



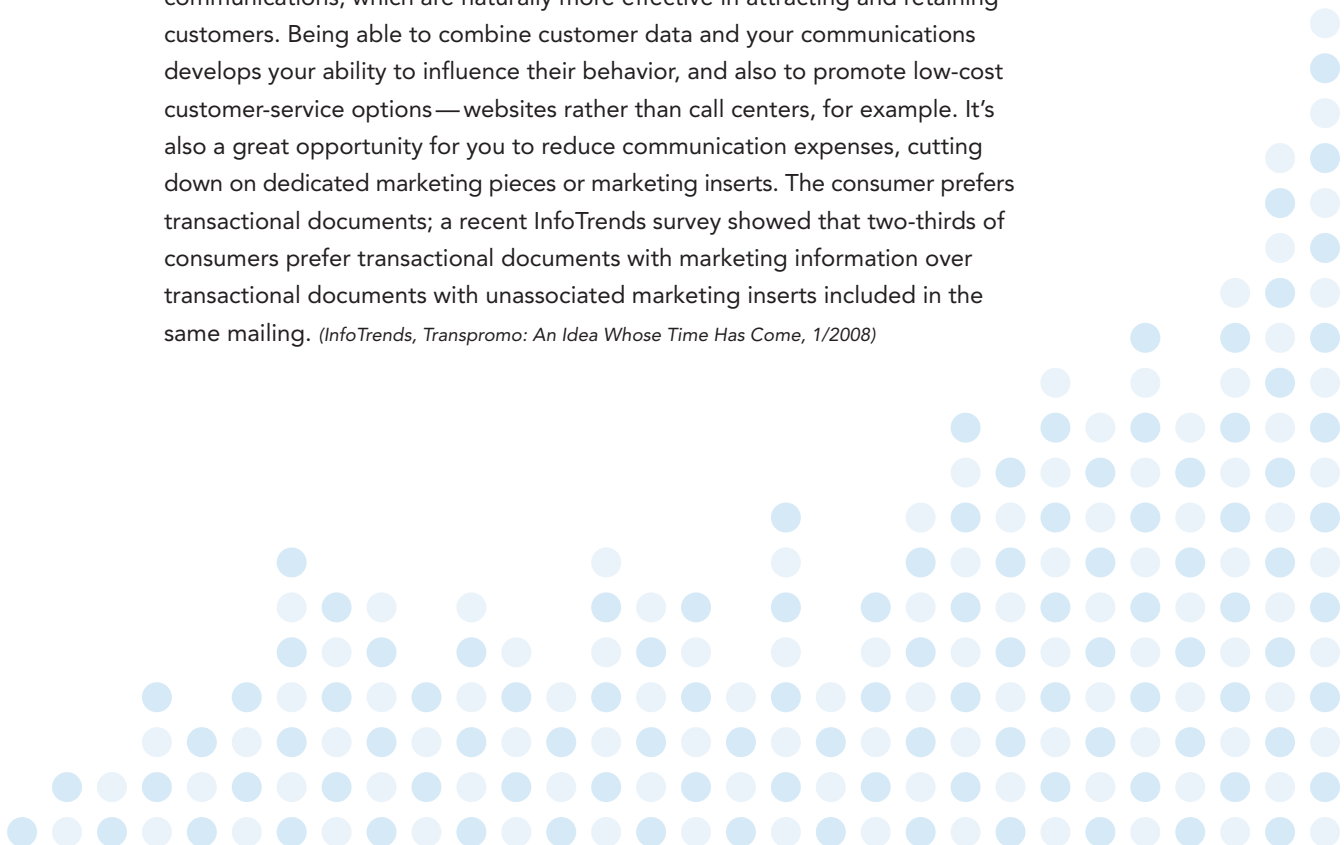
## STRENGTHENING THE CUSTOMER EXPERIENCE THROUGH YOUR TRANSACTIONAL COMMUNICATIONS

### The Opportunity

The majority of transactional communications—a bill or a statement—are often a necessary expense for companies to support their business operations. And, most companies would immediately seize the opportunity to redirect the expenses associated with these documents to their promotional mass marketing budget, in an effort to endear themselves to their present customer and perhaps enhance the prospect of acquiring new customers. Unfortunately, most direct-marketing communications are never opened, let alone read. On the other hand, transactional documents are usually more vital, and therefore more likely to be read. That presents a great opportunity for service providers to market themselves on a monthly basis, if not more frequently.

Capitalizing on transactional documents to develop brand recognition, promote products and services, and convey a commitment to customer service is becoming widely-recognized as being highly effective. Enhancing transactional customer information such as how much someone owes in a bill with how to conserve energy and save money, combines 1-to-1 marketing in your most-frequently delivered and highly-consumed communications. It is a perfect opportunity to change your customer's perception of you from service provider and money collector to a preferred partner who understands their peculiar needs.

Regardless of the product or service, 1-to-1 marketing describes personalized communications, which are naturally more effective in attracting and retaining customers. Being able to combine customer data and your communications develops your ability to influence their behavior, and also to promote low-cost customer-service options—websites rather than call centers, for example. It's also a great opportunity for you to reduce communication expenses, cutting down on dedicated marketing pieces or marketing inserts. The consumer prefers transactional documents; a recent InfoTrends survey showed that two-thirds of consumers prefer transactional documents with marketing information over transactional documents with unassociated marketing inserts included in the same mailing. *(InfoTrends, Transpromo: An Idea Whose Time Has Come, 1/2008)*





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### The Solution

To create and distribute effective transactional documents, the right solution is paramount. Clarity has designed a comprehensive and robust solution that leverages your current business practices and systems to make the production process efficient and targeted. The solution is available at anytime, anywhere through an easy to use online interface. Whether you are producing invoices, bills, or statements, Clarity will partner with you to evaluate your needs and design a custom solution that enables you to get the right information to your customers, at the right time, at the right cost. Clarity's solution gives you the flexibility to incorporate marketing information along with the transactional data on the fly, creating effective, transpromotional documents. Keep your focus on your business, drawing comfort in the knowledge that you can create and distribute 1-to-1 marketing directed to any audience, while communicating a timely and exact message of your choosing.

Other benefits of the Clarity solution:

- Transactional documents that meet regulatory requirements.
- Greater up-sell and cross-sell opportunities by providing customized marketing that will demonstrate the value your relationship with the customer.
- Enhanced customer service by providing your call center with exact online representations of material received by your customers.
- Improved customer satisfaction and reduced call-center traffic with easier-to-read and understand documents.
- Quicker implementation and management of new document templates containing targeted marketing messages.
- The ability to view documents pre-and post production online to ensure your information is correct before it is sent while retaining the ability to override data when necessary.
- Output your documents to all media—print, online, email, CD—and save on distribution, storage and obsolescence costs.

For more information about our solutions for transactional document marketing, contact Clarity at (203) 453-3999 or visit on the web at [www.clarityssi.com](http://www.clarityssi.com).

