

DESIGN-TO-DELIVERY:
HIGH-PERFORMANCE,
SAAS CUSTOMER
COMMUNICATIONS FROM
THE WORLD'S MOST
TRUSTED CCM SOLUTION
PROVIDER



Inspire Evolve: communications built for the future

As customer expectations and the demand for personal, secure, in-the-moment communications rise, all organizations are looking to modernize the way they communicate with their customers. However, most businesses struggle to meet these higher standards. With customer data residing in different areas, and different solutions generating disparate customer communications, often those interactions rarely meet customer expectations of relevance, personalization, timeliness, and channel preference. Costly and inefficient IT processes, manual creation and editing of documents, lack of brand and compliance control, and an enforced reliance on printed correspondence created within inefficient in-house mail rooms impede the delivery of engaging customer communications that keep customers loyal.

Quadient's Inspire Evolve software lets you upgrade your outdated, print-focused processes into an omnichannel customer experience to be proud of. With just one solution, you can transform digital and printed customer communications in hours, not months, and optimize your operational efficiency by fully automating or outsourcing your printed output.

**BACKED BY
THE EXPERTS**
Gartner, Forrester
and Aspire

EXPERIENCE
A rich history
of world-class
leadership

**PROVEN
RESULTS**
97% customer
satisfaction rate

EXPERTISE
8 billion personalized
experiences annually



**Almost two-thirds of enterprises
expect to deploy their CCM solutions
through the cloud by 2024.**
— Aspire, Accelerating Your Future: Making the
Move to Cloud Subscription CCM, 2022

“ By 2025, 51% of IT spending in these four categories will have shifted from traditional solutions to the public cloud, compared to 41% in 2022.
— Gartner 2022

“ Cloud deployments grow at 11.8% 5-Year CAGR
The shift to cloud makes it easier for organizations to incrementally purchase interactive and on-demand capabilities.
Through innovation, it improves customer experience with automation and journey orchestration.
— IDC Worldwide Customer Communications Management, Software Forecast, 2022-2026.

INSPIRE EVOLVE: THE NEW STANDARD FOR CLOUD COMMUNICATIONS



Diane Thomson

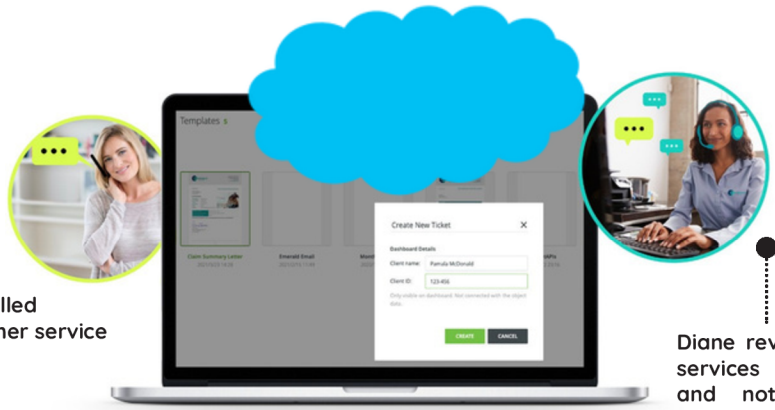
- Customer advocate for a large organization, responsible for handling incoming inquiries.
- 4 years of experience in call center environment.
- Aspires to become a leader for the team and improve the customer experience.



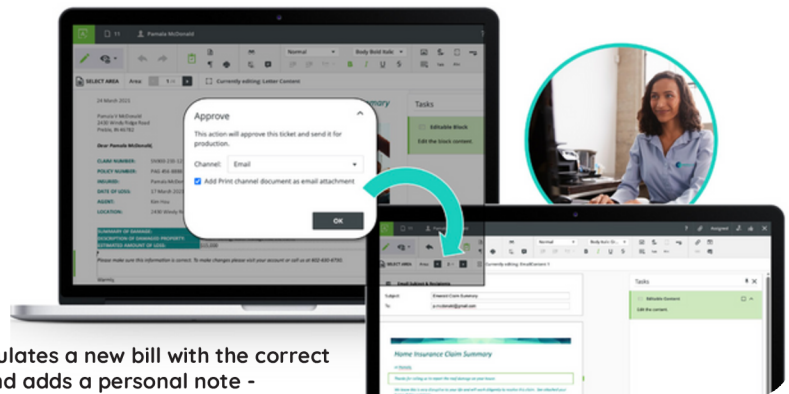
Pamela McDonald

- Customer for nearly a year, calling to understand the bill she has just received.
- She's always paid on or before the bill deadline.
- Enjoys the services the company provides to keep her home in top shape, but doesn't like surprises on her bills. She has a tight budget - every expense is accounted for.

Pamela called the customer service hotline.

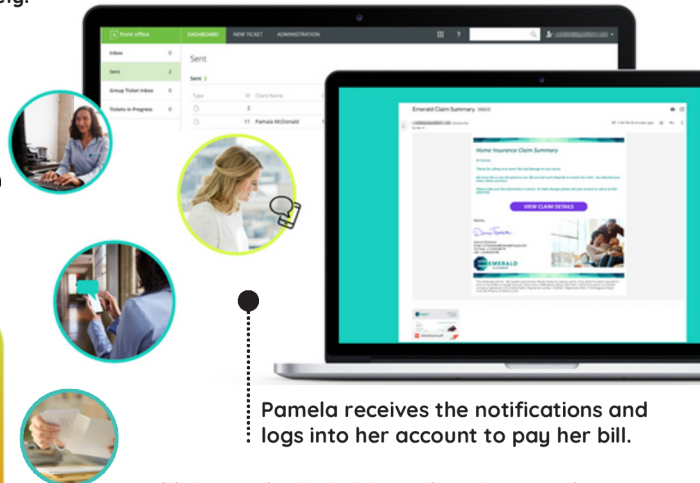


Diane reviews the services provided and notices an error on the bill.



Diane populates a new bill with the correct amount and adds a personal note - the next service will be free - and sends to Pamela immediately.

Days later, Diane checked the dashboard and the bill emailed has gone unread. She gently nudges Pamela via SMS, so the customer can avoid a late payment fee.



Pamela receives the notifications and logs into her account to pay her bill.

In addition to the SMS, Diane also triggers a letter in case Pamela does not have access to her phone. Quadient automates the preparation, printing, enveloping, and mailing, and Diane's team can track the delivery right to Pamela's doorstep.

**INSPIRE EVOLVE
INTEGRATES FIVE
COMPONENTS IN ONE
CENTRALIZED HUB TO
DELIVER A SEAMLESS
EXPERIENCE FOR YOUR
COMMUNICATIONS TEAMS.**

INSPIRE EVOLVE KEY CAPABILITIES

DESIGN COMMUNICATIONS

Design communication templates built to scale with Content Author.

Digital design (HTML5)

- Intelligent content creation
- Efficient content management
- Approval workflows
- Version control
- Regulated PDF form input
- Multi brand support

PERSONALIZE COMMUNICATIONS

Allow customer-facing employees to customize communications in a controlled environment with Front Office.

- Sentiment Analysis
- Gen AI assistant
- Approval workflows
- One-to-one personalization
- Dynamic content



GENERATE

Send communications one-to-one, one-to-many or as part of a batch process with the Generate services.

- Use data from any source
- Switch images and styles at run time for multiple brands
- Custom approval and business workflows
- Print job, email or SMS communications monitoring
- Channel Orchestration



ARCHIVE*

Search and pull up communications already sent to customers with Archive.

- Advanced search
- Quick document re-presentation
- Long-term archival

*On-premises or integrated with 3rd party SaaS archive

DELIVER

Deliver communications & documents through digital channels or print and mail processing either onsite, through your own service provider, or through Quadient.

- Easily update legacy documents to optimize delivery
- Consolidate print files into a single run
- Leverage digital channels (emails, SMS or WhatsApp)
- Full tracking and reporting



INSPIRE EVOLVE GIVES YOU THE POWER TO:

TRANSFORM CUSTOMER COMMUNICATIONS STRATEGY IN HOURS

Make every connection matter with intuitive, flexible and intelligent applications. Inspire Evolve makes even the most complex experiences simple by enabling intelligent workflows for creating and delivering customer communications.

MODERNIZE THE DESIGN AND DELIVERY OF HUMAN-CENTRIC COMMUNICATIONS

Safely and securely connect in-the-moment. Inspire Evolve guarantees that customers receive a personalized message at any time of the day or night. Designers can create templates according to branding and personalization rules and use approval workflows to ensure compliance is maintained. Customer service representatives or other team members are also able to personalize communications before sending to a customer. Where printed communications are required, Quadient are even able to automate and/or outsource all of your printing and mailing needs.

OPTIMIZE OPERATIONAL EFFICIENCY, REDUCE COSTS

Extend Evolve's robust digital delivery power with our no-code document automation module that simplifies the distribution documents whether printed or via digital channels. Leverage existing infrastructure to quickly update ad hoc and legacy communications, enhance regulatory and branding compliance, and improve operational efficiency by digitalizing or creating optimized print output with maximum mailing discounts.

SCALE YOUR BUSINESS OPERATIONS

Get rid of legacy document composition systems that put limits on the growth of your company. Modernize your customer communication management to meet business demands for handling more interactions with less resources while controlling risks and compliance with regulations and branding guidelines on all channels.

RESERVE IT RESOURCES FOR HIGH-VALUE EFFORTS

Safely design communications that are maintained by your lines of business, not IT. By using a SaaS customer communication solution, complex recurring software upgrade costs are consigned to history, releasing key IT resources to support your wider transformation programs.



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CCM cloud-based solutions are designed to get business users up and running quickly and can be effective in streamlining operations, updating processes, and delivering more effective communication streams.

— IDC MarketScape: Worldwide Cloud CCM Applications 2022 Assessment

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Cloud computing leverages technologies such as ML, AI, robotic process automation (RPA), big data analytics, and internet of things (IoT) and reduces the deployment time with the on-premises approach. A CCM platform with cloud capability offers a centralized technology to manage and integrate various communications from different platforms, while constantly adapting to new communication mediums.

— SPARK Matrix™: Customer Communication Management, 2023

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Inspire Evolve is checking all the boxes on what industries need to create, manage and store customer communications.

— Customer communications expert for insurance and banking

ACCELERATE YOUR CX, ONE POWERFUL CONNECTION AT A TIME



About International Mailing Equipment®

International Mailing Equipment is the most trusted provider of mailing equipment and services, empowering small businesses nationwide to thrive. By offering exceptional products, services, and support, we aim to make a real impact that enables entrepreneurs to turn their dreams into reality. Contact us today!

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