

# Cincom Eloquence<sup>®</sup>

## Deliver a Better Customer Experience through Better Communications

Cincom Eloquence automates your business-critical customer communications processes through a software suite that is easy to use and seamlessly integrates into your legacy environments. This enables you to strengthen customer relationships, minimize compliance risks and reduce operating costs as your business grows. Cincom Eloquence provides the tools you need to deliver a better customer experience through better communications.

### Key benefits:

#### Reduce operational costs by up to 80%

- **Reduce production time** – Cincom’s clients are able to cut production times by up to 90% thereby improving overall response times and reducing labor content per interaction.
- **Reduce IT costs** – Cincom’s clients are able to reduce costs and their dependency on IT by moving the design and development of communication templates from expensive IT resources to more cost-effective personnel through a highly intuitive user interface.
- **Eliminate costly errors associated with rekeying data** – Cincom’s clients are able to integrate Cincom Eloquence with their existing core applications and databases thereby eliminating the need to manually rekey customer data into communications.
- **Make communication generation more efficient** – Cincom’s clients are able to reduce the number of templates needed by over 50% with data-driven logic and preconfigured workflows.
- **Reduce printing costs** – Using a single template, Cincom’s clients can easily transition from paper-intensive processes to electronic delivery channels, including email, text/SMS and web presentment.
- **Reduce preprinted stationery costs** – Cincom’s clients can embed graphics, logos, address headers/footers, etc. directly into communications.

#### Enhance revenue opportunities

- **Improve customer acquisition** – Cincom’s clients generate error-free proposals, quote requests, contracts and other point-of-need communications.
- **Boost customer loyalty and retention** – Cincom’s clients improve the personalization and accuracy of communications, which increases customer satisfaction.
- **Extend customer relationships** – Cincom’s clients are able to harness transactional data to trigger tailored communications to each unique customer, which provides the ability to extend offerings.

#### Mitigate risk/improve compliance

- **Ensure communication consistency** – Cincom’s clients generate more user-friendly communications with fewer errors and greater consistency no matter which delivery channel, print or electronic.
- **Ensure regulatory compliance** – Cincom’s clients increase compliance through a central repository that contains templates with pre-approved content components (e.g., language, logos and signatures), data-driven logic and pre-configured workflows that easily guide the assembly and generation of communications while interacting with customers in real time. Clients also benefit from comprehensive version control, audit facilities, controlled access/authentication, as well as centralized management of all templates and content components to virtually eliminate compliance risk.

Cut production times by up to

90%

## What You Can Do with Cincom Eloquence

- **Reduce dependency on IT resources** by moving the design and development of communication templates to non-technical, line-of-business users through a configurable interface designed in collaboration with Human Factors International, Inc. (the world's leading strategic advisor and provider of user-experience design services).
- **Accelerate response times by providing "point-and-click" access to a central repository for customer-facing representatives.** The repository contains communication templates with pre-approved content components (e.g., language, logos and signatures), data-driven logic and pre-configured workflows that easily guide the assembly and generation of documents while interacting with customers in real time.
- **Speed time-to-market** by easily importing existing documents directly into the embedded Microsoft® Word-based template design environment.
- **Streamline the creation of communications** through a roles-based interface that provides access to only the features/functionality needed to perform users' unique responsibilities.
- **Eliminate errors and costs** associated with manually rekeying data by pre-populating communication workflows with data directly from existing core applications and databases.
- **Easily transition from paper-intensive print/mail to electronic delivery**, including email, text/SMS and web. Including integration with industry leaders in electronic signature (**DocuSign**) and **SMS messaging (Twilio)** demonstrates a commitment to "best-of-breed" solutions to support your digital transformation initiatives.
- **Flexibility to create communication templates using either a Microsoft Visio®-like view** that provides an object-oriented approach to embedding rules logic, structure, workflow, etc.; **embedded Microsoft Word** for content and formatting elements such as bold, italics, logos, signatures, charts and fonts; or, a **"digital" view** that streamlines the design of fully responsive electronic communications.
- **Eliminate unnecessary and costly calls into your contact center** with proactive, personalized communications.
- Use transactional data and business rules to **trigger personalized communications and delivery preference** to each unique customer.
- **Quickly change the "look and feel" of the entire template library** by simply changing a single reusable component (e.g., logos, images, address headers, footers).
- **Ensure accuracy and compliance** with a comprehensive management review framework, including multi-level hierarchies, append and annotate.
- **Easily create email templates** using a variety of flexible "blocks" that facilitate the inclusion of images, content, buttons, charts, social media tags, tables, links, etc.
- **Minimize management effort and the number of templates needed** to support multiple jurisdictions, effective dates, languages, output types and delivery channels by developing a single template with multiple "variations."
- **Save time and valuable production resources** by testing data integration and conditional logic directly within the design environment.
- Provide **access to a central repository from anywhere across the enterprise.**
- **Ensure that the right communication is used** by restricting users' access to only those they need.
- **Quickly generate new communications** utilizing previously generated ones.
- **Preview documents** before delivering them.
- **Save documents at any stage of workflow** for later retrieval and completion.
- **Dynamically insert PDF, JPG or TIFF images**, marketing messages, barcodes and OMR marks at generation or post-processing.
- **Scale from individual, interactive correspondence** (e.g., claims correspondence) to **fully composed, high-volume batch generation** (e.g., policy statements) through adherence to standards, modular architecture and a "compiled-XML" core.
- **Supports all major print streams and electronic outputs**, including AFP, PDF, PostScript, PCL and HTML via local, central or batch modes.



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