

# Communication Engineering

## Optimizing the Overlooked Touch Point

**Each statement, invoice, bill or notification is a customer touch point.** Anything that provides customers with an opportunity to interact with your company is a touch point, and these can directly affect how your customers perceive your brand and their overall customer experience.

Communication engineering can help companies achieve strategic business goals by changing the way they view and use their customer communications. By recognizing each customer-facing document as an important touch point with their brand, companies make the customer experience a top priority. When the customer experience is optimized, profitability and market share improve.

Consider the following questions to see if your organization's communications are maximizing the value of your customer relationships.

1. Are invoices and statements viewed as important customer touch points with your brand?

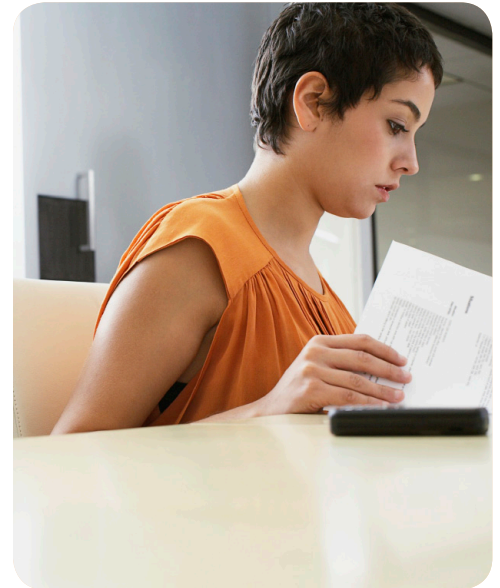
Transaction-based documents such as invoices and contracts are the most consistent touch point for many customer service relationships. Yet most companies mistakenly view these documents as a necessary evil, rather than an opportunity to optimize the customer experience.

Successful organizations understand the importance of these touch points and strive to make the customer experience a top priority in customer facing communications. By engineering communications to meet customer needs, companies can effectively increase customer loyalty, retention and profitability.

2. How effective are sales offers in your transactional communications?

Organizations often use invoices as a sales opportunity, inviting customers to try new products or upgrade their service. While this is good in theory, these opportunities can fizzle if they don't consider customer behavior and needs.

Properly engineered communications provide a lucrative touch point in the customer experience. Once communications are re-engineered to promote customer satisfaction and brand value, targeted sales opportunities aligned with customer buying behavior can be added to facilitate cross-selling and build loyalty. Because the read rate on personalized offers is relatively high, revenue generation from these offers can be quite profitable.



If the message is confusing or fails to engage the customer, the brand takes a hit. Negative outcomes run the gamut from payment delays and increased support calls to costly customer defection.

3. Are communications interdependencies considered when documents are revised?

Customer-facing documents are generally department specific: the billing department manages invoices; marketing develops inserts to accompany the invoice. If the interdependency between these communications isn't closely managed, however, the sales offer on the invoice might differ from the marketing promo, resulting in a negative business impact.

Involving key stakeholders in the organization to identify communication interdependencies will help avoid unintended consequences from document re-engineering. Working across silos in the organization to gain a 360-degree view of the customer experience helps the organization better understand the requirements for their documents as well as the root causes of its customers' concerns and complaints.

4. Are confusing documents driving up your contact center costs?

Confusing, poorly structured and filled with corporate messaging, post-sale documents do little to inspire customer loyalty. Rather than reinforcing the relationship between the brand and the customer, they frustrate customers and drive them to the contact center. The relationship is downgraded over what should be a straightforward interaction—and opportunity.

A communication engineering team can help reduce these unintended consequences by making the customer experience a top priority in customer facing communications. Re-engineered documents make it much easier for customers to do business with the company by making critical information more intuitive to find and understand. Using personalization, customization and color tools, documents are transformed into relevant and effective communications which increase customer satisfaction, loyalty and revenue.

5. Who is responsible for managing communication issues affecting the customer experience?

Companies often rely on internal resources to address communication issues on an ad hoc basis, rather than apply an overarching communication strategy. Few internal departments have the expertise needed to identify the root cause of document-related customer experience issues. Nor do they have the skill level and tools necessary to correct these gaps and improve customer satisfaction.

Successful organizations partner with a communications engineering firm to provide an end-to-end analysis of the entire organization. Strategic partners work with the organization to develop a comprehensive communication strategy to identify gaps, re-engineer communications and promote continuous improvement. By transforming this often overlooked touch point, companies will optimize the customer experience and improve profitability.



Find out how a major retailer was able to eliminate causes of customer confusion and improve the customer experience.

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