# Customer Communications
Made Simple

INTOUCH®, the cloud-based CCM solution from Topdown, helps you modernize your customer communication management (CCM) quickly while keeping your data safely on premise. Using INTOUCH, your frontline employees will create, manage and deliver personalized, contextual and compliant communications when and how your customers want to receive them. And INTOUCH will make your service communications look consistent with and sound like your marketing and sales communications.
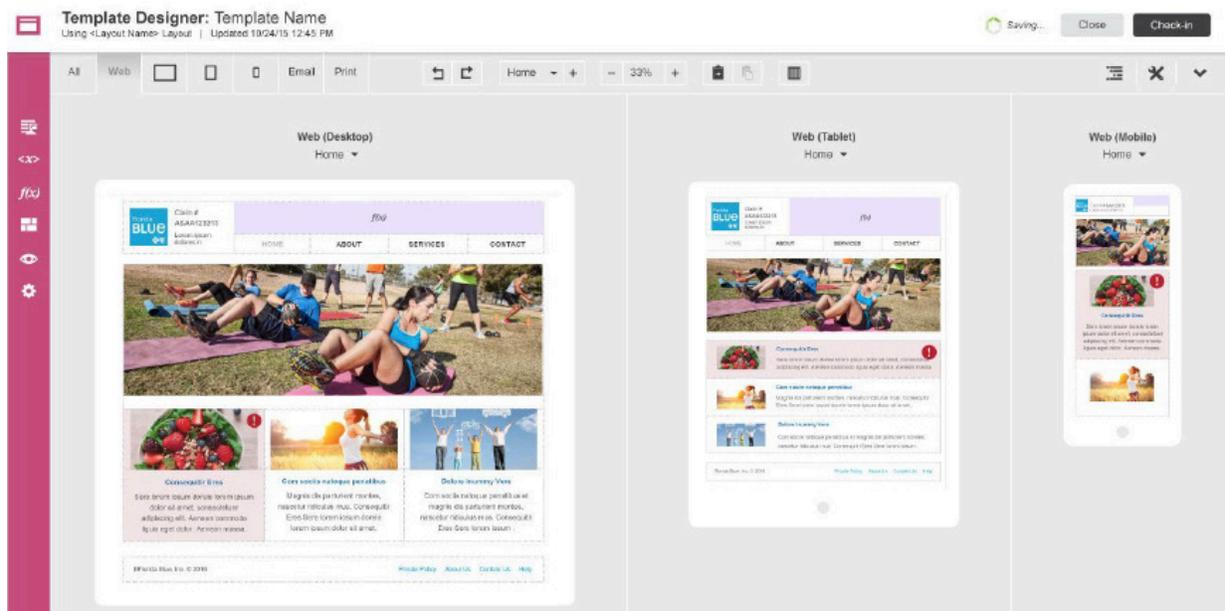

Digital By Design

INTOUCH provides an integrated suite of browser-based tools so business users — without any help from IT — can create content, preview it and compare how it will look when delivered across multiple channels. This sleek new CCM platform uses open source, open standards, RESTful APIs and microservices to:

- Compose channel-independent content, digital-first layouts and responsive templates
- Connect to content repositories across your organization to pull in brand assets
- Access multiple sources to extract and transform data for personalizing communications
- Manage business rule-driven review and approval processes and workflows
- Send and track customer communications across multiple channels
- Integrate with line-of-business applications and digital experience platforms

FORRESTER®

"Interactive CCM specialist Top Down Systems, well known for its Client Letter platform, will debut INTOUCH, a completely new cloud-based approach to CCM for sharing data, content, and processes across organizations."

The Forrester Wave™: Customer Communications Management, Q2 2016
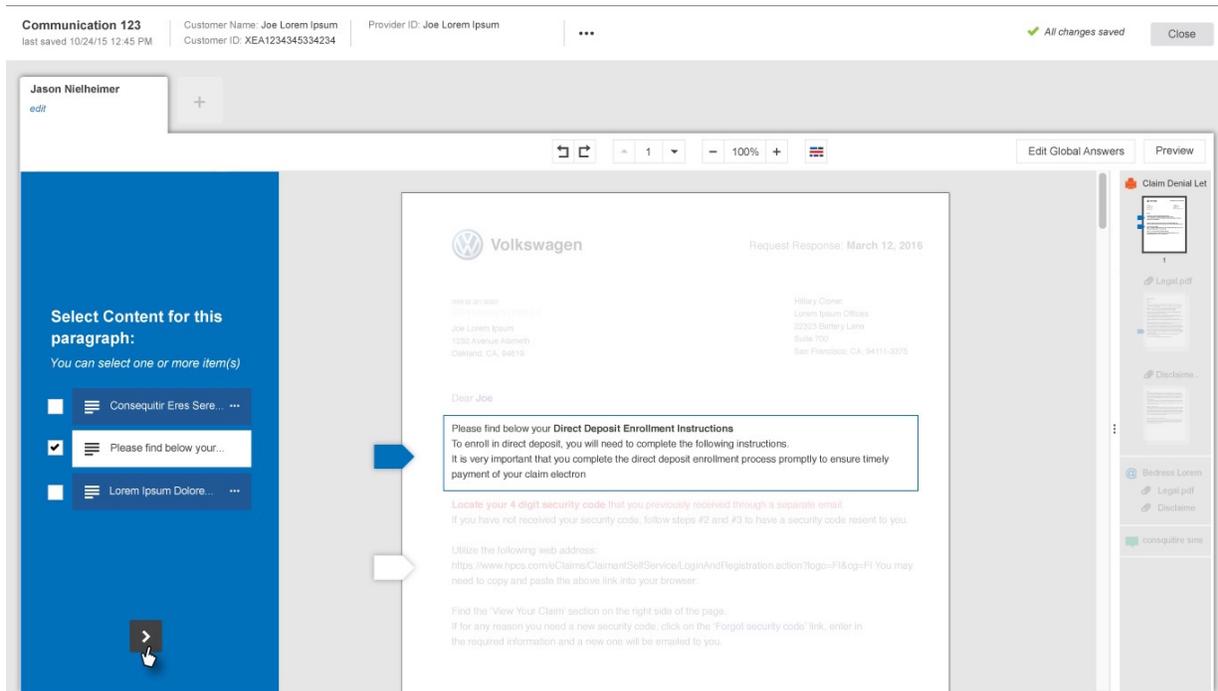
Interactive CCM Bridges User and Customer Experience

With INTOUCH, we have augmented our industry-leading Interactive CCM capabilities by:

- Providing a clean-looking, contextually-aware user interface which promotes maximum employee productivity by keeping them focused on the task at hand
- Guiding users through every step of the communication creation process, which minimizes the opportunities for user error and insures that every communication is complete and accurate
- Empowering users to edit what you want them to while protecting customer information and any text required by your corporate communications department or industry regulators
- Clearly highlighting exactly what changes, if any, each user has made to a communication to help speed up review and approval times
- Generating real-time previews for every given delivery channel (e.g., mobile, web, print) so your employees will see exactly what your customers will receive

You can count on INTOUCH and Topdown to meet your customer communication needs today and well into the future.

DOCUMENT Strategy Media included Topdown in their "2016 HOT Companies in Customer Experience (CX)" list, noting that our real-time, on demand, and batch solutions "have been securely and reliably producing correspondence, ID cards, enrollment kits, and other types of customer communications for over 35 years."