

# OVERVIEW



## Multi-Channel Correspondence

- Statements/Invoices/Bills
- Statutory notifications
- Marketing offers
- Payment due notifications
- Low balance alerts and other transaction notifications
- Fraud alerts
- Information gathering requests
- Merchant transaction summary reports
- Recurring payment success/failure notification
- Brokerage statements
- Market Index analysis documents
- ATM receipts
- Payroll deposit notifications
- Benefits statements
- System reports
- Alerts for system issues
- Two-way interactive communication

## The Multi-Channel Correspondence Revolution Has Begun

With the ever-increasing availability of web access, email, smartphones and mobile devices, consumers are demanding information and communication on-the-go. For many businesses, securely presenting and providing electronic correspondence and communication poses a considerable but required challenge to stay competitive and attract new customers.

CORE360 provides the ultimate solution for meeting all of an organization's current and future eCorrespondence needs. As an enterprise solution, CORE360 single-handedly enables businesses to correspond with their clients via their preferred channels, thereby increasing interactivity and customer loyalty.

With CORE360 at the center of a communication strategy, enterprises can move beyond traditional communication methods by providing their customers with consistent, multi-channel access to correspondence, including personalized statements and documents, event-driven alerts and notifications, targeted marketing and personal two-way messaging.

As a highly-internationalized platform, CORE360's multi-channel correspondence solution ensures reach across all customer demographics throughout the entire customer lifecycle from acquisition, billing, customer service and marketing to product and service interaction, cross-selling, up-selling and disposition, all while lowering costs and creating new revenue opportunities.

The interactive two-way capabilities of the CORE360 platform empower an organization to communicate with customers across any number of products and services. In addition, the CORE360 platform easily integrates with an organization's current enterprise communication framework while providing opportunity for new channels.

## Benefits

- Increase customer satisfaction, loyalty and profitability by providing more effective and readily available correspondence via their preferred channel
- Improve the competitiveness of existing products and services offered by your business
- Quickly launch or on-board into new markets with the right products
- Provide customers a consolidated view of their entire relationship with the business
- Utilize more cost efficient channels to distribute correspondence
- Lower system deployment and maintenance costs
- Reduce the cost and impact of security, privacy and regulatory compliance
- Ensure brand enforcement and consistency across correspondence services from a single platform
- Perform behavioral analytics and suggestive marketing studies
- Provide customer segmentation, analysis and profitability reports



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