

OPTIMIZING CUSTOMER ENGAGEMENT

Streamline the process

Thunderhead changes the way companies engage with their customers, enabling measurement and learning from every interaction to drive greater loyalty and profitability.

Our innovative software platform, **Thunderhead NOW**, enables business users to deliver a better experience to their customers – one that improves retention, and fosters advocacy.

We streamline the process of creating and reviewing highly personalized documents and correspondence via any communication channel, from print to electronic. With optimal personalisation, the right person gets the right information at the right time and in the right format.

Multi-channel vs. multiple channels

And while it's true that other vendors claim multiple channel capability, there's an important difference between multiple channels (many ways of delivering information) and a true multi-channel approach.

Multi-channel means being able to tailor a communication to the customer's preferred channel(s) – for example, an SMS directing to a website, with reusable content or an email prompting a telephone call – all from easily created templates.

Thunderhead is channel- and device-agnostic; you choose the best way to reach your customer, rather than suffer the limitations of your existing system.

Of course, print still has its place; the point is that print-centric legacy systems can't match Thunderhead's innovative software at any level.

Business users in control

For example, communications are created and managed quickly and easily by business users, not IT, so there are immediate operational savings and fast return on investment.

That certainly makes Thunderhead NOW efficient – in fact, it's a generational step forward that increases profitability, not least through the elimination of wasted print. But more than that, it's highly effective.

By enabling you to measure and learn from every customer interaction, it improves retention by reducing churn, increases up-sell and cross-sell opportunities and fosters advocacy to attract new customers.

UNIQUELY THUNDERHEAD

- Built 100% on open standards
- Designed specifically to intelligently support multi-channel
- Specifically designed to put business users in control of the full communication life cycle
- All document resources are fully version controlled. This enables full re-use and impact analysis of any document changes

BENEFITS AT A GLANCE

- **Business user control**
Business users control document content and life cycle, reducing their reliance on IT.
- **Time to market**
New product documentation can be launched significantly quicker, from months to days.
- **Compliance and control**
Improved control audibility, review and exception handling for the management of outgoing content, and at a reduced cost.
- **Enterprise solution**
A complete, extensible enterprise-level solution for all communication requirements, integrated with business processes and enterprise applications.
- **Multi-channel**
Intelligently communicate via channels that reflect your customers' preferences and realize cost savings associated with digital communications.
- **Communication life cycle costs**
You can look forward to a substantial reduction in costs across the entire life cycle of developing and managing documents and communications.

Stay ahead of your customers' expectations

Thunderhead NOW works with your existing data sources and virtually any channel – even the shifting sands of the mobile and social media markets.

Its central position gives users a clear view over the entire customer lifecycle – while fulfilling regulatory and compliance requirements.

And if your needs change, you won't have to change systems. Thunderhead NOW is XML-based, built on open standards, so it's future-proof – a safe choice, meeting your needs now and over time.

TYPICAL APPLICATIONS

- **Investment banking**
Generation of trade confirmations, term sheets, payment advices, purchase and sale agreements, contracts, client valuations, process messages in FpML
- **Insurance**
Policy documents, claims correspondence, quotes, statement of needs, renewals, explanations of benefits, white/private labeling, agent reports
- **Loans and mortgages**
Agreements, welcome kits, declines, follow-ups, SMS notifications, delinquency letters
- **Retail banking**
Welcome packs, ad-hoc customer correspondence, credit agreements, online presentment