



Harmonie Communication Suite version 2.

What is Harmonie Communication Suite (HCS)?

Harmonie Communication Suite is an omni-channel (CCM) solution that creates, generates, and orchestrates customer communications.

Sefas's market-leading solution is designed to improve Customer Experience, boost digital transformation, reduce cost and regulatory burden, and optimize workflows by enhancing the customer communication journey.

What do we mean by CCM, CXM & CXP?

Customer Communication Management (CCM) is the process by which organisations correspond with their customers and prospective customers. Such communication is increasingly becoming 'conversational' whereby correspondence is triggered by consumer action or reaction. CCM output tends to be very personalized and can be presented across different channels.

CCM is critical to improving Customer Experience (CX) measures such as retention rates, churn rates, customer satisfaction scores and impact on NPS. CCM is also therefore a key component of Customer Experience Management (CXM) processes and solutions, though CXM embraces a wider sphere of customer influence than communication. This is shown in the figure below:

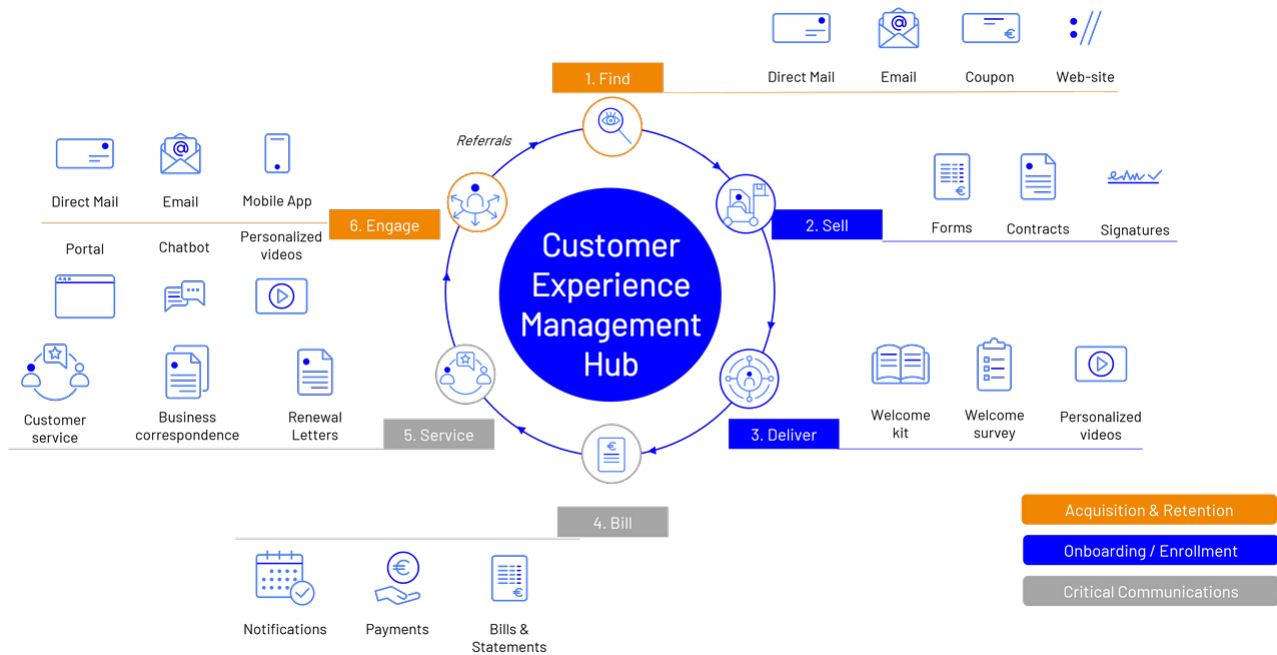


Figure 1: Aspire Communication Services CXM model, 2023.

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.

The CCM Opportunity.

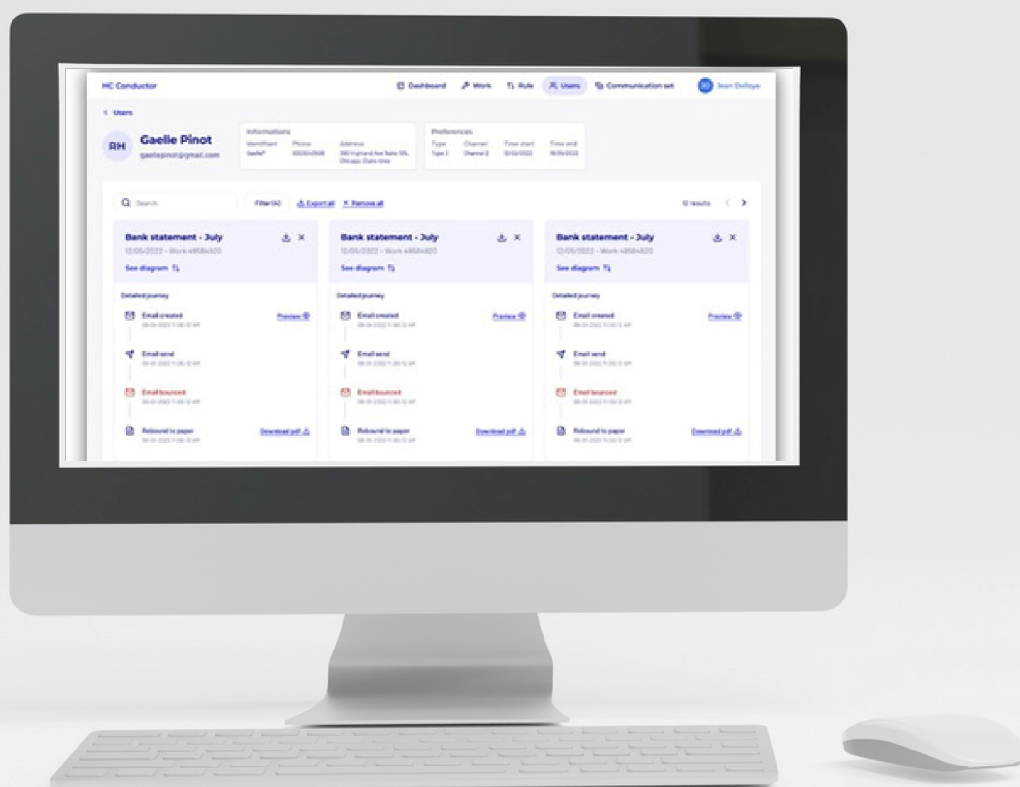
Customers today want better communications, optimized engagements, and a cohesive customer journey to enhance the Customer Experience. The demand for digital interactions and consumer reliance on digital technologies has seen a dramatic uptick in the last few years as organizations look to improve Customer Experience measures.

All organizations have an urgent need to respond to these changed customer expectations, ensuring communication integrity, managing legacy applications, and delivering bi-directional, personalized communications through the customer's preferred channels.

The biggest challenge organizations face is that traditional CCM systems are often built from legacy applications that operate in silos. These legacy applications make it hard to share data and to build a centralized system of access and control of communications across all channels.

Many companies are not centrally applying customer preference and consent data to all communications. The result is a lack of a cohesive communication strategy; no integrated customer view; and duplicated, disjointed, non-personalized communication to customers.

A wealth of data locked away in legacy systems can be tapped to create a 'Golden Communication Record' by modern CCM systems. Armed with this 'Golden Communication Record', companies can dramatically improve customer experience, design better customer journeys, and achieve digital transformation.



The Sefas Solution.

HCS comprises 11 technical modules, each consisting of a range of components that helps clients build the right solution to meet their specific needs. In particular, HCS supports the entire CCM process in creating, generating and orchestrating customer communications to provide a Communication Experience Platform (CXP).

Creating Communications

Sefas can input content in any format and from any source normalize and store it, and create documents in your chosen output format, allowing you to utilize your current infrastructure and make a smooth transition to omnichannel communications. By centrally storing and controlling documents so that access and tracking is easier, the Harmonie Communication Suite (HCS) helps you create better, faster, and more secure communications.

Generating Communications

HCS's powerful workflow management features enable tracking, auditing, and control of the communication generation process from input through delivery, providing a secure, seamless, automated process that increases production speed, minimizes manual errors and realizes quick ROI, resulting in huge cost savings. Sefas generates better omnichannel communications.

Orchestrating Communications

Sefas helps create a 'Golden Communication Record', a complete picture of the communication journey, by integrating and centrally controlling, storing, and distributing communications in a safe and secure way. With Sefas orchestration capabilities, new distribution channels can be added and customer preference and consent data applied to all communications. This leads to a cohesive communication strategy that adapts and responds quickly to changing business and needs. The Harmonie Communication Suite eliminates data silos and orchestrates delivery of personalized, two-way communication through a customer's preferred channel.

The Communications Experience Platform (CXP).

A Communication Experience Platform (CXP) provides the infrastructure that encompasses all communication requirements across an organization's Customer Experience Management (CEM) systems through integration and co-ordination of all customer interaction. HCS enables this through using its core CCM modules to orchestrate communication activity across all Customer Experience activities:

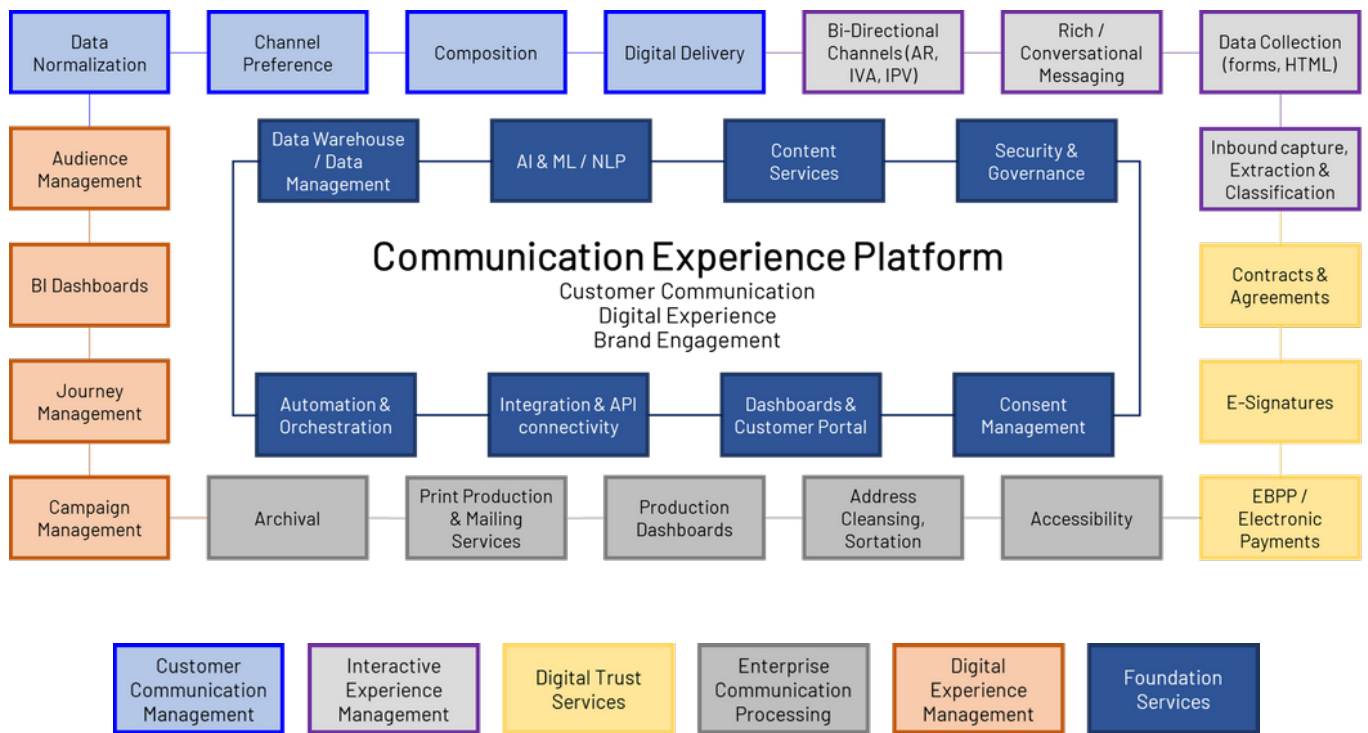


Figure 2: Aspire Communication Services CXP Model, 2023


Sefas Services:

Sefas understands Customer Communication Management and has spent over 30 years designing solutions to simplify the complexities of CCM. Sefas is familiar with most of the problems and challenges that clients face and with the implications of not resolving such issues.

Sefas’s team of experts will sit down with you to understand where you may be seeking to improve your delivery of personalized, omni-channel communications and will be able to work with you to construct the right solution – and help you to deliver it through Sefas’s own Professional Services Team.

The Benefits.

Improve customer experience



Harmonie Communication Suite helps unify customer interactions, and makes the messaging to the customer more personalized, timely, and consistent. By improving the overall customer journey, HCS significantly enhances the customer's experience.

Deliver omni-channel communications

HCS creates, generates, and orchestrates omni-channel communications from paper to digital channels. Sefas solutions deliver feature-rich, personalized communication quickly, efficiently, and atscale through the customer's preferred channel.

Boost digital transformation

HCS offers a step-by-step approach to digital transformation by working with legacy applications and enabling transition to digital channels, while optimizing traditional printed mail. Sefas' approach is an evolution, not a revolution, and is able to meet transformation needs wherever an organization is in their digital transformation journey.

Generate rapid ROI

Harmonie Communication Suite helps to generate rapid ROI by eliminating silos, sharing data, optimizing workflows, increasing production speeds, meeting SLAs, reducing regulatory burden, and enabling cost savings.

Why Sefas HCS.

A true, end-to-end CCM solution – HCS offers a powerful, end-to-end solution from creation and generation, to orchestration of communications in a secure, seamless manner. The HCS solution covers the entire spectrum of CCM to support Customer Experience Management (CXM). Sefas support their clients with an in-house Professional Services Team.

A Communication Experience Platform (CXP) – HCS solutions offer a modular approach to orchestrating all CXM communication activity – whereby clients can choose to use their preferred best of breed vendors across their environment (minimizing disruption and potential investment cost) or by utilizing Sefas capabilities to build a Communication Experience Platform.

Market-leading software capabilities – Sefas has been assessed as a ‘Leader’ in the Aspire CCM Leaderboard for five consecutive years, a testimony to Sefas’s unwavering focus on the omnichannel CCM market and offering the most effective and efficient CCM capabilities globally. Sefas solutions remain hardware-agnostic, and the open architecture enables partnerships with best-in-class vendors to offer clients the strongest solutions that can utilize their existing infrastructure.

Enterprise Communication Processing (ECP) – Sefas’s ability to ingest content in any format and from any source, to store and normalize it, to generate output in any format, to apply tracking and audit controls before orchestrating through preferred channels against defined conditions makes Sefas the global leader in Enterprise Communication Processing.

Commercial Flexibility – Sefas offers bespoke solutions to clients through the modular Harmonie Communication Suite, in-house delivery and training, and our commercial modelling. This flexibility allows organizations to move away from CapEx pricing to OpEx pricing allowing them to spread the cost of purchasing a solution, to phase an integration approach of a new solution and to scale the solution in proportion to their needs.

Financial Security – Sefas is a business unit within the Docaposte division of La Poste, a €35 billion group, which offers a large degree of financial stability and security. Being unattached from a hardware equipment manufacturer means that Sefas core focus always remains on software.

Contact us

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