



Start building a great omnichannel experience

The age of the digital customer

Digital consumers have changed the rules of the game. They prefer communications that are interactive — from a simple SMS reminder to pay a bill to a monthly banking app notification or onboarding form sent by email. While many customers still prefer print over digital communications, digital consumers will take their business elsewhere if their appetite for fast, efficient digital communications isn't met. That's why enterprises worldwide are making an effort to integrate channels like email and SMS with their legacy mail or PDF communications to deliver a compliant omnichannel experience.

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THE EXPERTS**
Gartner, Forrester,
and Aspire

EXPERIENCE
A rich history
of world-class
leadership

PROVEN RESULTS
96% customer
satisfaction rate

EXPERTISE
8 billion personalized
experiences annually





What are the benefits of extending communications to SMS and email?

Extending your current customer communications to digital channels offers the benefits of speed, security, low costs, optional file sharing, and bulk emailing capabilities. While fewer customers will act right away on an email (45%) vs. a paper-based communication (79%),¹ email still receives a larger return on investment. With a unified customer communication approach, email and physical communications are easily combined with other digital channels, such as SMS, to drive your customers to take action.

SMS, or texting, is known for its high open rate (up to 98%), fast response time, and low incidence of spam (~1%). With more and more enterprises communicating through apps, SMS has become a powerful form of customer communication. SMS also proves to be one of the most effective channels for upsell activities, as the response rate through call-to-action is high.

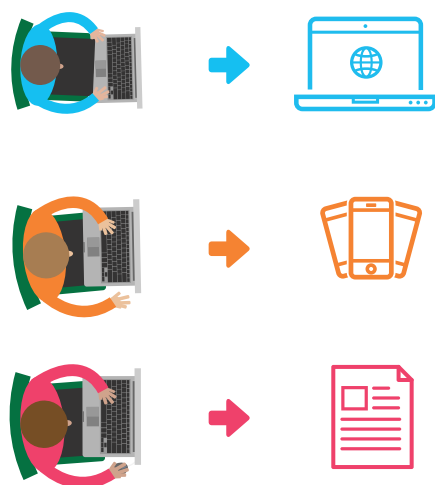
With both SMS and email being highly traceable and containing calls-to-action that directly link to the digital environment, they are a perfect enhancement to existing communication flows.

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<https://www.digitaldoughnut.com/articles/2017/february/infographic-direct-mail-vs-email>

Why choose Quadient for email and SMS?

At Quadient, we believe in making every communication part of an integrated experience. That's why we make sure all channels are easy to integrate with existing legacy systems. Not only do we deliver an excellent channel-specific experience, we enable a true omnichannel experience that will impress both your internal users and your customers.



Multi-channel

Leverage existing communication templates for new channels

Quadient® Inspire helps businesses send SMS and email messages (optionally together with notifications and documents), track the delivery status, manage the sent and scheduled messages, and view detailed statistics in real time. Quadient Inspire allows you to extend existing communication templates to new channels, enabling your business users and subject matter experts to directly own the content featured across omnichannel projects, without implementing new digital-only solutions or engaging expensive agencies.

Inspire Messenger helps deliver digital communications through email, SMS, mobile notifications, and web landing pages — ensuring consistency across all channels. The solution provides an operational dashboard to monitor and track the delivery progress of communications through multiple digital channels.



Omnichannel

Create omnichannel experiences

Many enterprises use a band-aid approach when it comes to addressing customer communications management problems, ultimately increasing complexity over time as new technologies are added. Quadient helps organizations take a unified approach by looking at their entire portfolio of communications holistically. This results in efficient design, deployment, and delivery of communications across the various steps of the customer journey and removes the struggle to connect the digital and physical channels caused by disjointed systems.

Whether email and SMS are used for issuing notifications, cross- and upsell purposes, mobile ID verification, or individual and bulk messaging, they play a vital role in any omnichannel strategy. Offering customers the ability to interact directly on their mobile devices and without having to search for information results in improved response rates, faster onboarding processes, more effective marketing campaigns and an overall improvement in the customer experience.



Coordinate delivery across channels

Set up engaging workflows to manage communications across all channels using Inspire Omnichannel Coordination. The solution provides an operational dashboard to monitor and track the delivery progress of communications through multiple digital channels.



Depend on mobile communications to reach your targets

Today, businesses have a large number of communication channels at their disposal. While traditional communication channels like print and mail are effective, they are also slow to deliver, time consuming to produce, and are difficult to track. Quadient helps organizations re-balance their communications portfolio using a single-source/omnichannel approach that enables you to leverage existing templates, documents, and content to deliver high-quality, personalized, and compliant communications through your customers' preferred channels.



About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit [quadient.com/connections](https://www.quadient.com/connections).

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