

# Customer Communications Management for the Media Industry

## Engaging Subscriber Communications Solutions

When it comes to subscriber communications, media companies face a unique set of challenges: escalating volumes of data, industry consolidation, and ongoing pressure to contain costs.

In addition to all of this, these organizations must now meet the expectations of digitally-savvy subscribers who are accustomed to highly personalized customer experiences.

Media organizations need a partner who can help them navigate this digital-first world of subscriber communications.

### AT A GLANCE

- Best-practices process to drive **20%+ increase** in digital engagement
- Interactive communications drive **20-40% reduction** in print/postage expenses
- Increases wallet share **5-10%**

## DataOceans' CCM Solution Drives Digital Transformation

Customer Communications Management (CCM) technology is the “last mile” in your subscriber communications process. It improves the subscriber experience by simplifying document delivery and electronic payments.

Transforming and integrating legacy IT systems is labor-intensive, complex and costly. DataOceans' Oceanus platform enables organizations to rapidly implement omni-channel communications without the need to piece together a solution internally. We simplify the digital transformation process, using our best practices deployment model to rapidly integrate data and deploy communications and subscriber touchpoints. An end-to-end platform, Oceanus provides complete control over messaging while enabling visibility and governance throughout the process. A flexible, scalable architecture provides a stable platform foundation to support future requirements.

### PARTNERING WITH DATAOCEANS

- Creates a superior customer experience by providing flexible document delivery and payment preferences
- Reduces staffing requirements while enhancing functionality
- Enables paper statement fees
- Reduces call volumes and improves CSAT
- Streamlines operations and increases efficiency
- Enables advertising channels, converting cost centers to revenue generation

# Real Results

DataOceans' Oceanus platform can rapidly transform the online experience for your customers. A complete CCM solution, it supports flexible integration with other technologies (circulation system, payment portal, chat, IVR, call center), reducing the complexity of your infrastructure. Our best-practice deployment approach maximizes ROI and increases efficiency, guaranteeing results in months.

# The Bottom Line

The DataOceans platform delivers personalized subscriber communications for improved experience and reduced servicing costs. Our clients experience improvements in efficiency ratio in 90 days, creating value and enabling a foundation for long-term success.

DataOceans' solution for communications, preference management and customer engagement can quickly transform your subscriber communications and drive top-line revenue and profitability.

## OUTCOMES

- Reduces print/postage expenses **20-40%**
- Reduces call volume **5-15%**
- Increases CSAT/NPS
- Increases self-service usage by **10-20%**
- Simplified IT operations process reduces errors and overhead



DATA FROM EVERYWHERE, COMMUNICATIONS ANYWHERE