Papyrus Engagement Platform

**Attract: Marketing on the way to new horizons**

Customers are often bombarded with too many marketing offers in the hope one will fit. This annoys the receiver and does not lead to success. Most appreciated are relevant offers geared to client needs. A modern business communication platform like Papyrus performs the planning and execution of such targeted personalized campaigns in statements and bills of existing customers. It can attract new clients with rule-based personalized mailings, such as specific campaigns with current finance offerings for a clearly defined target group. New customer marketing strategies can be automated, sending a welcome letter the first month. The business teams take over the definition of the campaign in an easy-to-use interface; the marketing group delivers the text and images; and IT uses Papyrus Adapters in the existing infrastructure for easy integration with databases. The Papyrus feedback loop lets the call center react immediately to specific customer requests, responses or delivery failures. The campaigns can be sent via browser, e-mail, print and/or mobile devices to include video, voice, URLs, surveys, requests, JPEGs, coupons or QR codes and more.

**Acquire: Optimizing the entire sales and contract lifecycle**

Rather than having multiple systems that deal with content—intake, analysis, processing and generation, multiplied by the number of interaction channels—a single business communication platform can reduce the internal efforts to develop content-centric processes, while presenting a more seamless customer experience across multiple channels. This is particularly important for personalized outbound documents, whether transactional (statements/bills), ad-hoc (online presentment), or resulting from a business interaction (e.g. contracts), since the customer needs to be able to receive the same information regardless of which interaction channel they choose. Papyrus supports a two-way customer interaction, creating complex individualized documents in real time and managing the various stages of contract lifecycle from creation to sign-off and execution, through performance monitoring, amendments, analysis and renewal.

**Care: High-performance customer service**

Providing good customer service is a challenge for many companies. In order to truly become customer-centric, companies need to re-evaluate current strategies that are more data-centric, ignoring the two-way customer communication and forcing the customer service representatives to do a lot of guesswork at the point of interaction. All customer information should be transparently and well arranged, available at the fingertips of the customer service clerk. An open inquiry, the status of a task, a message received by e-mail, mobile, paper, Web and all letters mailed must be shown in a total view. Then incoming inquiries can be immediately answered. Some clerks are empowered by their user authorization to handle exceptions within the defined process. Every clerk will be handling the case in a competent way. Annoying search times are gone. The result is a comprehensive customer service at reduced cost.

**Retain: The back office is enthusiastic**

Your customers and partners experience a competent and comprehensive service as clerks in the office have quickly a 360-degree view of the client with status, content, tasks, documents and rules. After classification and data extraction every incoming message or e-mail is automatically routed to the right person’s inbox. Processes can be fully automated, semi-automated or fully manual. All office personnel have all relevant information at hand and maximize revenue with cross-sell, up-sell and retention offers. Cost is reduced while service is improved.

**Manage: Corporate management is fully in control**

Management receive from Papyrus CRM the exact desired information of all departments and their activities. This way, they can always look ahead to define strategy, product planning and development. Powerful analyses are accessed by management based on their authorization, containing all relevant data to realize and react well in advance of opportunities and risks in the market and driving success. Integration of all relevant company categories allows for building transparent structures. Cross-linked knowledge, transparent processes and automated tasks allow flexibility for your clients, reduce cost and expand sustainable revenue.

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**International Headquarters / Austria**
ISIS Papyrus Europe AG
Alter Winerweg 12
A-2344 Maria Enzersdorf
T: +43-2236-27551
F: +43-2236-21081

**US Headquarters**
ISIS Papyrus America, Inc.
301 Bank St.
Southlake, TX 76092
T: 817-416-2345
F: 817-416-1223

**Asia-Pacific Headquarters**
ISIS Papyrus Asia Pacific Ltd
9 Temasek Blvd., #29-01 Suntec City Tower 2
Singapore 038989
T: +65-6339-8719
F: +65-6336-6933

**Contact**
info@isis-papyrus.com
www.isis-papyrus.com