

CASE STUDY



Increasing Customer Loyalty and Enabling Customer Self-service with CORE360

A customer communications industry leader in the Asia Pacific region, our client strives to provide the highest quality outsourcing services for customer communications. For over 35 years, they have efficiently managed all business processes including content creation, capture, and management across the whole of the communications lifecycle.

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CORE360 is the platform for this customer to implement their Asia Pacific digital communications solution.

Challenge

Almost 20 years ago, our client was the largest print and mail provider in Australia, and at that time, they recognized the opportunity digital communications presented. This client knew that the platform they required needed to be both complex and scalable, requiring continuous development focused on the customer communications management market to stay ahead of the industry.

Solution

In 2001, we partnered with them to implement their digital customer communications solution: CORE360. Our platform complemented their print and mail solution, meeting the needs of their diverse clientele: financial institutions, loyalty card providers, and retailers. Since the start of our partnership, we have integrated CORE360 into their customer communications and content management solutions to streamline content changes and tracking/reporting on communications metrics. CORE360 is used to process this client's documents through Australia and Taiwan.

Benefits

- Simple process for creating and managing document templates.
- Advanced features for email creation, tracking, and reporting.
- Integrated with back-end systems for managing digital assets and exception handling.
- Easy to deploy to new locations.
- Provides tracking for delivery, viewing, click through tracking, and custom events (e.g. print).
- Full internationalization required for supporting the Asia Pacific region.
- Provides Administration and CSR interfaces for simplified system and customer management.



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