Are You Ready for the Future of Communication?

In her first annual address on the State of Mail at the recent National Postal Forum, Postmaster General Megan Brennan declared her mission to establish the Postal Service as a data-driven marketing channel fully in sync with an increasingly digital world, laying out a three-point plan:

1. bridge the gap between physical and digital methods and empower mail to begin the interactive experience for consumers;
2. increase the transparency of mail through enhanced tracking and real-time reaction capabilities; and
3. "hyper-personalize" mail, using customer data and the Intelligent Mail barcode (IMb) to make mailings more targeted and real-time.

Are you ready? Because we've been talking about this for a while now and we're encouraged that others—including the German and Swiss posts, as well as the USPS—are taking up the mission. And of course the posts are not alone.

In a recent research note, Michael Maoz of Gartner discussed how, from the perspective of the customer, the lack of consistent treatment across communication channels is frustrating. Customer satisfaction has not improved in the past decade, as we have seen in CapGemini's World Insurance Reports and elsewhere. Mr. Maoz supports the idea of "Customer Engagement Hubs" that elevate customer service and support from simply a department within the organization to an organizing principle for the enterprise. He recommends that organizations take these steps in order to begin:

- Analyze existing customer processes to determine where they fall short.
- Recognize that enterprise-wide customer service means that technology and processes won't reside in a single system, but will be part of an ecosystem.
- Acknowledge that APIs are the connective tissue of that ecosystem.

Taking Mr. Maoz's comments one step further would be to acknowledge the centrality of the customer transactional communication process in this endeavour. The most common communication between a business and a customer--an order confirmation, an invoice, a reminder, an advertisement, a response to a complaint—is the way to begin this mission. The transactional document is omni-channel in execution and of central importance. It is also, along with those open APIs, where Compart can help you the most.

Think of an API this way: it connects the world you can't control with the world that you can control. You can link ECM systems, CRM databases, legacy data, ERP, and much more.

Although so many organizations still struggle with disparate platforms and disconnected applications, the answer is not all that challenging once you set your mind to it. Companies all around the world have discovered the benefits of centralization by using Compart DocBridge solutions. With one central document and content hub and one system, output is created and delivered to meet the highest standards with the greatest cost-effectiveness. The result is a stream-lined process that allows for greater control, consistency and reliability.

We encourage you to contact us at www.compart.com and we will use our precision German software and experienced US ingenuity to work with you on a plan to extend your customer focused content into a customer engagement hub.

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