How can I make the most of transactional documents?

Applying a one-to-one marketing approach to transactional documents helps to develop brand recognition, promote products and services, and convey a commitment to member service. Through an easy to use online interface, Clarity's solution gives clients the flexibility to incorporate transactional data and marketing information on the fly, transforming invoices, bills, or statements into effective, transpromotional documents.

How it Works

- **Organize.** Within Clarity's simple online interface, clients create and manage transactional documents that meet all regulatory requirements while integrating marketing and branding messaging.

- **Customize.** Quick implementation and management of new document templates allows clients to target customers with relevant marketing messages. Clients have the ability to view documents pre-and post-production online to ensure member information is correct before it is sent and the ability to override data.

- **Deliver.** Documents can be output to all media – print, online, email and mobile. Improve customer satisfaction and reduce call-center traffic with easier-to-read and understand documents.
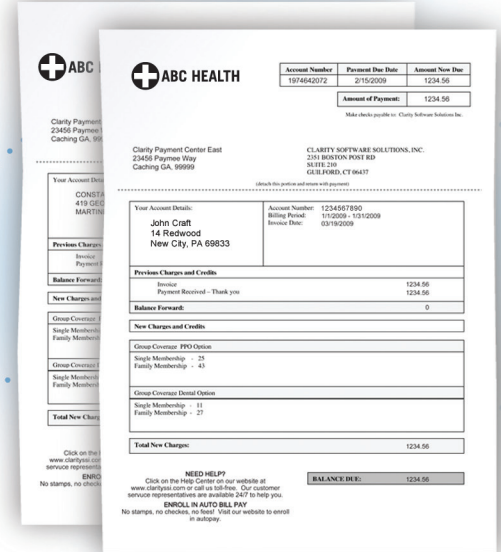
→ **www.clarityssi.com** for more information

Benefits

Add marketing messages to frequent communications

Save on distribution, storage and obsolescence costs

Gain up-sell and cross-sell opportunities

Give call centers exact online versions of documents for personalization

organize customize deliver®