EMC DOCUMENT SCIENCES XPRESSION

Empower Users with Interactive Correspondence

CUSTOMER EXPERIENCE DRIVES LOYALTY

Personalization, customization, and multi-channel delivery can be major differentiators in customer satisfaction and the associated loyalty that comes with it. Unfortunately, most organizations are still ill-equipped to produce correspondence that truly speaks to the individual customer, offers relevant content tailored toward a person's specific interests, and can be delivered in electronic formats as well as print. Manual text changes and approval processes, inconsistent messaging, and inaccurate customer data severely impact a company's response time and productivity. Moreover, organizations are challenged to produce correspondence that meets regulatory, legal, and security standards.

Fortunately, organizations now have an opportunity to automate their manual, paper-based processes while significantly improving their customer communications with the award-winning xPression® software suite from EMC Document Sciences.

MAXIMUM FLEXIBILITY, FASTER RESPONSE

xPression brings organizations closer to their customers by helping them create, manage and distribute timely, accurate and personalized communications via the recipient's channel of choice. This unique set of capabilities—including document design using industry-standard tools, integration with other enterprise systems, and the ability to distribute multi-channel communications—meets the needs of internal users for flexibility and control and ensures a consistent high quality communications experience.

 xDesign Online Editor enables business users to easily edit correspondence interactively without the need to install and maintain traditional desktop software or plug-ins. The browser-based WYSIWYG user experience provides the ability to control editing of existing content and selection of optional content while protecting content from unauthorized changes. The editor provides full formatting capabilities including style and formatting selections, spell check and the support of form fields.

xEditor is a good choice for users familiar with Microsoft Word that require additional editing functionality such as revision tracking. xEditor provides a controlled, Microsoft Word-based environment in which sections and variables can be locked down using Word's read-only protection mechanism. This interactive editor is deployed as a plug-in from the web browser.

Once edited, users can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed immediately or added to a scheduled batch process using the robust multi-channel publishing capabilities of EMC Document Sciences xPression. Delivery options include print, email, Web, fax, and mobile devices.

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INTEGRATION WITH LINE-OF-BUSINESS SYSTEMS

Both xDesign Online Editor and xEditor can be easily embedded and controlled through line-of-business systems. Using the Application Programmers Interface (API), developers can cost effectively integrate the rules-based assembly, interactive editing, and document output capabilities of EMC Document Sciences xPression with line-of-business systems. Embedding this functionality within enterprise applications places document creation and editing capabilities in the hands of those who have direct contact with customers. As a result, document creation capabilities align with underlying business processes while customers receive high quality, relevant, personalized, and customized correspondence, delivered quickly via their preferred channels.

KEY BENEFITS

Interactive correspondence with xPression provides organizations with many benefits, including improved efficiency, compliance, and customer experience.

EFFICIENCY

- Reduce production time and eliminate the duplication of content with predefined document templates for the most common requests
- Enable non-technical business users to easily generate relevant customer correspondence using familiar authoring environments without the need to install and maintain traditional desktop software or plug-ins
- Create and reuse centrally controlled content that's been approved internally by legal reviewers and subject matter experts for on-demand and batch correspondence

COMPLIANCE

- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance, and other channels for review and approval
- Automate record archiving management and implementation of retention policies through out-of-the-box integration with leading enterprise content management systems, such as EMC Documentum®, and a variety of archiving systems

CUSTOMER EXPERIENCE

- Customize standard correspondence by quickly adding optional, preapproved content to specific areas in a document, such as a customer-relevant promotional offer
- Generate multi-channel correspondence based on each customer's preference—print, e-mail, Web, fax, and mobile devices

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

CONTACT US

To learn more about how xPression can help you produce effective, relevant, and cost-effective communications contact your local representative or authorized reseller—or visit us at www.EMC.com

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