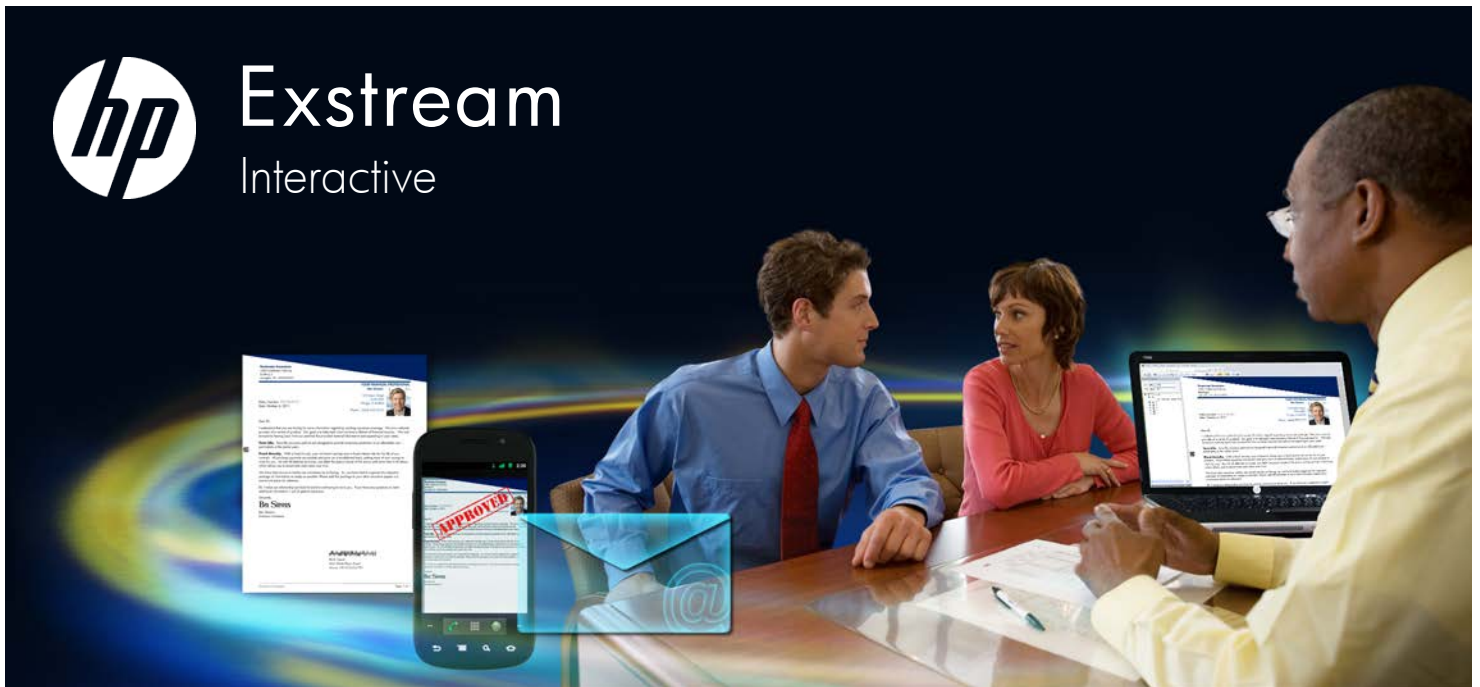




Exstream

Interactive



Improve customer satisfaction and retention by creating fully personalized, meaningful communications in real time, while maintaining regulatory compliance and business standards.

HP Exstream is an intuitive end-to-end customer communication management (CCM) software solution that is proven to improve the customer experience and make customer interactions more profitable. Designed for enterprises that thrive on strong customer relationships, HP Exstream empowers business users to make the most of every customer touch point by creating insightful, impactful, real-time customer communications that are proven to fuel profitable business growth.

Part of the HP Exstream integrated software platform, HP Exstream Interactive helps customer-facing staff—such as agents and customer service representatives—quickly respond to one-on-one customer interactions with highly personalized, impactful communications, including quotes, proposals, and customer welcome kits. Hundreds of leading companies around the world, across every industry segment, use HP Exstream to manage the communication workflows that sustain their business.

Empower customer-facing employees to exceed expectations

HP Exstream's award-winning interactive document technology² is revolutionizing corporate communications by providing innovative ways to make the most of the points of contact between clients and companies. Interactive documents can reflect the context and outcomes of customer interactions as business users, such as sales representatives, agents, customer service representatives, brokers, and branch office personnel, capture information and rapidly create meaningful, customized communications.

HP Exstream Interactive ensures compliance while enabling a high degree of personalization by responding to user input and automatically populating communications with approved content. It leverages HP Exstream's powerful capabilities to dynamically access corporate data and content from multiple sources, allow controlled editing by front office users, and deliver communications to virtually any print or electronic channel.

Historically, to follow up customer interactions, most businesses used either programs such as Microsoft® Word that allow for a high degree of personalization but very little compliance control, or software applications that ensure compliance but do not provide employees with the flexibility needed to accurately respond to each customer's unique situation.

With its controlled editing environment, HP Exstream Interactive offers the freedom to add a personal touch to documents while supporting consistent usage of approved content within brand guidelines. It can also improve process efficiencies by automating data entry and other time-consuming activities and integrating seamlessly with enterprise business systems, content repositories, and workflow systems. Additionally, HP Exstream Interactive is built on the HP Exstream platform, enabling it to be a critical component in a complete customer communication management strategy.

"Hewlett-Packard leads the pack with a much-improved interactive capability and continued strength for structured and batch applications."

– The Forrester Wave: DOCCM report, Q3 2011¹

Surpass customer expectations with rapid, accurate and personalized communications. HP Exstream Interactive helps enterprises attract and retain customers and boost response rates by improving customer experience and overall satisfaction.

Close the deal

Without the proper communication solutions, sales opportunities can be lost as potential customers lose interest over time or neglect to fill in and return lengthy forms or applications. With HP Exstream Interactive, your staff can complete transactions—including quotes, policies, and contracts—in real-time while interacting with customers.

At the close of a conversation, confirmation documents and signature pages can be sent immediately to customers via their preferred delivery channel, whether print, electronic or both. The business benefits by reducing abandoned transactions, and with a speedier, more streamlined process, customer satisfaction increases.

Give rapid customer service and reduce call time

The intelligent document editing interface can guide customer service reps in responding to customer inquiries and concerns as it compiles and creates appropriate and relevant documentation. In fact, because customer service personnel are led through interactions while ensuring compliance, training costs can be reduced, and personnel can quickly handle tasks that would typically need to be passed on to higher management levels, such as certain policy or plan changes.

Plus, businesses that have redesigned their customer communications with HP Exstream have reported significant call time reduction. By adding targeted, relevant messages to documents at run-time, HP Exstream helps you create documents that are easier for customers to act upon and understand. With graphics and color to highlight vital information, and helpful, dynamically populated charts and graphs driven by customer data, customers spend less time on the phone making basic inquiries and move more quickly to responsive action.

Revamp your customer communications

Regardless of your industry or organization type, and whether speaking directly with customers or as part of a marketing or sales campaign, HP Exstream Interactive helps you quickly create high-impact, highly personalized documents.

Ranked 1st in current offering and market presence amongst top DOCCM vendors in the "The Forrester Wave: DOCCM report, Q3 2011"¹

HP Exstream Interactive is part of the HP Exstream enterprise customer communications management solution, delivering communications for every step of the customer life cycle

GROW

- Targeted offers and promotions
- TransPromo messages
- Loyalty programs
- Agent postcards

ATTRACT

- Marketing campaigns
- Targeted direct mail
- Quotes and proposals

SERVICE

- Statements
- Bills and invoices
- Notices and renewals
- Personalized newsletters

ACQUIRE

- Welcome kits and ID cards
- Enrollments
- Account openings
- Policies and contracts



Create concise, actionable documents

Because interactive documents can leverage all of your business and customer data, they help you create communications that are relevant and easy to comprehend. In a matter of minutes, customer-facing staff can produce fully personalized communications for an individual customer—such as welcome kits, policies, and agreements—that include all of the necessary legal and regulatory content, but do not confuse customers with information that does not apply to them.

With communications that are clearer and more succinct, customers understand the outcome of their interaction with your organization, and what to expect regarding follow-up items and next steps.

Easily create and manage interactive documents

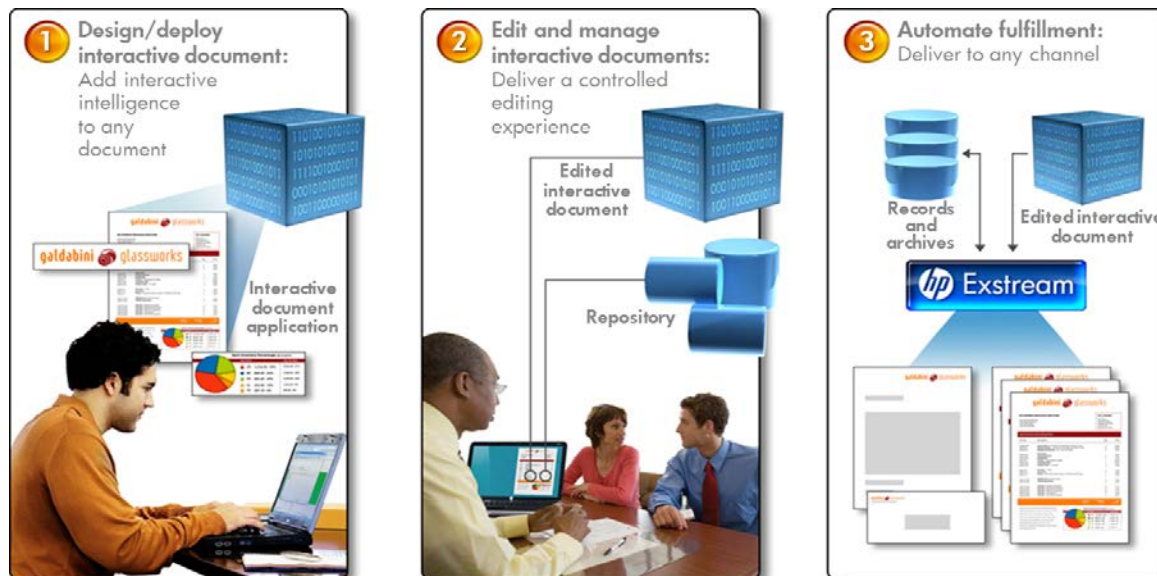
HP Exstream's intelligent, interactive document templates are fully portable files that can be stored in any content management repository, database, or file system. From there, these files can be retrieved, edited, approved, and finalized as part of a customizable workflow. Customer-facing employees are guided through an interactive document template with context-sensitive help and interview pages, which reduces the time spent completing customer documents from hours to minutes. Certain sections of the document are automatically populated with approved content based on user input, while other areas can allow users to select or insert custom text and graphics.

You can greatly reduce document-completion time by eliminating manual processes, such as re-keying data, cutting and pasting content, reformatting documents, and assembling multiple documents and inserts for mailing. Interactive documents automate all of these tasks and more, saving time and minimizing the likelihood of human error. Automatic revision tracking and a change review panel accelerate the electronic workflow approval process. Audit trails and the easy-to-use commenting feature ensure that no crucial information is lost. At the end of the workflow cycle, documents can be submitted for automated archive and records management steps, and used to update corporate systems.

Completed documents can be easily printed locally, saved as PDF, emailed, or printed as part of a batch process. In addition, interactive documents can drive any number of automated fulfillment processes, even sending customized communications to multiple recipients. This can be critical in claims handling processes or court orders when different recipients need to receive communication copies or versions. HP Exstream Interactive can deliver communications to virtually any channel, including print, email, the web, SMS and voicemail, based on your recipients' preferences and requirements.

“HP Exstream leads with great overall balance. HP leads the pack with top numbers across needed capabilities as well as continued strength for high-volume applications and a growing customer installed base.”

– The Forrester Wave: DOCCM report Q3, 2011¹



Accelerate HP Exstream Interactive deployments up to 50%

HP Exstream Interactive provides the only interactive document experience that delivers controlled editing, automatic data and content gathering, dynamic document formatting, and seamless integration into an automated document production and fulfillment process. This integration can be accelerated by utilizing the HP Exstream integration and process orchestration framework known as the Live Application Library (LAL). LAL is a server-based, quick-start component that can help enterprises rapidly deploy HP Exstream Interactive applications and easily integrate with business systems, process management platforms, and myriad sources of data and content, which greatly reduces project deployment timelines and speeds time to value. An application accelerator, LAL provides a sample user interface, a set of basic workflows, and a robust set of services and connectors that are proven to speed application deployment and reduce time to market by 30 to 50 percent.³

An **INTUITIVE** END-TO-END CUSTOMER COMMUNICATION SOLUTION PROVEN TO MAKE EVERY INTERACTION MORE **PROFITABLE**

Foundation for HP Customer Communication Solutions

To address common business process challenges and specific customer needs often driven by industry requirements, HP offers industry-specific solutions as part of the HP Customer Communications portfolio. Based on the HP Exstream platform, these solutions may include other HP or third-party technology, products and services. Following are some of the industry solutions currently available.

INSURANCE

- **HP Agent Enablement**—Helps insurance companies provide agents with access to communication solutions driven by the full force of their customer and corporate data and content, while remaining targeted and controlled.
- **HP Claims Correspondence**—Addresses settlement delays and costly labor inefficiencies by providing claims professionals a unified view of claimant information to make faster decisions and improve customer interactions.
- **HP Policy Accelerator**—Enhances security and helps you make policy setup and servicing more cost-effective and customer-centric by improving the productivity and effectiveness of your customer-facing agents and support staff.

BANKING/ MORTGAGE

- **HP Loan Origination Accelerator**—Automates all document management functions within the origination process from a comprehensive platform and tool-kit.

HEALTHCARE

- **HP Patient Communications**—Enables healthcare providers to improve patient interactions and reduce readmissions with more targeted and meaningful communications to patients, physicians, and other caregivers.

Award-winning customer communication solution

HP Exstream Interactive received the 2011 “Innovator of the Year Award” from Xplor International, stating that it has “revolutionized corporate communications by providing innovative ways to manage the points of contacts between clients and companies.”

Why HP?

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world.

In addition, HP offers a wide range of training, consulting, and technical support services to maximize your investment in our products.

Learn more

Contact an HP Exstream representative to find out how we have changed the way our customers do business. For more information about the HP Exstream customer communication management solution, please visit www.hpexstream.com or contact us at exstream.info@hp.com or 866-318-5925.

¹ Le Clair, Craig. “The Forrester Wave™: Document Output For Customer Communications Management, Q3 2011.” Forrester Research, Inc. September 14, 2011.

² HP Exstream Interactive received the 2011 “Innovator of the Year Award” from Xplor International.

³ As compared to similar projects from 2008 and 2009.

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Effective communications. Multiple channels. **One solution.**

