

Multi-Channel Delivery Fulfills Customer Preferences

Defining StreamStudio Dispatcher

StreamServe's StreamStudio™ Dispatcher is designed for end users – such as marketing, sales, and call center personnel—who want to ensure that personalized, relevant communications are delivered via a customer's preferred channel.

Enabling the customer to have it their way

With StreamStudio Dispatcher, marketing, sales, and service departments can:

- Improve customer interaction by customizing delivery of customer communication across multiple channels, including print, Web, and mobile devices
- Deliver documents on demand to your customers' preferred channel

- Strengthen loyalty by fulfilling customer preferences for information delivery

For more information on how you can use StreamStudio Dispatcher to improve your customer communication interaction, please contact us at one of our offices near you.

[To learn how StreamStudio Dispatcher can help your organization, see back >>](#)



"StreamServe enables us to modify documents in minutes rather than weeks, which means that we can deliver better customer service while driving down printing costs and storage requirements."

Matt Pemberton, Project Leader, Stanley Tools Europe

Customer Scenario

Situation

Customers across a broad range of industries – banking, insurance, utilities, telecommunications, retail, and manufacturing – are overwhelmed by the amount of information coming their way on a daily basis, and they have no voice or any control in the way that information is presented to them by their vendors. The result is much of that communication goes right to the trash because most of it is irrelevant to the customer.

Problem

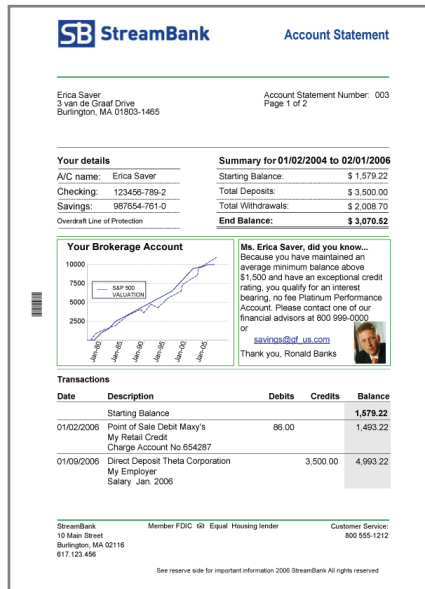
Right time, right place, right information? In today's economy, people need to prioritize the amount of information coming their way... how critical is the information? And how soon do I want to take action? In some cases, I want information and I want it now!

Goal

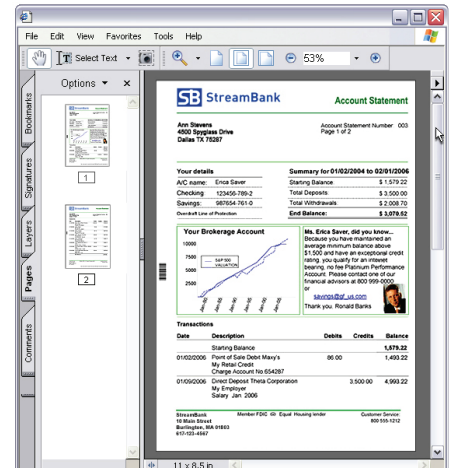
Improve satisfaction by providing customers with the ability to select the way they want to hear from a vendor, whether it is via fax, email, print, Web or even SMS.

Solution

On demand multi-channel communication provides a personalized customer experience that permits customers to select how they want to hear from a vendor. StreamStudio *Dispatcher* enables marketing, sales and services organizations to create a consistent and integrated view of a customer across all touch points.



Customer can choose to receive their statement in the mail



... or have that same statement received electronically.

Result

Improved customer service, increased customer satisfaction, reduced printing and mailing costs.

For more information on how you can use StreamStudio *Dispatcher* to ensure that personalized relevant communications are delivered via a customer's preferred channel, please contact us at one of our offices near you.



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StreamStudio™ Dispatcher