Brief

Deliver a consistent experience across all of your customer communications

HP Exstream Multichannel

Create new opportunities from your existing communications and let customers choose how to access and receive their information

Put your customers first

HP Exstream is a multichannel customer communication management (CCM) software solution that is proven to 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. Create insightful, impactful, real-time customer communications that are proven to improve customer satisfaction and fuel business growth.

While the ability to deliver documents to both print and electronic channels has been an essential feature of HP Exstream from the beginning, HP Exstream Multichannel takes a stride forward by letting you assign specific pieces of content from existing communications for use in virtually any print or electronic channel.

This means you can deliver the appropriate level of detail to consumers based on their preferred delivery channels. For example, you can deliver an account balance via SMS text notification, as well as the entire account statement via email as a PDF—all from a single design.

Leverage new channels

You have made substantial investments in improving how you communicate with customers. The applications that drive these communications—which include statements, bills, and notices—are built to streamline the incorporation of vast amounts of business content and customer data to produce personalized communications for each individual consumer.

As customer expectations change, however, companies are becoming aware of the benefits of new communication formats—especially those designed for electronic channels. The ideal solution would deliver to the web, SMS, and email, while providing real-time content for smartphone and tablet-based apps.
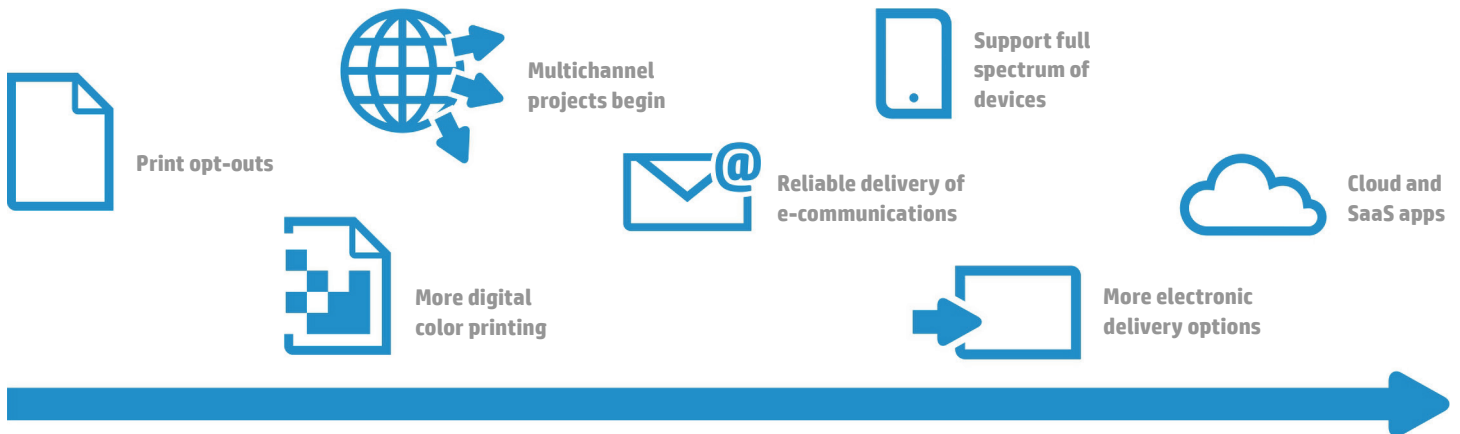
More than just new forms of communication, these channels can generate new revenue opportunities, reduce costs, and produce outstanding customer experiences. It's one thing, for example, to open a statement and review your transactions—but something completely different to receive an SMS text from your bank with an important account notification, then open a mobile app to explore your account in more detail.

Capitalize on your existing documents

HP Exstream Multichannel lets you create new communications for electronic delivery. And to capitalize on your existing resources, you can also leverage all of the communication assets of your current document applications to start new multichannel projects. Simply tag content and messages for incorporation into personalized communications of any type. Content can be tagged for output to one or multiple channels, giving you the flexibility to customize information and formatting for each channel.

You can output account balances and a limited number of transactions to email, for example, while providing more robust account information and targeted offers for smart phone apps. This means that not only will you be able to produce multiple communications from one document source, but that all of your communications will be consistent, up-to-date, compliant, and relevant to your customer's needs.

Transition from paper and electronic to mobile and the cloud

Print opt-outs

Multichannel projects begin

Support full spectrum of devices

More digital color printing

Reliable delivery of e-communications

More electronic delivery options

Cloud and SaaS apps

Deliver consistency

As the graphic above shows, HP Exstream Multichannel helps you consistently manage traditional and emerging delivery channels side by side, for a consistent and optimized customer experience.

Help your transition from print to electronic delivery while supporting the compliance, consistency, and proven processes of your print channels.

Assured delivery

Combine HP Exstream Multichannel with HP Exstream Delivery Manager to include assured delivery for electronic messages and automated failover options. Get consolidated visibility into delivery, tracking, and response information for electronic channels like email and SMS text without compromising your business's stringent delivery requirements.

HP Exstream Delivery Manager lets you encourage customers to choose electronic communications over paper to save printing and postage costs while minimizing risk. For on-demand, real-time, and structured communications, if a primary delivery method fails, the software automatically sends through a secondary channel of your choice. HP Exstream Delivery Manager also logs all

delivery activity, enabling you to track whether messages were opened or not, or got caught in a spam filter.

Consider the applications

Businesses around the world are choosing HP Exstream to better connect with customers and become more profitable. In fact, according to Forrester research, HP Exstream leads the pack. We were ranked first in current offering and market presence among top DOCCM vendors in the "The Forrester Wave: DOCCM report, Q3 2011."[1] Consider the applications for:

Insurance

A large insurance company has invested considerable resources in designing First Notice Of Loss (FNOL) documents populated with a variety of rule-based business and compliance content, which the call center can produce on-demand. To increase customer satisfaction they want to notify customers via various channels when an FNOL has been created and a claim is in process.

They select relevant objects with HP Exstream Multichannel to provide a summary of the FNOL to be delivered via SMS, and select additional objects that populate email messages.

Utilities

A utilities provider wants to allow customers to view detailed account information online.

Using HP Exstream Multichannel, they select objects from monthly statements to drive content for web pages and notification emails.

The content can be used to create dynamic charts and graphs, so that customers can see their usage over time, plan for the future, and identify how to reduce energy consumption.

Financial Services

A credit card company wants to create smartphone apps that customers can use to access up-to-date account information.

With HP Exstream Multichannel, they populate the apps with approved, up-to-date content from billing and transactional systems and present the information in formats suitable for mobile viewing. Customers can see their account balance, spending and payment habits, and transaction history at a glance.

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.

Contact us

Find out how you can transform your customer experiences. For more information about the HP Exstream customer communication management solution, contact us at **exstream.info@hp.com** or 866-318-5925.

Learn more at
hpexstream.com

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

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