Increase efficiency and reduce costs with highly personalized, multi-channel correspondence

Communicating with clients and other government agencies can present significant challenges because of the extensive regulations your agency manages as part of day-to-day business requirements. It is not uncommon to send clients dozens of communications daily for specific programs—such as unemployment insurance, welfare programs, and small-business incentive programs—across multiple delivery channels including print, e-mail, web, and mobile devices (SMS/MMS). Unfortunately, most agencies are still ill-equipped to produce communications that truly speak to individual clients, offer relevant content tailored toward a client’s participation in a specific program, and are optimized for delivery in electronic formats as well as print. Such shortcomings often lead to client confusion, dissatisfaction, and increased program support costs.

Fortunately, government agencies now have an opportunity to automate their manual, paper-based processes while significantly improving client communications with the award winning EMC® Document Sciences® xPression® software suite from. xPression enables users to quickly create well-designed, client-facing communications tailored for each program via easy-to-use design tools and document templates, while providing a sophisticated layer of control over the entire document generation process. xPression automates the creation of interactive communications on-demand, in real time, and/or high-volume batch for multi-channel delivery.

DELIVERING ALL CORRESPONDENCE TYPES

Correspondence is a broad document category that can contain a variety of communication types. The content of these documents can be generally divided into three main categories: public notices, private notices, and manual correspondence.

Public notices are issued by a government agency or legislative body in certain rulemaking or lawmaking proceedings. The distribution of public notices is a requirement in most jurisdictions, allowing members of the public to make their opinions on proposals known before a rule or law is enacted. xPression enables the production of these notices in the most cost-effective manner without adding unnecessary security overhead.

Private notices take a variety of forms depending on whether the government agency is involved in providing services, social assistance, collecting taxes, or a regulatory process. Private notices contain sensitive information that should only be read by the
intended recipient. xPression enables the use of encryption and secure, web-based correspondence to safeguard communications. Private notices include welcome letters, service announcements, benefit notices, eligibility notices, confirmations and renewals, cancellation or termination notices, reminders and alerts, pensions, and tax notices.

Manual correspondence is intended for particular recipients. xPression supports interactive templates that enable delivery mechanisms that are both secure and cost-effective, and can automatically create an archive copy of all correspondence sent. With xPression, caseworkers can select optional paragraphs, attach forms, and directly edit the content to address each unique situation. Manual correspondence has applications within many agencies including social services, unemployment, child support and tax and revenue.

**MAXIMUM FLEXIBILITY, FASTER RESPONSE**

xPression for Correspondence includes a web-based application, EMC Document Sciences xResponse, which provides a web-based environment for generating, previewing, and editing client correspondence. It is ideally suited for scenarios in which realtime, customized communications are required—such as in call centers, case worker environments, and other on-demand settings.

Here’s one example of how it works:

**Client contacts agency**
John calls his caseworker. Ann picks up the call and receives a request from John to change his eligibility status because he has a newborn child.

**Caseworker selects template & preapproved options**
Using a web-based interface, Ann selects from a library of preapproved correspondence templates stored in xPression and automatically generates a confirmation letter for John. She previews the letter to make sure it is correct and then selects from a set of options based on John’s situation.

**Caseworker makes ad hoc changes**
Ann proceeds to use Microsoft® Word to create a revised eligibility notice including actions and next steps for John.

**Approval automatically initiated**
Ann submits her edited letter for approval by her supervisor Deena. Deena receives an e-mail informing her that she has an approval request waiting for her. Deena proceeds to use a web-based interface for previewing Ann’s letter to John and approves it.

**Correspondence is generated and distributed**
Once approved, the correspondence can be distributed immediately or included in a scheduled batch job using the client-preferred delivery channel, such as e-mail, web, print, and/or SMS/MMS. This functionality can be embedded into a government agency’s web portal to provide the same look and feel as other portal tools.

**KEY BENEFITS**

The xPression suite provides organizations with many benefits, including those in the areas of improving efficiency, compliance, and client experience.

**EFFICIENCY**
- Reduce call center activity by generating notices that are easy to understand and do not require a caseworker’s interpretation.
- Reduce call center volumes by automatically sending SMS updates on the status of an open case or client application.
• Consolidate multiple systems into one unified platform for all client communications.
• Reduce production time and eliminate the recreation of content with predefined document templates for the most common requests.
• Enable nontechnical business users to easily generate relevant customer correspondence using familiar authoring tools such as Microsoft Word.

COMPLIANCE
• Create and reuse centrally controlled content that’s been approved internally by legal reviewers and subject matter experts for on-demand and batch correspondence.
• Improve document audit trail with version history and track changes feature.
• Automate record archiving management and implementation of retention policies through out-of-the-box integration with leading enterprise content management systems, such as EMC Documentum®, and a variety of archiving systems.
• Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance, and other channels for review and approval.

CLIENT EXPERIENCE
• Improve the client experience by publishing personalized communications that use modern formatting techniques including color, shading, icons, and graphics to convey your message.
• Deliver multichannel correspondence based on each client’s language and format preference—print, e-mail, web, fax, and/or SMS/MMS correspondence for mobile devices.
• Customize standard correspondence by quickly adding optional, preapproved content to specific areas in a document, such as client-relevant program instructions.
• Enable interactive correspondence with customers through integrated rich HTML e-mail and personalized web landing pages.

NOW TAKE IT TO THE CLOUD
To address the challenges affecting IT organizations today, EMC provides a revolutionary approach: EMC Managed Services OnDemand, an “instant-on,” pre-configured, cloud-based solution, complete with the highest level of security and the ability to customize applications to address your unique business challenges, integrate with other business systems, and leverage existing infrastructure.

EMC Managed Services OnDemand solutions provide a complete stack of industry-leading products and solutions, including EMC Document Sciences xPression, related EMC enterprise content management products, EMC storage, RSA security, VMware virtualization, and technologies from Vblock partners, Cisco and Intel. By eliminating IT infrastructure expenses as well as delays acquiring hardware and installing software, EMC Managed Services OnDemand helps customers save time and money, while leveraging EMC experts to maintain and optimize ongoing system performance.