





## INPUTS

Internal teams contribute to customer communications for their area of responsibility. Customizable templates, audit trails, and approvals for oversight.

- » **OPERATIONS TEAM**
  - Messaging and Content
- » **MARKETING**
  - Consistent On-Brand Communications
  - Targeted Ad Campaigns
- » **LEGAL**
  - Ensure Compliance
- » **IT**
  - Optimized Delivery

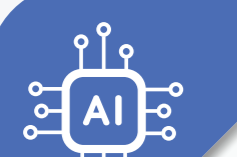





## OUTPUTS

Consistent, compliant, and personalized communications are sent to the customer, formatted to their preferred channels.

- » **Statements**
- » **Letters**
- » **Welcome Packs**
- » **Application Forms**
- » **Investment Reports**





## ARTIFICIAL INTELLIGENCE

AI tools help maintain a consistent brand voice and convey the correct sentiment in all communications.

- » **Content Authoring Assistant**
- » **Customized Prompts**
- » **Sentiment Analysis of Content**





## FEEDBACK LOOP

Analytics tools to update and refresh communications and keep them relevant to the customer.

- » **Engagment Analytics**
- » **A/B Testing**
- » **Ad Click Through**
- » **Interactive Forms**

