



Adobe® Correspondence Management Solution

Streamline correspondence from creation to archival



“Adobe is set apart by its breadth of DOCCM-related technologies.”

“Solution accelerators for correspondence management are best-in-class for support of agents and field-facing personnel struggling today with legacy customer communications.”

The Forrester Wave, “Document Output for Customer Communications Management Q3 2011,” Sept. 14, 2011

Client relationships are the heart and soul of your business. But if you're like most organizations, your correspondence systems and processes are not meeting client and front-line employee expectations. The lack of intuitive, personalized, and relevant communications can result in low conversion rates and user satisfaction. Cost, compliance, consistency, and control are also critical business challenges.

Research has shown that the majority of consumers will end a business relationship because of poor customer service, and many then turn to a competitor. Effective customer communication is especially challenging when thousands of emails, reports, contracts, and other communications are sent every month through a variety of channels. Consider the hours your employees spend to create timely, relevant correspondence, as well as the errors that can occur from having to manually customize each touchpoint. Multiple data sources, legacy transactional systems, and manual, paper-based processes are all obstacles to effectively communicating with your customers or stakeholders.

Make every communication count

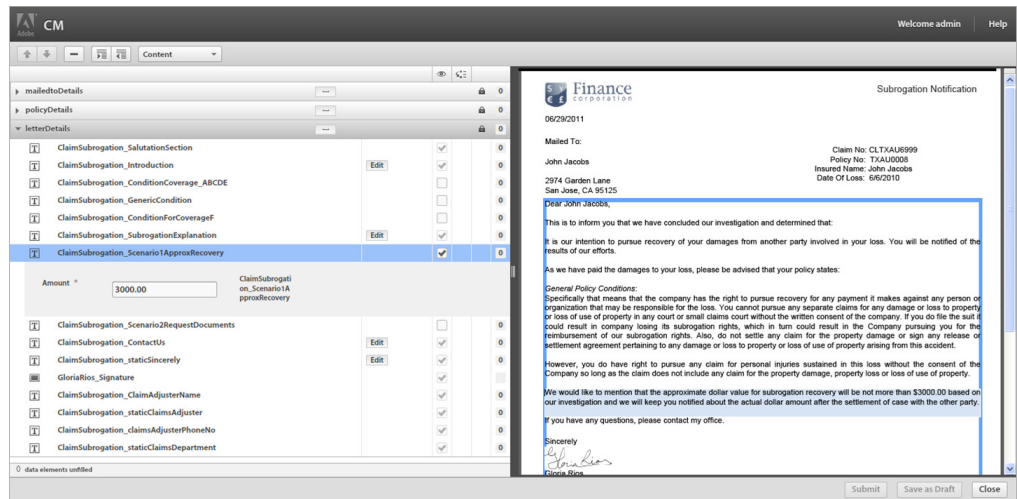
The Adobe Correspondence Management Solution bridges the gap between the experience users want and what you can deliver. By centralizing and managing the creation and delivery of interactive correspondence, the Correspondence Management Solution helps you make every communication right for your customers and best for your business.

The Adobe Correspondence Management Solution streamlines correspondence from creation to archival by enabling you to intuitively assemble individualized customer correspondence with templates, pre-approved content blocks, and custom-authored personalization—without the help of IT. Your customers receive timely, accurate, convenient, secure, and relevant communication every time. As a result, your business can maximize the value of customer interactions, minimize cost and risk, and increase speed and productivity.

- Engage users and increase satisfaction with personalized, interactive, relevant communications.
- Reduce costs with time-saving business rules and workflows that increase speed and productivity.
- Increase control and drive consistency for compliance, accuracy, and security.

Engage users with timely, relevant correspondence

Users get frustrated when they receive inconsistent messages from different channels or delayed communications that are riddled with errors. The Adobe Correspondence Management Solution enables the fast assembly of correspondence from both pre-approved and custom-authored content. You can customize when needed, attach documents, and include interactive components that make your message more compelling. Built-in, end-to-end document security protects sensitive information, no matter how you send it.



Adobe Correspondence Management Solution streamlines and simplifies correspondence creation, improving accuracy and consistency while giving you more ways to engage your customers.

Companies save with Adobe solutions

- The state of Illinois reduced printing and distribution costs by \$100,000 per month, and administrative costs by \$6 million per year.
- An insurance company reduced the time for claims adjusters to generate letter packages by 4.5 minutes per transaction. With 6,000 transactions per day, this is a savings of \$5 million a year.
- A financial services firm saved \$5 million in mailing costs.

Reduce costs by streamlining correspondence creation

Manual document assembly and management wastes millions of dollars in time and expenses and ends up in lost opportunities. Keep cost and complexity in check with Adobe Correspondence Management. Easy-to-use design interfaces and streamlined management support complex requirements across systems, workflows, and business rules, removing the obstacles to creating and delivering timely correspondence that meets the needs of your clients. You significantly reduce processing time and the average cost per transaction, saving money and resources while improving the quality of your communications.

Increase control with consistency and visibility

Inconsistent messaging and poor-quality correspondence damage your brand and impact your organization. The Correspondence Management Solution centralizes business rules and provides access to a repository of pre-approved content to ensure that your customers receive the same messages through any channel. Ensure quality control by sending completed correspondence to back-end processes for review and approval. Process control and audit trails with change history increase visibility and enforce continuous compliance.

Ongoing value from an extensible platform

Turn one-way communications into two-way dynamic interactions by connecting correspondence to business processes. Adobe has a design heritage for creating rich experiences on the web with PDF documents and forms data capture products, which are ubiquitous and used by nearly every business around the world. Adobe LiveCycle® ES4 and the Correspondence Management Solution extend those products into an enterprise platform that integrates with your systems and processes to help you create easy-to-use interfaces for front-line employees and consistent, interactive, and compelling communications for your customers and stakeholders.

For more information
www.adobe.com/livecycle



Adobe Systems Incorporated
 345 Park Avenue
 San Jose, CA 95110-2704
 USA
www.adobe.com

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