

FACING THE FUTURE

Together



The Future Is Adaptive:

**Leverage Design Excellence to Create a
Personalized and Effective Omni-Channel
Communication Strategy**

Mike Woods and Lois Ritarossi 5/17/22

Speakers



Mike Woods - CSG
SVP, Output Product Line



Lois Ritarossi CMC® – High Rock
Strategies
President

Agenda

- Industry shifts
- Building an effective omni-channel strategy
- Best practice tactics and technology tools
- Key takeaways
- Interactive Q&A

All channels are on all the time, and attention is being pulled in different directions

145 % higher
email volumes in
the last year



YOY
Notification
Increase

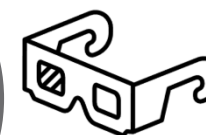
Voice: 270%
SMS: 950%



59% of
customer journey
interactions
included web



AR and VR
growing 42.9% in
the next 10 years



CSG SOCJ Report

It pays to have better CX

14.7%

POTENTIAL
REVENUE
LOSS

5.5x

TRUST
IMPACT

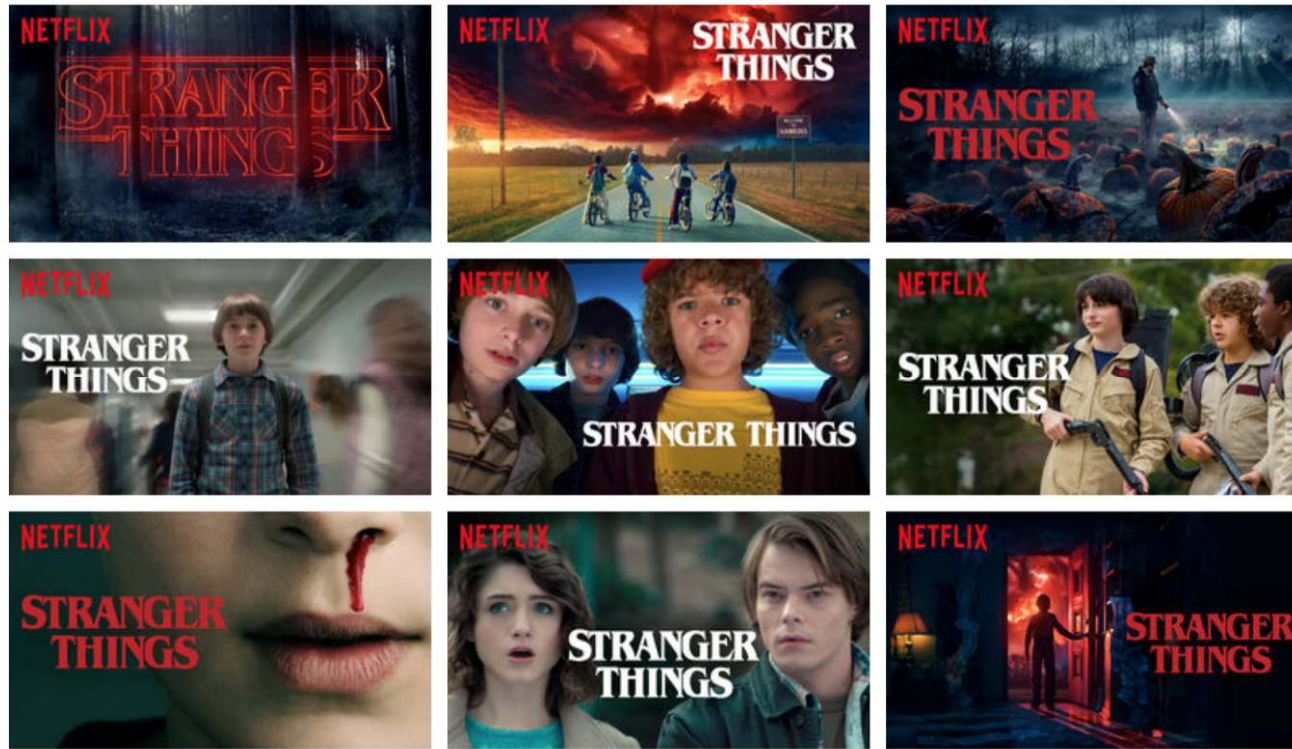
5.8x

ADVOCACY
GAIN

4.3x

PURCHASE
INTENT

Personalization is key to capturing attention and showing your customers you know them



Even with the rise of digital, customers still pay attention to print

**96% of individuals
open and read their
statements**

**An average of 5
minutes is spent
reviewing
statements**

**Printed statements
stay in the home for
an average of 17
days**

**The mail you send can be used as
a vehicle to drive customer value
beyond just payment**

But today's statement still falls short

Legacy systems limit flexibility

Communications lack personalization

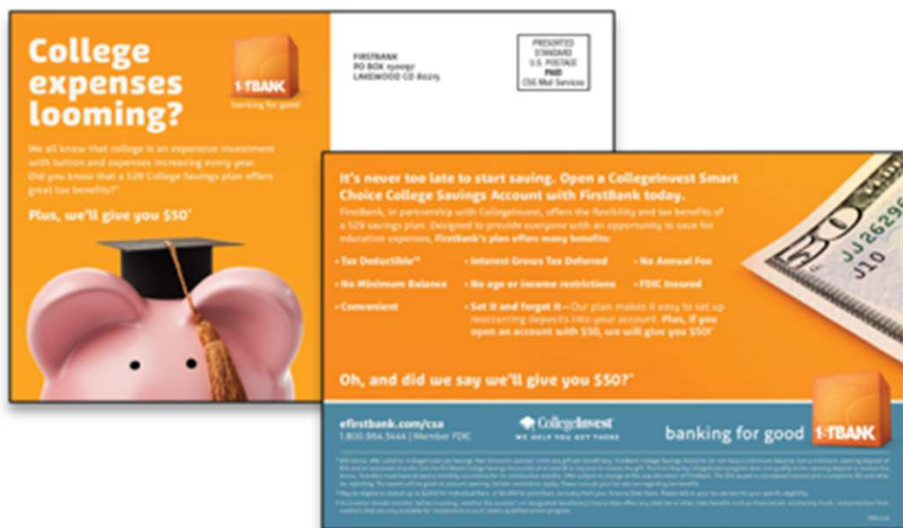
Inconsistent experience across print and digital channels

Lack of design clarity leading to confusion



Successfully merging print and digital channel tactics together leads to higher engagement and generates revenue

Drive Relevance



90%

Of consumers
are more likely
to buy from
brands that
provide
relevant offers

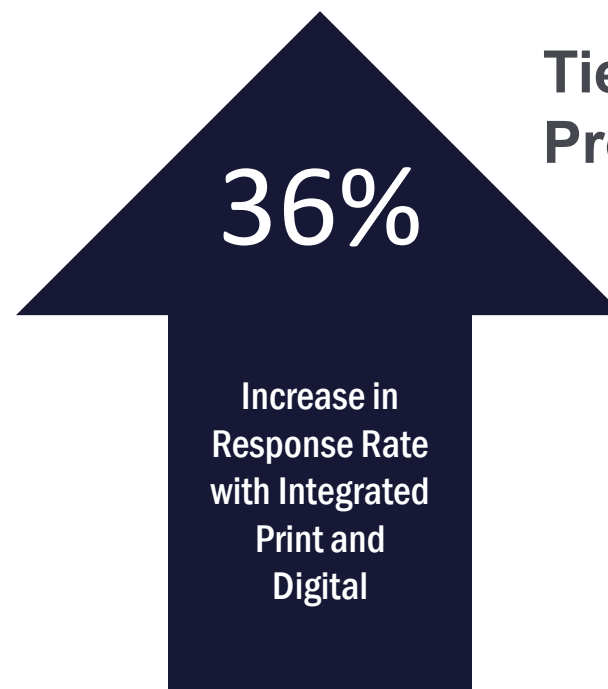


USPS report

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Successfully merging print and digital channel tactics together leads to higher engagement and generates revenue



Tier 1 Cable Provider

CSG customer case study

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The power of composition

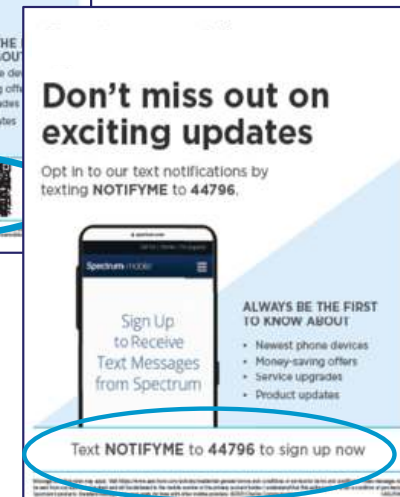
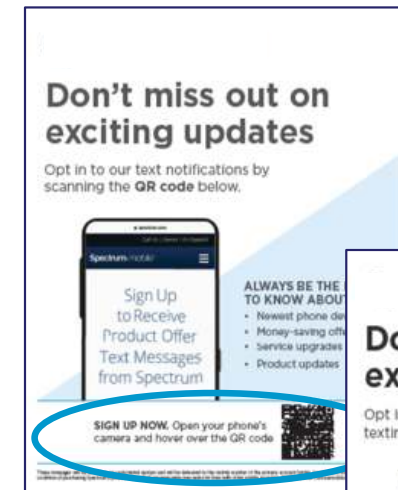
Single
Composition

Personalization
and Targeting

Self-Service

Digital Tactics

Data & Insights




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Leverage design excellence for single composition, distributed across multiple channels

BEFORE




Real Protection


Need answers?
Visit the help center!

Go to [MyADT.com/help](#) and type in your search.

Top inquiries from customers just like you:

- Billing**
Learn about your ADT bill, how to make payments, and get answers to frequently asked questions.
- Batteries**
Learn how to address low battery alerts (beeping or chirping), locate or replace your battery, and more.
- Pulse**
Find helpful info on how to troubleshoot issues with your Wi-Fi camera, add new Pulse devices, and more.
- Passwords**
Having trouble locating your verbal password or PIN? Learn how to reset your password.

My  Home | Business | Health



ADT Security Services
3190 S. Vaughn Way
Aurora, CO 80014

8220-0028 160 RP 15 10/15/2019 NEW/NEW/01 020913 0008

Please detach and submit this slip with your payment. Do not send cash. Please write your customer account number on your check or money order and make payable to: ADT Security Services.

☐ If you have any changes to your billing or monitoring account information, please check here and enter the new information on the back of this invoice.

Questions? Make a Payment? Visit [www.MyADT.com](#)

Account Number	Due Date	Amount Due
	11/04/19	

Invoice Date: 10/15/2019 Account Name:
Service Address:

Bill-at-a-glance

Previous Balance
Payments & Adjustments
Current Charges
Taxes and Fees
Total Due

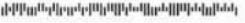
Pay your bill easily online at [MyADT.com](#) or on the MyADT mobile app.

We recommend you test your alarm service monthly.

Account Number	Due Date	Amount Due
	11/04/19	

Amount Enclosed \$

ADT SECURITY SERVICES
PO BOX 371878
PITTSBURGH, PA 15250-7878




AFTER

Your account number: **012345678**

Security provided for: John Customer

Your ADT system is located at: 1234 Street, Town ST 12345-6789

Page 1/2



Invoice date: Jun 21, 2020 Service period: Jul 10 - Sept 9, 2020

Your total due is: Due by:

Your Bill at-a-glance

Previous Balance
Payments and Adjustments
Current Charges
Taxes and Fees
Total Due


Would you like more detail? See the back of the bill for your account activity and charges.

Message from ADT


You've made a proper decision on upgrading your service. What's most precious to you is now even safer.


Pay your bill on-the-go with MyADT mobile app

- Download the app from ADT.com/apps to your mobile
- Sign in to the MyADT app using your username and password
- Pay your bill



[www.ADT.com/apps](#)


We are what we protect.  Real Protection



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3190 S. Vaughn Way
Aurora, CO 80014

ADT 8220-0028 160 RP 15 10/15/2019 NEW/NEW/01 020913 0008
8220-0028
8910246000038

JOHN CUSTOMER
1234 STREET
TOWN ST 12345-6789




Please detach and submit this slip with your payment. Do not send cash. Please write your customer Account Number on your check or money order and make payable to: ADT Security Services.

Account Number **012345678**
Due Date **Jul 2, 2020**
Amount Due

Amount Enclosed \$

Please send payment to:

ADT SECURITY SERVICES
PO BOX 371878
PITTSBURGH, PA 15250-7878



VOC drives improved design and readability, generating real ROI

HOW CUSTOMERS RANKED PARTS OF THE BILL BY IMPORTANCE

1. PAYMENT DUE DATE
2. TOTAL AMOUNT DUE
3. SUMMARY OF CHARGES
- ...
10. PAYMENT COUPON
11. HOME SECURITY MESSAGES
12. BILLING INFORMATION CHANGE FORM

20%

Reduction in call
center volume

ADT VOC Research 2021

Create personalization for sales conversion

LexCom

MOBILE SERVICE SHOULDN'T BREAK THE BUDGET!

Hello Michelle,

Exclusive pricing is available today for loyal customers like you! LexCom Mobile is available to LexCom Internet customers.

Choose from the best devices on the best network today! No activation fees, no phone line access fees. Data options you can track, control, and change anytime online or in our app. Data options you can track, control, and change anytime online or in our app. Nationwide 5G network and millions of secure WiFi hotspots included at no extra cost.

Michelle if you are ready to join this best network without breaking the budget, call today **123-456-7890!**

Sincerely,
LexCom

One Easy Plan to Understand
\$**65.00**
With LexCom's Internet

Runs on Nationwide 5G.
Keep your phone or trade it in for a new one.
Save 25% or more on accessories.

- Personalized ads have created a **13% increase in sales conversions**
- **56% increase in response rate when the personalized name was highlighted**

Leverage personalized transcolor promo

Firstname Lastname,
spring into savings

ADD LEXAR TV®

\$44.99 /mo for 12 mos*

NO CONTRACTS

Save more when you add TV to your SLEXAR internet® service and enjoy:

- ▶ 125+ popular channels
- ▶ FREE SLEXAR App
- ▶ Live sports and news
- ▶ Exclusive access to local channels:

HD

5G

Save up to 40%* with LEXAR mobile
See your savings at SpectrumMobile.com/savingscalculator.

LEXAR CALL 1-855-708-3730
or visit LEXAR.com • Reply by 06/30/21

For one client who mails 14 million pieces per month, they generated over **\$500,000 in postage savings** over the six-month campaign last year



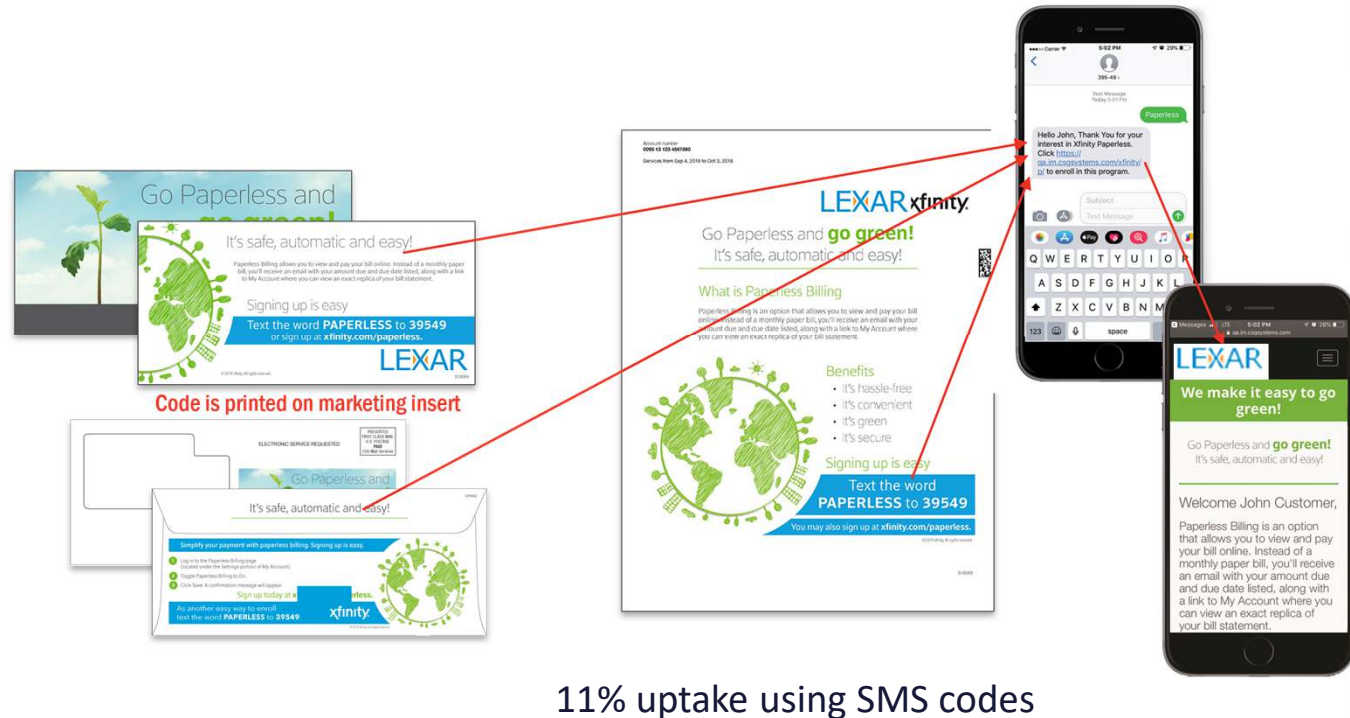
Best Practice Digital Tactics

Composition

QR Codes & SMS

Mail Trace

A/B Testing



Omni Channel Approach

Drive value beyond just payment

Use composition and trans color promo to drive personalization

Add digital tactics: QR codes and SMS codes to integrate channels

Understand your customer's journey



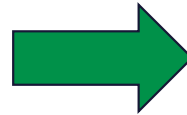
Key Takeaways

Drive value beyond just payment

Use composition and trans color promo to drive personalization

Add digital tactics: QR codes and SMS codes to integrate channels

Understand your customer's journey



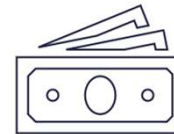
Convert Customers



Satisfy Customers



Keep Customers



Grow

Rate the session!

Q&A

The Future Is Adaptive: Leverage Design Excellence to Create a Personalized and Effective Omni-Channel Communication Strategy



Michael Woods

VP, Output Product Line at CSG |
Business Development, Operations, P&L and Financ...



Mike Woods— CSG SVP of Output Solutions



Michael.woods@csgi.com



[Personalization Case Study](#)

[CSG](#) – together, you win.

csgi.com