

## GO MOBILE

*Improve Customer Experience (CX) with Mobile Ready Communications*

### Business Issues

Customer experience (CX) continues to be a strategic priority as businesses understand that it is critical for maintaining customer loyalty and continued growth. Businesses recognize that communications are central to these customer relationships and that personalizing the delivery of customer communications is essential to a successful CX strategy. Studies show that on average, 55% of email opens are made on a mobile device (smartphones, tablets and e-readers), 28% with webmail and only 16% with a desktop client.

When a customer receives a marketing or transactional communication through multiple delivery channels (emails, social, web, etc....), they expect a single, seamless and consistent experience that is personalized and constructed in a format that is appropriate to the channel and device being used.

Faced with having to transition countless, complex communications to modern digital communications methods, enterprises and print service providers have found the implementation cost, resource requirements and timeframes to be excessive and prohibitive.

### Solution

With Go Mobile from Crawford Technologies, a key step in the digital transformation and CX strategy is now just a transform away. Go Mobile provides an easy-to-use, comprehensive solution to transform existing composed documents into responsive mobile-ready communications. Repurposing documents for mobile usage is now possible without extensive redesign efforts, specialized composition software or special purpose web application development.

With a simple add-on, documents that currently reside in archive systems can be automatically transformed for mobile usage while they are being retrieved, allowing these documents to be multi-purposed.

Go Mobile reduces the time, resources and expense of redesigning or designing document composition templates to support omni-channel engagements, creating an easier and more relevant communication experience for the recipient. Go Mobile, from Crawford Technologies, provides a no-risk solution to support your CX initiatives.

### Benefits

- Drive enhanced Customer Experience (CX) by delivering customer communications in mobile-ready format.
- Easily transform existing, composed documents to responsive, mobile-ready communications without having to redesign documents.
- Reduce costs and streamline transformation with the ability to produce mobile ready documents cost-effectively and with minimal resources in less time than other CCM solutions.
- Reduce the risk of CX issues and ensure communications provide a consistent, seamless and positive customer experience with single template for each application.
- Enable legacy archived documents to be mobile ready on demand.

### Essentials

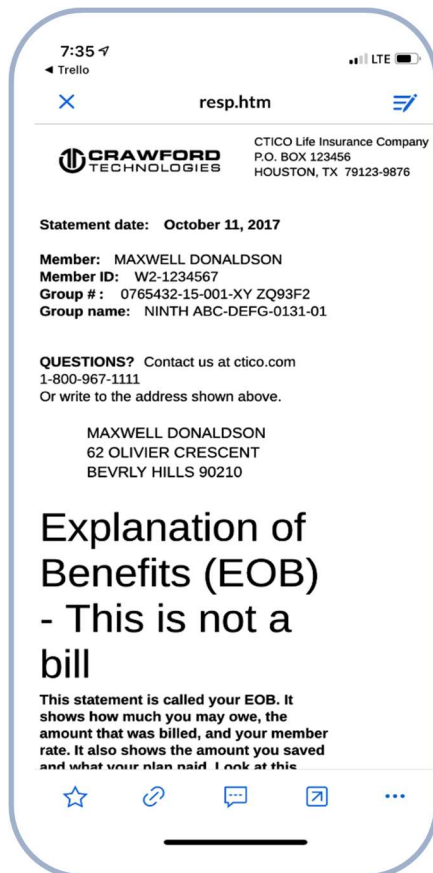
- Simplify the creation of mobile-ready customer communications including statements, letters, invoices and policy documents.
- Provide mobile ready document transformation from legacy documents without the cost, time and expense of composition.
- Reduce cost and resource requirements to produce mobile-ready documents.
- Drive improved CX with communications that deliver positive experience.

## Solution Overview

### Format Support

- **Any PDL input -> Mobile-ready output**

Look and feel of documents appear the same before and after transform, however, output responds dynamically to devices.



### Considerations

- Is your company trying to reduce costs by encouraging customers to receive documents and correspondence electronically?
- Does your firm's omni-channel strategy include delivering statements and other transactional documents to customers in a mobile-friendly format?
- Today, how does your origination handle online customer requests to view documents like statement and notices electronically?
- Is your company's mobile app delivering documents in a mobile-friendly format?
- Is your company's website delivering documents in a mobile-friendly format when requested by customers?

**Any PDL input -> reengineered to look like a redesigned document**

> Mobile-optimized output

Output document appears modern/redesigned by using document reengineering techniques (hot-links, color added, images, etc.) and responds dynamically on all devices.

For more information on this solution, visit us online or email us at: [www.crawfordtech.com](http://www.crawfordtech.com)