



FINANCIAL SERVICES & BANKING SOLUTIONS

*Helping Financial Firms Engage  
Customers to Drive Growth*





## Meet your communication needs with one solution

Every year, your business is faced with new challenges, drivers and trends. With the Internet making it easier than ever before to compare products and services and switch brands online, financial companies are being forced to rethink their customer communication strategies. Whether you are a bank, investment firm or credit/lending provider, communication plays a major role in ultimately shaping value for the customer and establishing trust. With customer expectations being higher than ever, personalized, compelling and meaningful customer communications are critical to delivering a seamless experience throughout the customer journey.

Cincom Eloquence® can help you maximize the customer interaction by streamlining customer communications at each and every touch point, delivering the personalized service that customers have come to expect. Only by engaging with each customer as an individual will you fuel new customer acquisitions and drive profitable growth through customer retention and customer advocacy.

With Cincom Eloquence, you can easily automate the design, deployment and delivery of personalized communications across your entire enterprise.

Manual processes that used to take days—or even weeks—now take just minutes to complete. Rekeying data from multiple applications or databases is replaced with automated data and content inclusion.

Your representatives have the tools they need to service clients right at the point of need, and IT staff has more time to spend on core initiatives. The payoff is that your clients experience faster, smarter service.

What's the value of Cincom Eloquence across your enterprise?

- **One vendor, one application** – easy for users to learn and for IT to support
- **Scalability** – easy configuration you build in phases—from department to enterprise
- **One template repository** – centralized management of all templates and content virtually eliminates compliance risk
- **Integration** – eliminate the need to manually re-key data from other core applications or databases
- **Consistency** – fewer errors and more personalized content no matter which delivery channel—print or electronic

# Cincom Eloquence brings communication clarity throughout your organization ...



Account Applications



Portfolio Statements



Quotations, Proposals & Contracts



Customer Service



Marketing



Sales & Distribution



Information Technology



Mailroom

## ... to help you deliver a better member experience.

### Account Applications

- Minimize compliance risk by “locking” compliance-oriented components from any changes
- Combine real-time, customer-specific data from core applications with rules to trigger the insertion of images, logos, signatures and attachments

### Portfolio Statements

- Consolidate multiple accounts into one view per customer
- Access customer profile, history and current data to promote relevant offers, make recommendations, suggest alternatives or offer advice

### Quotations, Proposals and Contracts

- Comprehensive management review framework (multi-level hierarchies, append and parameter tools) allows supervisors to review and annotate each communication
- Easily create multiple versions of a single template based on product offer, effective date, language, etc.

### Customer Service

- Eliminate unnecessary and costly calls into your contact center with proactive communications
- Accelerate response times by providing representatives with “point-and-click” access to a central repository of communication templates

### Marketing

- Harness transactional data to trigger tailored communications to each unique customer
- Quickly update the “look and feel” of your entire template library by simply changing a single reusable component

### Sales and Distribution

- Make sure the right communication is used by restricting users’ access to only those they need
- Easily transition from paper-intensive processes to electronic delivery, including e-mail, text messaging and portals

### Information Technology

- Reclaim valuable staff time by moving the design and development of templates to business users
- Integrate with any existing applications via comprehensive exits/APIs

### Mailroom

- Group, sort and split output to meet unique production requirements
- Dynamically insert PDFs, images, messages, bar codes and OMR marks at generation or post-processing

## Meet the challenges of today and be ready for tomorrow

Traditional communication solutions used to mean siloed applications based on custom-developed code. Or worse, multiple vendor contracts locked you into pricing and options for disparate tools that were challenging to integrate and costly to support.

Cincom Eloquence's vision is a scalable solution with a single code base that automates your business-critical communications processes across the enterprise.

This vision is accomplished through a software suite that is easy to use and seamlessly integrates into your legacy environments today.

Cincom Eloquence is designed to let you start in one department today and then grow your solution across the enterprise easily, affordably and sustainably.

Plus, it's ready to evolve with you as you bring on new business applications and transition from paper-intensive processes to electronic document delivery channels, including e-mail, text messaging and portals.

Embracing the Cincom Eloquence approach to communications means you have more time to meet the daily challenges in your business—today and tomorrow.

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[cincom.com/cds](http://cincom.com/cds)

## About Cincom

Cincom delivers the most intuitive communication solutions in the industry. By streamlining the design, deployment, delivery and management of high-volume, highly personalized communications, Cincom has helped hundreds of banks and financial services providers worldwide:

- Acquire, strengthen and expand relationships
- Reduce operating costs
- Accelerate time-to-market for all communications

Cincom leads the industry in providing communication solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.

## To learn more



[cincom.com/cds](https://cincom.com/cds)



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