



Customer Communications Management

Maximizing the impact of your communications spend

Customer communications management (CCM) has never been more challenging with increasing levels of regulatory oversight, operational cost and consumer empowerment. You need a CCM partner who can turn these challenges into opportunities. For more than 50 years, Taylor has navigated complex compliance requirements, eliminated risk and leveraged the latest communications technologies to maximize the impact of our clients' CCM spend.

Keeping You Compliant

Taylor's CCM practice is designed to keep you compliant with the ever-changing list of government, industry and internal regulations you must abide. We have both the in-house subject matter expertise to counsel you up front and the tracking and reporting services to prove compliance after the fact. Rigorous testing protocols, 100% fulfillment and formalized re-servicing processes are all part of our standard service offering, enabling us to deliver on SLAs as demanding as the regulations themselves.

Minimizing Your Risk

Your company has stringent security policies in place to protect your customer's information — and so does Taylor. We do not outsource or offshore our production and programming services. All of our employees undergo stringent background checks. Our facility and data security standards are unwavering and we regularly test our business continuity plan. You can rest assured that your customer information is as safe with us as it is with your company.

Growing Your Business

A sister company to one of the largest and most sophisticated direct marketing providers in the nation, Taylor can use data and analytics services to turn your Customer communications management program into a source of business growth.

- Our statement marketing strategies can add new revenue opportunities to your transactional communications.
- Taylor's CAMPAIGN program combines direct mail, geofencing and mobile display ads to drive new consumer business.
- We also work with the digital marketing experts within Taylor to apply consumer interactivity features to CCM.



Saving You Money Four Ways

1. Taylor continuously invests in the most efficient production technologies available to reduce the per-unit cost of communications.
2. We create comprehensive eAdoption programs to move customers away from mail.
3. Our postal optimization services reduce postage costs for those customers still using mail.
4. Taylor's proprietary online tools are designed to make your team more efficient:
 - a. The Centra Access self-service dashboard tool allows your employees to do a variety of tasks themselves.
 - b. Centra Editor puts document management control – including change management – into the hands of the client.



Markets

- Consumer lending
- Healthcare
- Investments and securities
- Insurance
- Retail banking
- Telecomm and utilities

Services We Provide

- Data Solutions
 - Data and pre-composed input
 - Data consolidation and manipulation
 - USPS® compliance processing
- Document Management
 - Archiving and viewing
 - Document rendering
 - Variable data programming
- Omnichannel Delivery
 - E-channels
 - Online viewing
 - Print and mailing services
- Online Self-Service Tools
 - Ad hoc statement messaging
 - Document viewing
 - Production status and proof management