

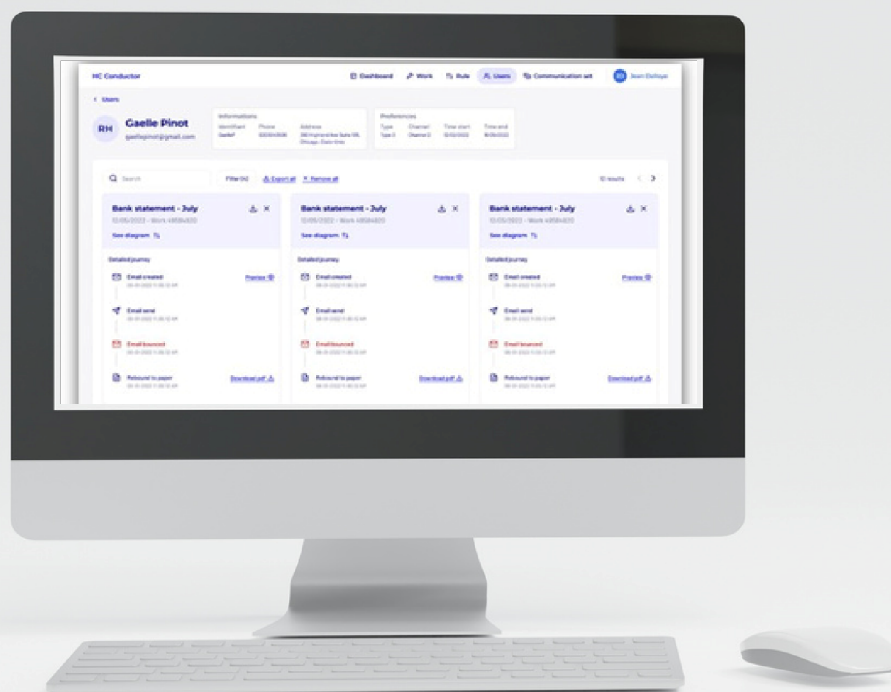


The Sefas Communication Experience Platform.

Sefas orchestrates better omni-channel communication journeys.

Organizations across all sectors have a need for unifying interactions, making the messaging to the end customer more consistent, personalized, and timely. They must deliver communications that meet the customers' increased expectations for digital interactions and better customer journeys. Newer distribution channels need to be added and customer consent and preference data must be centrally applied to all communications. This leads to a requirement for a cohesive omnichannel communication strategy that adapts and responds quickly to changing business needs and fuels the drive for improved customer excellence (CX).

The Sefas Communication Experience Platform (CXP) is based on its world-class software – Harmonie Communication Suite (HCS).



What is Communication Experience?

A Communication Experience Platform (CXP) provides the infrastructure that encompasses all communication requirements across an organization's Customer Experience Management (CXM) systems through integration and co-ordination of all customer interaction, as shown in Figure 1 below:

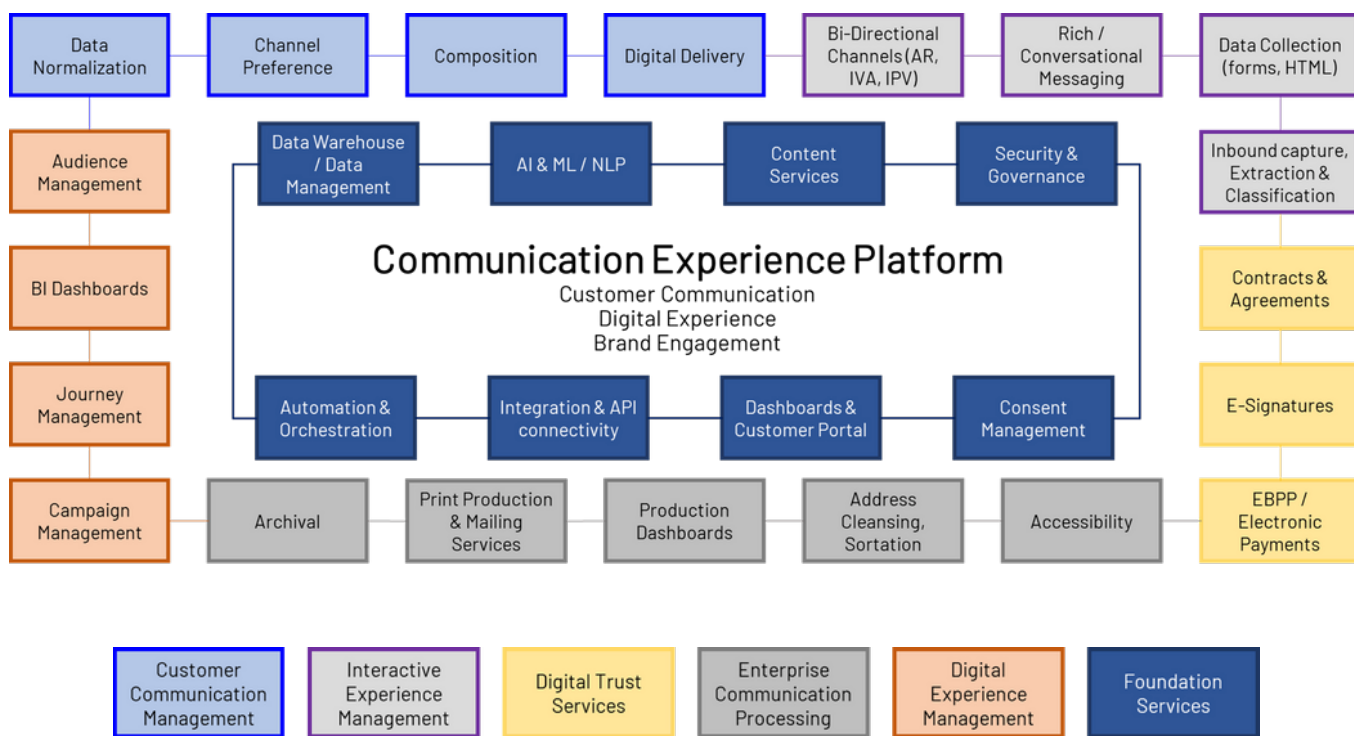


Figure 1: Aspire Communication Services CXP Model, 2023.

The Sefas CXP solution manages the entire customer communication journey by integrating the CCM ecosystem within the existing CXM infrastructure. HCS is a platform that creates, generates and orchestrates customer communication. These communications are typically used to either trigger or respond to an organization's CXM processes. Feedback from these processes will, in turn provide further adapted communications, based on updated preferences, customer behavior and/or response. The solution helps to build a complete picture of the communication journey, executes communication campaigns, enables interactive, bi-directional customer communication, and facilitates digital transformation.

Sefas CXP solutions enhance Customer Experience by providing personalized, real-time, conversational communication through the customer's preferred channel whilst adding value internally by gathering greater insight into customer preference. Sefas helps to create a 'Golden Communication Record', a complete picture of the communication journey, by integrating and centrally controlling and storing communications so that access to these communications is easy.

Sefas HCS omni-channel orchestration - a game changer.

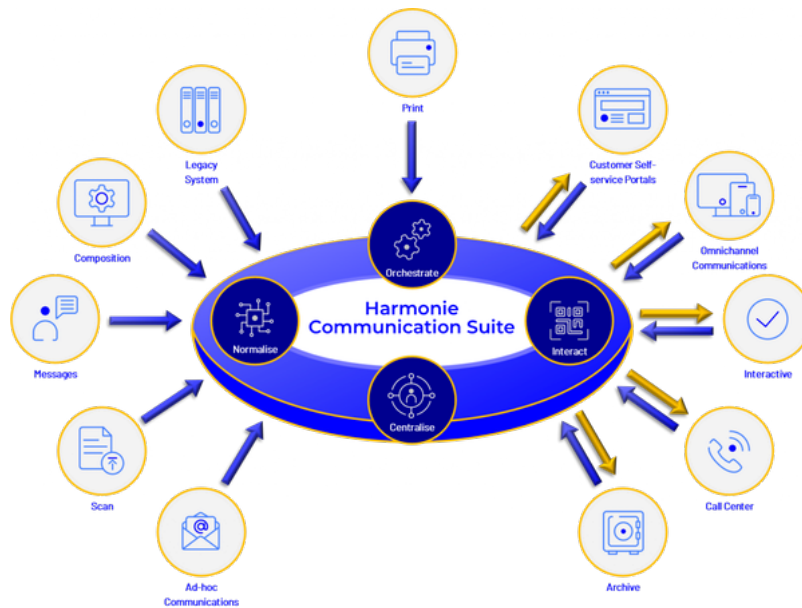


Figure 2: HCS is modelled on an open architecture, enabling integration into existing CXM infrastructure

The Sefas Communication Experience Platform solution is a game changer due to the benefits it offers:

Know your customer - It gives a 360-degree view of all customer communications and collects data bound to the communication journey, including communication preferences, in compliance with data protection regulation. This data is valuable for analyzing and improving customer journeys and enhancing customer experience.

Unify communication channels - From printed mail to SMS, from digital vault to web portals, the Sefas CXP solution unifies and orchestrates communication platforms to bring them together for greater access and control.

Make communication s bi-directional - HCS solutions make customer communications interactive and bi-directional. Customer self-service actions such as digital signature and responses to electronic forms are collected, and further action is triggered, tailored to individual needs and preferences.

Execute communications - Sefas helps to build communication journeys by determining target audience and content for every campaign. Marketing and CX teams can create personalized, targeted communications to ensure that the communication reaches the right recipient at the right time through the right channel.

Drive digital transformation - Because of its open architecture, ability to input from all data sources (including pre-composed communications) and omni-channel output capabilities, HCS is able to integrate into existing CXM landscapes - dramatically reducing an organization's risk and potential investment in their digital transformation journey.

About Sefas.

Sefas is a global leader in omni-channel customer communications management solutions. Its technology provides end-to-end solutions to manage the creation, efficient production, secure storage, and distribution of omnichannel customer communications.

Sefas is a business unit within the Docaposte division of La Poste headquartered in Paris, France, and home to its research, development, and quality assurance operations. Sefas global offices are located in France, USA, and UK with clients worldwide leveraging composition, multi-user digital collaboration, advanced workflow automation, orchestration and digital distribution services. Sefas's clients include Strategic Communication Outsourcers, insurance, finance, healthcare, government, and telecommunications companies. Visit us at www.sefas.com to learn more.

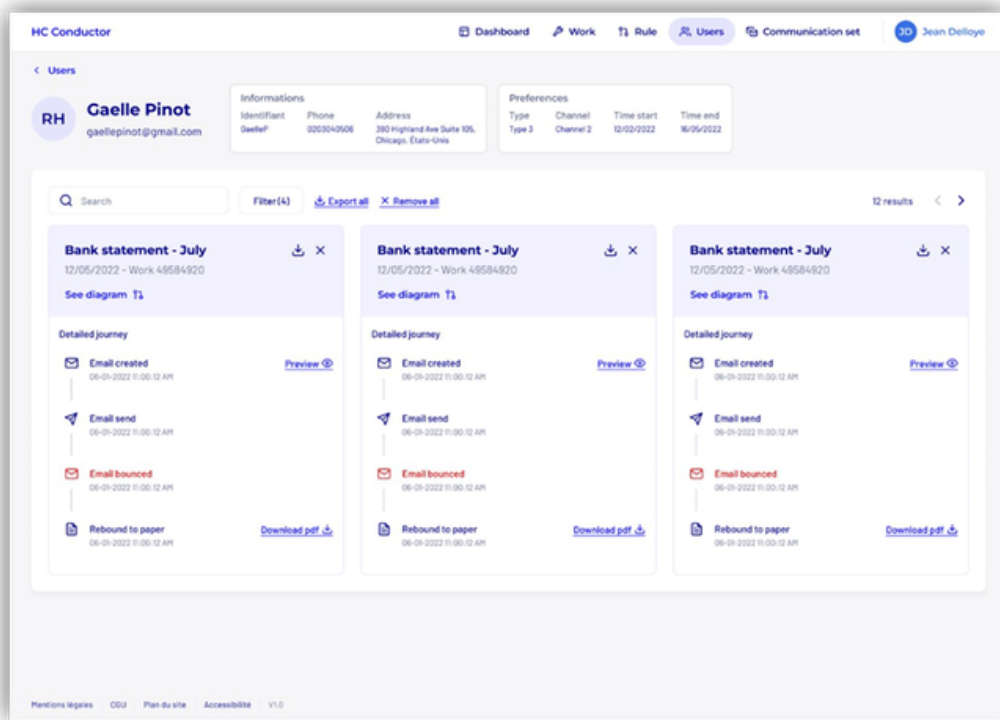


Figure 3: Example of a customer communication journey as displayed through HCS.

Contact us
marketinguk@sefas.com

