productivity is also a key concern for customer care organizations. Companies cannot afford to have employees spend hours creating a document when they create hundreds of documents on a daily or even weekly basis. Organizations need to streamline document production, shifting to automated processes and electronic delivery.


Efficiency
Customers want accurate, efficient responses to their inquiries. Employees want to be able to answer customer questions directly and immediately provide relevant, personalized documentation to resolve the inquiry. This kind of efficiency drastically improves customer and employee satisfaction.

By giving customer-facing users a variety of powerful tools and methods of communication, dynamic document composition solutions allow organizations to quickly address customers’ issues. Unlike batch processing, dynamic document composition enables organizations to answer customer inquiries directly and immediately provide relevant, personalized documentation to resolve the inquiry.

Security
Many organizations are entrusted with sensitive information about their customers, including Social Security numbers, bank account information and more. Such organizations require a secure way to safeguard customer information while still making it accessible to authorized users. They must also take steps to ensure that all customer documents comply with any regulations regarding what, when and how information is provided.

Dynamic document composition solutions provide a secure way to safeguard customer information while still making it accessible to authorized users. In many industries, customer documents must comply with strict government regulations regarding what, when and how information is provided. By creating templates that meet these regulatory guidelines, organizations can be sure that all documents created with those templates are also compliant.

Stability
No matter what document solution is used, it must help to ensure the stability of the organization’s infrastructure by employing common standards and/or providing known interoperability.

Dynamic document composition solutions increase the stability of an organization’s infrastructure by employing standards and/or providing known interoperability.
Dynamic Document Composition’s Role in the Customer Care Lifecycle

The right dynamic document composition solution can provide an organization’s customer-facing professionals with the power to generate personalized structured and free-form documents that are more fluent, timely and persuasive. Simultaneously, an end-to-end solution can reduce document production costs, improve document production times and shrink document errors by allowing users to better design, deploy and deliver customer documents.

- **Design**: Dynamic document composition improves document quality and accelerates response times. Organizations can easily create sophisticated document models for all of their document communications – from a simple letter to a highly personalized proposal.

- **Deploy**: The most agile dynamic document composition solutions possess a simplified SOA and a total commitment to open standards, which helps maximize an organization’s agility, security, flexibility and integration. Dynamic document composition gives organizations a single solution that provides efficient, rapid integrations; supports multiple delivery channels; generates output in a variety of formats (e.g., PDF, AFP and XML); and leverages intelligent resources that are dispersed throughout the enterprise via web services technologies.

- **Deliver**: Dynamic document composition solutions allow organizations to create highly personalized, free-form documents on demand while interacting with customers in real time. Users can then deliver those documents in any form the customer prefers – print, fax, e-mail or the web.

*By giving users a variety of powerful tools, dynamic document composition allows organizations to quickly address customers’ issues.*
Benefits and Return on Investment

- **Increase revenues** by personalizing all content within document communications, thereby increasing cross-selling opportunities and further strengthening customer relationships.
- **Improve profitability** by optimizing investments in legacy infrastructure, applications and databases.
- **Reduce operating costs** by streamlining the processes to design, deploy and deliver document communications, shifting from manual to automated processes and moving from print to electronic distribution. Dynamic document composition also helps reduce the organization’s dependency on pre-printed stationery by embedding company-specific images, logos, etc.
- **Improve ROI and ROA** by ensuring solutions are easy to purchase, quick to implement, backed by an experienced services and support team and built with future innovations/technologies in mind. Dynamic document composition also helps provide a faster ROI by optimizing investments in legacy infrastructure, applications and databases.
- **Improve efficiency** by automating the design, deployment and delivery of high-volume, personalized document communications across the entire enterprise.
- **Reduce total cost of ownership (TCO)** by deploying solutions that leverage existing infrastructure, provide rapid implementation and have a licensing structure that provides real protection over the life of the investment.
- **De-risk investment in new technologies and applications** by partnering with a company that takes the time to learn an organization’s business, understand its needs, explain the options that exist and identify the best solution that combines field-proven reliability with today’s practical, not hype-laden, technology.
- **Simplify compliance and assure quality** by centrally managing, controlling and monitoring content components that are embedded in document communications.
- **Improve customer satisfaction and loyalty** by delivering accurate, timely and personalized documents to customers in any form they prefer – print, fax, e-mail, or the internet.
- **Enhance company image** by improving the accuracy and consistency of all document communications.
- **Increase market share** by automating document communications, thereby increasing the number of customer “touches” or impressions.
- **Reduce turnover and increase morale** by giving customer-facing users simplified tools and methods of document generation, including electronic-based delivery (e.g., e-mail and the web).
- **Enhance the organization’s capabilities** by simplifying the management of complex document-generation processes.
- **Increase response times and time-to-market** by ensuring tools are easy to use and accessible to customer-facing users dispersed across the entire enterprise.

**Checklist: What Dynamic Document Composition Systems Should Deliver**

Dynamic document composition solutions should deliver the following benefits:

- Tailored messages that facilitate customer retention
- Streamlined processes
- Reduced production costs
- Improved turnaround times
- Enhanced productivity
- Efficient communication across all channels
- Consistent adherence to corporate branding standards
- Intelligent use of company data
- Better quality control
- Secure access to information
- Regulatory compliance in all documents
- Interactive customer communication

**Summary**

Dynamic document composition streamlines document production by converting regularly used forms and documents into intelligent, intuitive and interactive templates. It helps eliminate manual processes, thus speeding up production time, lowering production costs and improving document accuracy.

To effectively implement a dynamic document composition solution, organizations need to first examine how well existing document processes are working, then redesign or replace non-optimized processes. With the ever-expanding number of dynamic document composition technology offerings and alternatives, organizations must look carefully at a variety of solutions before deciding which is best for their needs.
About Cincom Document Solutions

Cincom Document Solutions delivers the most intuitive, dynamic document automation solutions in the industry, designed to simplify the management of business-critical processes from document composition through document management. By streamlining the design, deployment, delivery and management of high-volume, highly personalized document communications, Cincom Document Solutions has helped hundreds of businesses worldwide acquire, strengthen and expand customer relationships, minimize compliance/regulatory risks, reduce operating costs and accelerate time-to-market for all of their document communications. With over two decades of experience, Cincom Document Solutions leads the industry in providing dynamic document solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.

About Cincom

Cincom delivers and supports innovative software and services that simplify complex business processes. Cincom specializes in the areas of business where simplification brings the greatest value for companies that want to grow revenue, control cost, minimize risk and achieve rapid ROI better than their competitors. For nearly 40 years, Cincom has helped thousands of clients worldwide simplify the management of complex business processes.

Cincom serves clients around the world, including Barclay’s Bank, Prudential Life Insurance, Christian Children’s Fund, MTL Insurance, Anthem Blue Cross Blue Shield, Wisconsin Physicians Service Insurance and the U.S. Social Security Administration. For more information about Cincom’s products and services, contact Cincom at 1-800-2CINCOM (USA only), send an e-mail to info@cincom.com or visit the company’s website at www.cincom.com.

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