

# Your Guide to Effective Customer Communications



## People Consume Information in Different Ways.

You're in a great position if your customers tell you their communication preferences because then it is just a matter of meeting those expectations. If you're not aware of each individual's preference for receiving physical mail today, email tomorrow, and something else later, then the next best thing is to organize your database into clusters of people with similar attributes. Use the notion that "birds of a feather flock together" to segment messaging and channels to achieve your desired results.

Companies in the print and mail space are shifting gears, rethinking their business strategy and improving processes and technology to provide people of all ages with relevant information through the channel they prefer—without compromising their private information and incurring violations of industry regulations. An investment in the customer experience helps build a strong brand image, puts you ahead of your competitors and drives customer loyalty.

We've put together this guide to explain the main problems industry analysts and our customers are telling us about, and how to solve them. You might be facing one or all of these:

### 1. Properly Protecting Confidential Data

To what degree are you protecting personal data? You might be doing everything you think you should to avoid breaches, and yet every day bad actors are finding new ways to defeat you. Many people say there is no security, because even the strongest most capable companies in the world have had information stolen or leaked in some way. No matter where you fall on the scale, you can always do better and must comply with industry regulations. Racami's technology supports your continuous improvement efforts and can take you to the next level of maturity.

Alchem-e™ supports four key principles of securing sensitive data. **The four keys are: knowing what data to secure, deleting sensitive data after is no longer needed, locking it down, and having proof when you need to show what happened during a security breach.** You configure Alchem-e™ to know what data and documents to store and for how long. The data can be encrypted in Alchem-e's database and document repository, and protected through digital and physical layers of firewalls, platform, and application security.





## 2. Making Mistakes in The Production & Distribution of Customer Communications

Just as with data security making mistakes in production can harm you, your customer and their customers. Errors in production also reduce profits due to the wasted time and materials. The best way to avoid errors is to have a process that doesn't allow slipups to happen. It's a lot harder to inspect quality into a piece of mail, book, or other printed material and even harder to inspect thousands of electronic communications that happen in seconds. **Your process has to be tight and error-free in the first place. Racami's Alchem-e™ system enables you to build quality into the process, quickly identify exceptions when they happen, and provide visibility of the entire lifecycle of production.**

## 3. Inability to Skillfully Communicate With Customers Over Multiple Channels



Modern marketers and customer care professionals are aware that consumers want to engage companies in a variety of ways. **Marketing efforts are more productive when the right mix of communication channels are used, and customer satisfaction increases when a customer can do business using the channel and tools they prefer at any moment in time.**

A person prefers mail one day, email the next, and then maybe back to mail, which explains why having a dynamic multi-channel approach is imperative today. In reality, it's even more complicated than that with some communications being synchronous and some asynchronous. The prior requiring much faster response—for example a chat bot that provides real-time interaction with the customer. Racami provides you tools to aggregate data, manage customer preferences, and create output compatible with the channels your customers want to use. The Alchem-e™ system integrates various systems and capabilities together to create a master system that orchestrates the collection of data, creation of audiences, composition of messages, distribution, and in many ways measurement of the customer journey.



## 4. Your Competitors Are Winning Business You Want

When you turn away business or fail to win it, you are stunting your growth and falling behind your competitors. If not corrected, this sneaks up on you over the years and you find yourself going backwards. To infuse new life into the business you have to invest in technology, employees, and improve your processes. You don't have to do it all at once. You can gain it back with incremental low risk investments, or make big changes with more risk and reward. Racami helps companies add revenue-generating capabilities, reduce costs, and better serve their customers by boosting their IT talent, performing upgrades and migrations, and implementing new technologies. **Even if you're not using Racami's products, our team helps your team reach goals faster and puts your company ahead of the competition.**

## 5. Failing to Completely Comply with Changing Industry Regulations

Banking, healthcare and insurance are some of the most highly regulated industries. Regulations are far and wide, but **when it comes to communications it's mostly about sending the right communications to the right people at the right time while keeping the data from getting into the wrong hands.** This puts a tremendous strain on the stewards of the data because they know that people can be greatly harmed by careless or ignorant processing of personal data and documents.



Complying with regulations is extremely costly and the annual and more frequent audits can be very cumbersome. Racami's Alchem-e™ system makes it easier to supply auditors with the information they need to prove that data is properly protected, verify that jobs are accurately produced, and demonstrate that the production processes are sound.



## 6. Confusion About How to Improve The Customer Experience

Communicating through the right channel is just part of making sure your customers are happy. They get frustrated when they're not recognized and understood when working with you. Essentially, every interaction with your customer creates an expectation for the next experience you create for them—and remember, **every time your customer interacts with your business online or offline they are developing and opinion about your brand.** Therefore, managing these evolving relationships with thousands of customers is best done with a mix of people and technology. Racami's professional services and software help you tackle the challenges of creating and distributing customer communications through print, mail, and electronic methods strategically.

Racami's Alchem-e™ system enables the delivery of communications to multiple touchpoints such as websites, email, mail, SMS, mobile app, and other platforms to deliver relevant and consistent messages. The touchpoints can be tracked for engagement purposes and to measure the customer journey, so you can motivate customers to take the next step you want them to take. Racami's professional services help you customize the user experiences and mold all of your technology into a master system for easier and smoother execution of customer engagement processes.

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