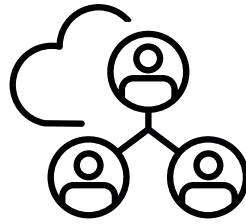




HIGH-PERFORMANCE,  
SAAS CUSTOMER  
COMMUNICATIONS FROM  
THE WORLD'S MOST  
TRUSTED CCM SOLUTION  
PROVIDER



## Inspire Evolve: communications built for the future

Inspire Evolve is a high-performance, SaaS customer communications solution from Quadient - the world's most trusted CCM provider. Inspire Evolve empowers non-technical business users to design, personalize and deliver secure, human-centric communications which are a vital part of an exceptional customer experience - all with minimal IT strain.

Inspire Evolve is cloud communications built for the future. As customer expectations and the demand for personal, secure, in-the-moment communications rise, a new CX standard has been set for all organizations. Consumers will continue to demand experiences that galvanize. Most businesses struggle to meet this new standard.

With customer data residing in different areas, and different solutions generating disparate customer communications, often those interactions rarely meet customer expectations of personalized, relevant content delivered with speed. Costly and inefficient IT processes, manual creation and editing of documents, and lack of brand and compliance control impede the delivery of a customer touchpoint that engages and drives market differentiation.

With Inspire Evolve, you can transform customer communications in hours, not months.

### BACKED BY THE EXPERTS

Gartner, Omdia,  
Forrester, IDC, Aspire,  
and Quadrant  
Knowledge Solutions

### EXPERIENCE

Proven history  
of delivering  
world-class solutions

### PROVEN RESULTS

98% post-call customer  
satisfaction rate

### EXPERTISE

Over 2 trillion personalized  
experiences delivered annually



**Almost two-thirds of enterprises  
expect to deploy their CCM solutions  
through the cloud by 2024.**

— Aspire, Accelerating Your Future: Making the  
Move to Cloud Subscription CCM, 2022



“ By 2025, 51% of IT spending in these four categories will have shifted from traditional solutions to the public cloud, compared to 41% in 2022.

— Gartner 2022

“ Cloud deployments grow at 11.8% 5-Year CAGR

The shift to cloud makes it easier for organizations to incrementally purchase interactive and on-demand capabilities.

Through innovation, it improves customer experience with automation and journey orchestration.

— IDC Worldwide Customer Communications Management, Software Forecast, 2022–2026.

## INSPIRE EVOLVE: THE NEW STANDARD FOR CLOUD COMMUNICATIONS



**Dianne Thomson**

- Customer advocate for a large organization, responsible for handling incoming inquiries.
- 4 years of experience in call centre environment.
- Aspires to become a leader for the team and improve the customer experience.



**Pamala McDonald**

- Customer for nearly a year, calling to understand the bill she has just received.
- She's always paid on or before the bill deadline.
- Enjoys the services the company provides to keep her home in top shape, but doesn't like surprises on her bills. She has a tight budget - every expense is accounted for.

Pamala called the customer service hotline.

Dianne reviews the services provided and notices an error on the bill.

Dianne populates a new bill with the correct amount and adds a personal note - the next service will be free - and sends to Pamala immediately.

Days later, Dianne checked the dashboard and the bill emailed has gone unread. She gently nudges Pamala via SMS, so the customer can avoid a late payment fee.

**INSPIRE EVOLVE INTEGRATES FOUR COMPONENTS IN ONE CENTRALIZED HUB TO DELIVER A SEAMLESS EXPERIENCE FOR YOUR COMMUNICATIONS TEAMS.**

Pamala received the message on her mobile phone and reviewed her email.



# INSPIRE EVOLVE KEY CAPABILITIES

## DESIGN COMMUNICATIONS

Design communication templates built to scale with Content Author.

- Intelligent content creation
- Efficient content management
- Approval workflows
- Version control



## GENERATE

Send communications one-to-one, one-to-many or as part of a batch process with the Generate services.

- Use data from any source
- Switch images and styles at run time for multiple brands
- Custom approval and business workflows
- Print job, email or SMS communications monitoring

## PERSONALIZE COMMUNICATIONS

Allow customer-facing employees to customize communications in a controlled environment with Front Office.

- Approval work flows
- One-to-one personalization
- Dynamic content



## ARCHIVE

Search and pull up communications already send to customers with Archive.

- Advanced search
- Quick document re-presentation
- Long-term archival



## INSPIRE EVOLVE GIVES YOU THE POWER TO:

### TRANSFORM CUSTOMER COMMUNICATIONS IN HOURS

**Make every connection matter with intuitive, flexible and intelligent applications.** Inspire Evolve makes even the most complex experiences simple by enabling intelligent workflows or creating and delivering customer communications.



### DESIGN HUMAN-CENTRIC COMMUNICATIONS; MANAGE AND CONTROL CONTENT

**Safely and securely connect in-the-moment.** Inspire Evolve guarantees that customers receive a personalized message at any time of the day or night. Designers can create templates according to branding and personalization rules and use approval workflows to ensure compliance is maintained. Customer service representatives or other team members are also able to personalize communications before sending to a customer.

### SCALE ACROSS YOUR ENTERPRISE

**Send scalable, secure communications with a service built for volume and compliance.** Inspire Evolve pulls data from any source, handling scalability and security needs to create personalized 1:1 communications or multiple communications, handled with industry-leading speed by the on-demand and batch Generate services.

### RESERVE IT RESOURCES FOR HIGH-VALUE EFFORTS

**Safely design communications that are maintained by your lines of business, not IT.** By using a SaaS customer communication solution, complex recurring software upgrade costs are consigned to history, releasing key IT resources to support your wider transformation programs.

“

CCM cloud-based solutions are designed to get business users up and running quickly and can be effective in streamlining operations, updating processes, and delivering more effective communication streams.

— IDC MarketScape: Worldwide Cloud CCM Applications 2022 Assessment



“

Cloud computing leverages technologies such as ML, AI, robotic process automation (RPA), big data analytics, and internet of things (IoT) and reduces the deployment time with the on-premises approach. A CCM platform with cloud capability offers a centralized technology to manage and integrate various communications from different platforms, while constantly adapting to new communication mediums.

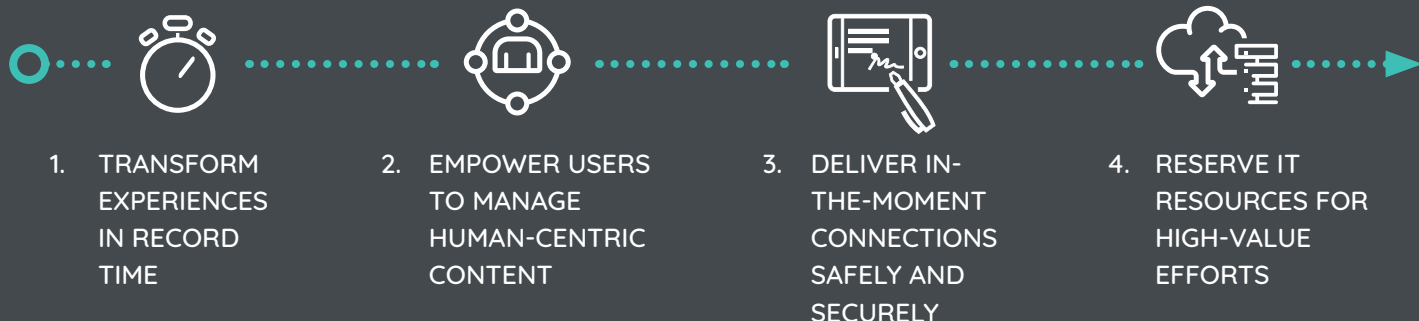
— SPARK Matrix™: Customer Communication Management, 2023

“

Inspire Evolve is checking all the boxes on what industries need to create, manage and store customer communications.

— Customer communications expert for insurance and banking

## ACCELERATE YOUR CX, ONE POWERFUL CONNECTION AT A TIME



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### About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadient, visit [quadient.com](http://quadient.com).