

A Modern Approach to Customer Communications

Customer communications – including high-volume statements, billings, EOBs, policies, and correspondence – represent a unique set of challenges for organizations that use traditional print-stream technologies to produce them.

Architected for a different age, many of these print-stream technologies still run on mainframes and midrange computers, like AS/400s, driving up costs and hampering cloud adoption. These systems are difficult to integrate, particularly for use with mobile devices and apps, hindering customer self-service initiatives and negatively affecting customer experiences. Further, these solutions – including IBM CMOD and ASG Mobius – are both outdated and extremely expensive to operate, between spiraling maintenance costs and hard-to-find specialist skills.

More recently, enterprise organizations have identified some new challenges with these print-stream technologies. Based on legacy formats like AFP and Metacode, these solutions store customer communications in large data files and render them as documents “on demand.”

While these data formats provide some benefits in terms of efficient storage, they also co-mingle customer data. As a result, it is difficult, if not impossible, for companies to apply effective retention policies to vital customer information and to comply with recent consumer data privacy regulations like Europe’s General Data Protection Regulation (GDPR) and the California Consumer Privacy Act of 2018 (CCPA).

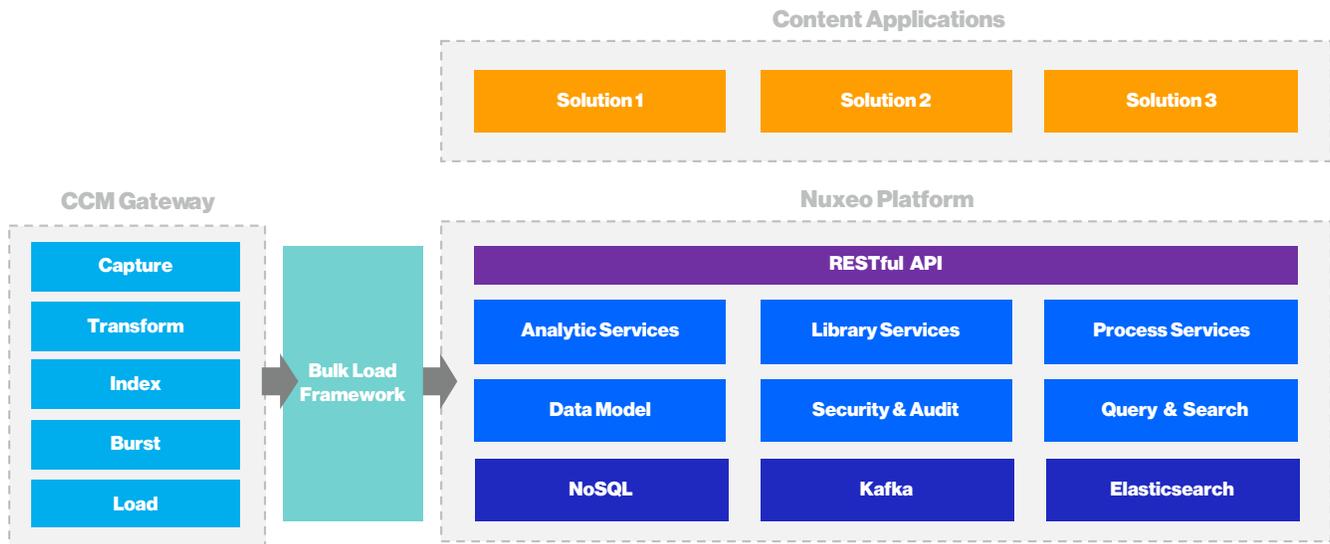
“GDPR went into effect in May 2018 and requires consent from consumers before their data may be used. Among numerous protections, consumers will need to be informed if their data is moved outside the European Union, have **the right to be “forgotten,”** and will be given a chance to contest the use of automated algorithms.

Violations come with serious fines—up to 4 percent of a company’s worldwide net sales.

- Deloitte, 2019 Insurance Outlook

Nuxeo for Customer Communications Management

Our Customer Communications Management (CCM) solution combines Nuxeo's cloud-native Content Services Platform with Crawford Technologies' proven Enterprise Output Management (EOM) software. Utilizing a scalable, high-performance CCM Gateway for ingestion and retrieval, our CCM solution enables organizations to easily store and access both existing and day-forward print-stream documents and communications in the Nuxeo Platform.



The Nuxeo CCM solution allows customers to choose how they want to store these documents and correspondence. Depending on business requirements, Nuxeo customers can elect to store native AFP, Metacode and other print-stream formats or can transform their existing and new print-stream data to individual or multi-document PDF files. Nuxeo's CCM solution supports on-demand transformation and e-presentation of AFP content as well as high-performance bursting and batch conversion to PDF.

Customer Benefits

This intelligent approach provides a number of critical benefits for Nuxeo customers. With Nuxeo CCM, enterprises can:

Increase regulatory compliance. Support modern compliance initiatives like GDPR and the California Consumer Protection Act (CCPA) by enabling granular control of customer information.

Enhance customer experiences. Provide a full, 360-degree view of customer documents and correspondence for customer service and call center staff. Support customer self-service initiatives.

Accelerate cloud adoption. Move both legacy and day-forward print-stream communications from on-premises, mainframe-based systems to modern, cloud infrastructures.

Improve accessibility. Dynamically transform documents and correspondence for highly compliant, fully accessible communications, including braille, large print, audio, e-text and multilingual translation.

Support mobile access. Provide full access to customer documents and correspondence via mobile devices with responsive HTML5 content.

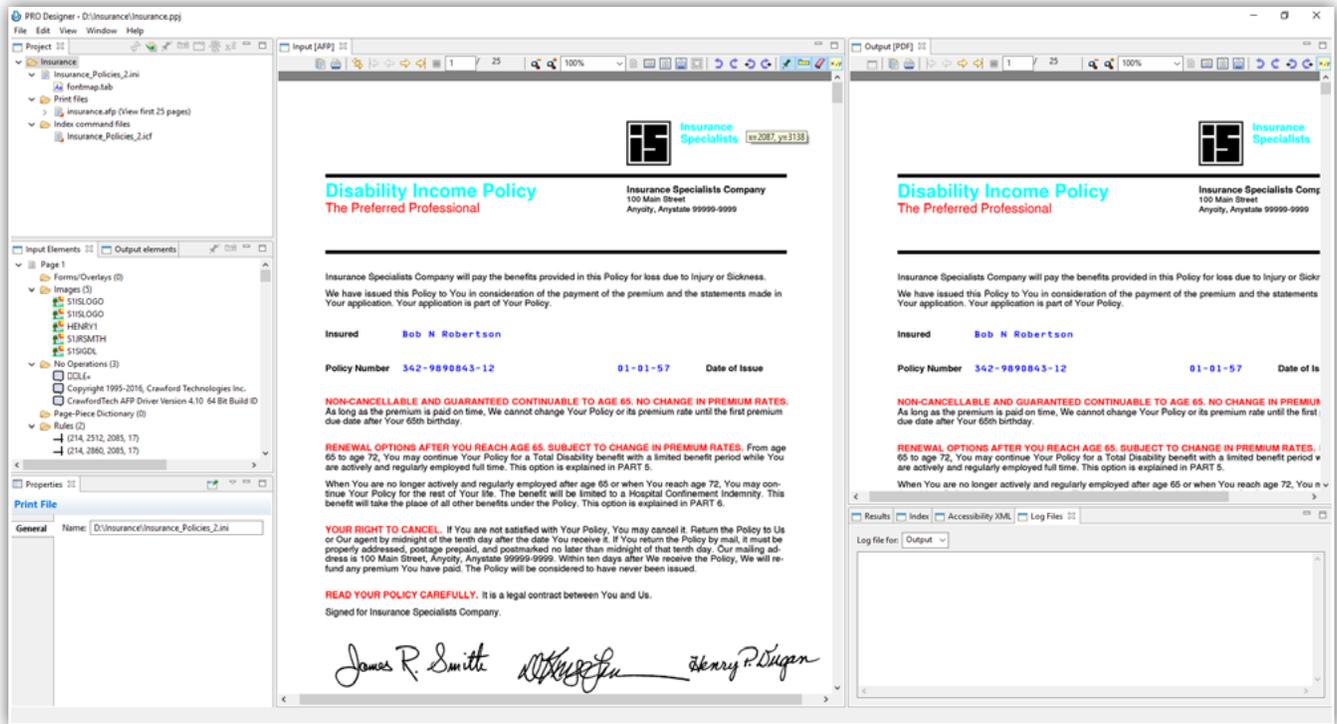
Reduce operating costs. Eliminate legacy software support and maintenance costs and corresponding mainframe processing and storage charges.

Key Features

The following are some of the key features of this solution:

- Intuitive design environment
- Advanced services for Web portals and mobile devices
- Document storage as native AFP and PDF
- HTML5 for display on mobile devices or Web browsers
- Accessible tagging for screen readers to comply with ADA, UK Equality Act and other accessibility regulations
- Redaction for full PCI-DSS compliance

- Digital signatures to guarantee PDF authenticity
- Full or partial “bursting” of documents contained in large batches
- Index, transform, and re-engineer



Powerful, easy-to-use graphic design interface

Summary

Nuxeo's Customer Communications Management (CCM) offering is a comprehensive solution that provides a more modern, sustainable approach to customer communications archiving. Utilizing proven, scalable technologies, our solution will enhance your customer experience, improve compliance with today's regulations and deliver compelling return on investment. Further, it will also help to shift significant workloads to the cloud and provide an innovative, modern foundation for the future needs of your organization.

