AWD COMMUNICATIONS

COMMUNICATE AND CONNECT WITH YOUR CUSTOMERS PERSONALLY AND ACCURATELY

Timely and accurate written customer communications are critical in the financial services industries.

Many communications are one-way, while some require a response from your customer or other resources outside of your organization in order to complete a transaction. The built-in communication capabilities of AWD enable you to interact and connect with customers personally, conveniently and accurately within process flows.

Content can be reused and conditionally included based on rules built by the communications administrator. Variable paragraphs, conditional information, company logos, signatures and enclosures can all be used and are stored, managed and accessed via AWD's communications library. Line of business data and/or data from external business systems can also be used to populate variable content within communications.

Automate customer communications

AWD can automatically send communications "straight through" without any processor intervention when all rules and conditions are satisfied, streamlining the process to send correspondence on time. As a part of the AWD platform, communications can be presented to a business user within a process for tailoring and further personalization, or can go through a quality review prior to sending.

Simplify management of communications content

AWD communications includes a library to help administrators manage content more efficiently. Content can be easily reused and modified to fit specific business needs without creating separate documents for each business unit or client – essentially reducing the total number of documents and content types that need to be created and managed.

The library makes it easy to create and maintain standard, approved paragraphs, headers, footers, logos, layouts and enclosures. Correspondence can be automatically personalized using variable content such as line of business data and/or data from external business systems. Labeling in the library includes document types, names and descriptions, making it simple

to retrieve and use resources. Your administrators can also designate delivery channels for specific documents or recipients.

Reusable templates are provided to help your organization quickly get started using AWD to communicate with clients and outside resources.

Address risk and compliance

AWD records all correspondence as sources in each customer's records so the information is easy to retrieve and reports can be generated when needed. Approval of messages, as well as the ability to automatically send and track, can help your organization manage risk across all outbound correspondence.

On the AWD platform

Content administration, development and run-time communication experiences are included as part of the AWD platform – there is no need to purchase or install add-on applications.

Product Highlights

- Pre-built templates help your organization standardize correspondence as well as enable consistent and efficient communication with customers, vendors and other outside resources.
- Risk and opportunity for error are reduced with straight-through processing in personalized customer correspondence.
- Include variable paragraphs, signatures, enclosures and logos using the communications library.
- Built-in text editing capabilities eliminate the need to purchase and install additional applications.
- Content can be reused and conditionally included. Variable content can include line of business data and/or information from external systems.
- Interact and communicate with your customers in their preferred method – electronic or print.
- Outbound communications can be configured to resume a process when a response is received.
- Correspondence can be automatically generated or can be presented to a business user for tailoring and approval.

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