

More than just a database

Leveraging the benefits of business communication solutions

Communicating effectively with customers is both an art and a science. An outsourced business communication and marketing solution approaches the management of customer data with this philosophy in mind.

The management and leveraging of customer data is an overlooked and underutilized part of business communication and marketing services that is not only essential to maintaining the integrity of secure information but part of a superior marketing strategy and improved customer experience.

A secure solution

The multifaceted nature of business communications lends itself to numerous customer touch points, regulatory issues surrounding customer data and a complex web of information to track and sort.

Organizations that carry the burden of properly managing this highly sensitive aspect of doing business may not realize the true costs they are incurring from regulations and privacy laws surrounding their data, such as Sarbanes-Oxley, Graham-Leach-Bliley Act and HIPAA (Health Information Portability and Accountability Act). Whether they're dealing with data from customers, patients or policyholders, organizations can benefit from a third-party's expertise in providing compliant systems for collecting, distributing, storing and disposing of this information. An effective outsourced business communications and marketing solution will have physical security, IT security, infrastructure security and personnel security in place to protect the integrity of the client's data.

The next level

Business communications and data services firms specialize in mission-critical applications: communications that affect regulatory issues, increase customer retention, and improve revenue by improving cycles or reducing costs. Using private proprietary databases, a firm can keep customer billing information up to date to improve efficiency of mailings and timeliness of customer payment. They can then leverage that necessary communication piece as an opportunity to up-sell or cross-sell something else that appeals to the recipients' specific demographic.

The potential for enhanced customer experience increases exponentially through coor-

dated multichannel distribution that includes: pURLs (personalized URLs), e-mail, direct mail, billing statements and much more. Managing the most effective business communication and marketing solution for a company's customers is the result of having access to the right information and knowing how to use it.

Moving a brand doesn't stop with earning a customer's business; the process of keeping customers depends on a holistic solution that can manage multiple customer touch points.

Building relationships

An outsourced solution serves as a touch point for all silos of a company, developing communication solutions that take into account the needs across the enterprise. Working with an organization's billing department and marketing department, for example, may yield communication strategies that a business wouldn't initiate on its own. A service provider with a wide range of expertise brings a multidisciplinary approach to the table to determine a company's needs along with how, where and with what medium to approach that company's customers.

Moving a brand doesn't stop with earning a customer's business; the process of keeping customers depends on a holistic solution that can manage multiple customer touch points. For example, a marketing services solution can provide highly customized electronic payment systems, explanation of coverage for a managed care company, explanation of benefits for an insurance provider, patient statements for hospitals or checking account statements for banks.

Clearly, being a good steward of the critical data involved with managing advanced business communications and customer relations involves much more than just a database.



With more than 25 years of experience, The Shamrock Companies specializes in building brands with integrated marketing solutions.

Case study:

The Shamrock Companies has been serving the patient communication needs of a world-renowned multifacility health care provider for 14 years. The client came to Shamrock to develop an electronic bill presentment and payment (EBPP) solution that would allow patients to receive and pay bills online for any of the health system's locations.

Shamrock already provided highly customized statement processing, imaging and mailing services for the health system network and possessed an understanding of the client's bill collections process and its brand. The next step was to integrate an EBPP solution that would complement the client's already significant online presence while providing patients with a secure, easy-to-use e-bill service.

The team at Shamrock seamlessly integrated the new technology into the client's existing Web site, making the EBPP solution a natural extension of the health care provider's customer-centric services.



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