

Personalizing Customer Documents Makes All The Difference

Defining StreamStudio *Composer*

StreamServe's StreamStudio™ is an Enterprise Document Presentment (EDP) solution managed through a user-friendly, flexible, and powerful Web interface. StreamStudio is task-oriented, fully customizable, and provides the complete functionality required for marketing to collect, compose, present, manage, and monitor customer-facing documents, whether for paper or electronic delivery.

The Web browser-based solution provides a unified view of content to end users.

Dynamic Personalization and Correspondence Management

StreamStudio *Composer* is designed for end users — such as marketing personnel — who want to deliver one-to-one marketing opportunities by creating, managing, and distributing personalized marketing messages for enterprise documents, including account statements, invoices, and a variety of critical customer correspondence.

With StreamStudio *Composer*, marketing departments can:

- Target advice, products, and services based on individual customer preferences
- Collaborate with other business units to utilize space on documents for cross-sell and up-sell campaigns

- Create, manage, and maintain a centralized “market messaging” environment, making it easier to control messages and leverage your brand investments
- Increase customer satisfaction, decrease customer churn, and increase revenue opportunities through carefully crafted and precise customer communications on critical enterprise documents.

To learn how to turn your customer correspondence into persuasive selling tools, see back >>



“While the cost savings alone justify our investment, the greatest value StreamServe delivers is that it enables us to provide better customer service.

Bertjan Teunissen, Agis Zorgverzekerings

Market Scenario

Situation

Customers across a broad range of industries – banking, insurance, utilities, telecommunications, retail, and manufacturing – demand and expect personalized attention. They expect you to know who they are: If you cannot fulfill their expectations, they know where to find your competitors

Problem

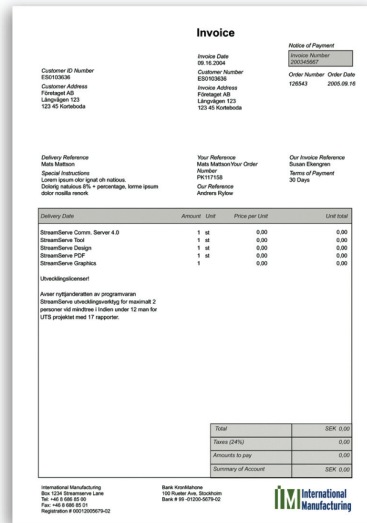
Irrelevant offers and wasted spending: Account statements and invoices are frequently accompanied by glossy cross-sell and up-sell offers that don't apply to the recipient. (Ninety-year-olds receive information about a heavy metal rock concert, and recent college graduates receive information about orthopedic shoes.)

Goal

Provide customers with persuasive, consistent, and personalized customer communications that translate into revenue and profit

Solution

Turn enterprise documents into personalized sales communications. *StreamStudio Composer* enables marketers to dynamically create personalized messages and targeted offers that can be inserted into key business correspondence such as statements, invoices, and other forms of communication.



“Before” sample



“After” StreamStudio Composer sample with Marketing Message

Result

Customers receive product and service offers that make sense for them, and the company enjoys a more personal, profitable relationship with its customer base.

For more information on how you can use *StreamStudio Composer* to turn your marketing department from a cost center to a profit center, please contact us at one of our offices near you.



How Does Your Company Present Itself?

StreamStudio[™] | Composer



THE UNITED STATES
Headquarters
Tel: +1 781 863 1510
www.streamserve.com

ASIA-PACIFIC
Tel: +65 6 2383142
streamserve.com.sg

BENELUX
Tel: +31 (0)10 711 5100
www.streamserve.nl

FRANCE
Tel: +33 (1) 44 71 30 00
www.streamserve.fr

GERMANY
Tel: +49 511 16990 0
www.streamserve.de

SWEDEN
Tel: +46 (0)8 686 85 00
www.streamserve.se

THE UNITED KINGDOM
Tel: +44 (0) 207 681 6260
www.streamserve.co.uk