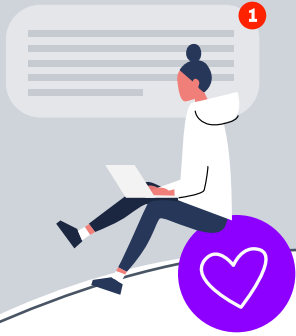


What SMBs need to know about communication channel preferences

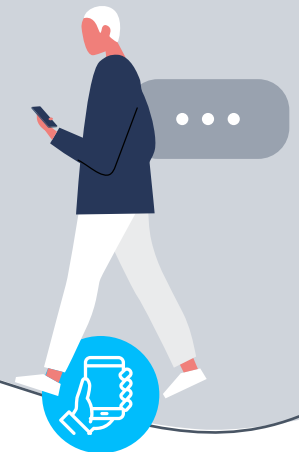
(and why ignoring them is a mistake)



Communications are at the heart of your business

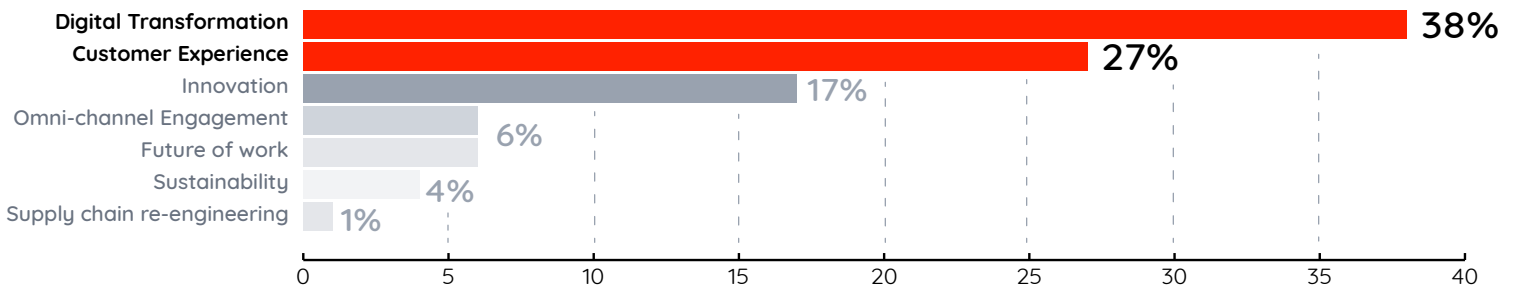


Your customers want the same experience they get from the brands they love



Your customers are more digital than ever

Top 2 investment priorities 2022 – 2024 are **DIGITAL TRANSFORMATION** and **CUSTOMER EXPERIENCE**



Source: Aspire, The State of CCM-CXM Transformation, 2022



MILLENNIALS will make up **74%** of the global labor force by 2025

Source: Inc. Magazine



Businesses expect that by 2024, **47%** of transactional communications will be **DIGITAL ONLY**



25% of millennials switched providers in the past year due to poor communications



49% are willing to pay more for a superior communications experience

Source: Aspire, Understanding the New Digital Reality, 2020



INVOICES



STATEMENTS



BILLS



CONTRACTS

Source: Aspire, Understanding the New Digital Reality, 2020

CHANNEL PREFERENCES MATTER

By offering communication channels they prefer, customers are much more likely to:



Recommend the business to a friend (33%)



Buy from the business more often (32%)

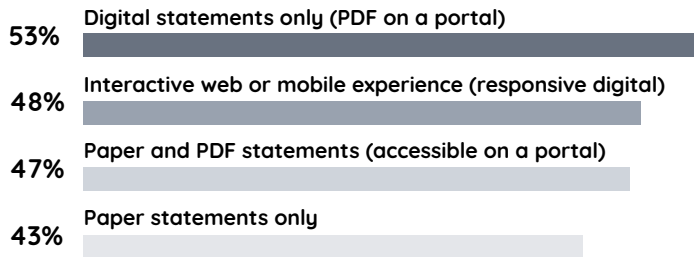


Make a first-time purchase (32%)

Source: Insider Intelligence

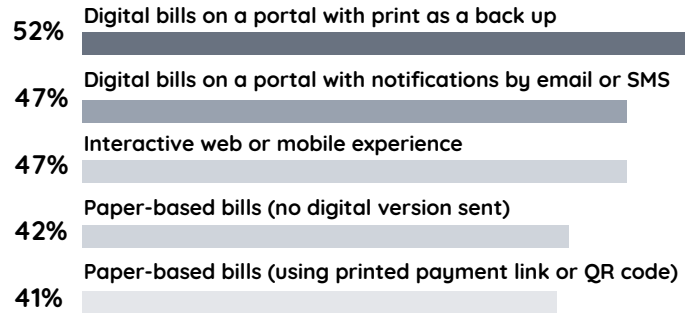
AND THEY VARY BY COMMUNICATION TYPE

Transactional channel mean popularity
(Statements, letters, claims)



Source: Aspire, The State of CCM-CXM Transformation, 2022

Transactional channel mean popularity
(Bills and invoices)



BY AUTOMATING THE PREPARATION AND DELIVERY OF CUSTOMER COMMUNICATIONS, SMBs CAN:



Save time and money



Meet customer expectations



Focus on core competencies

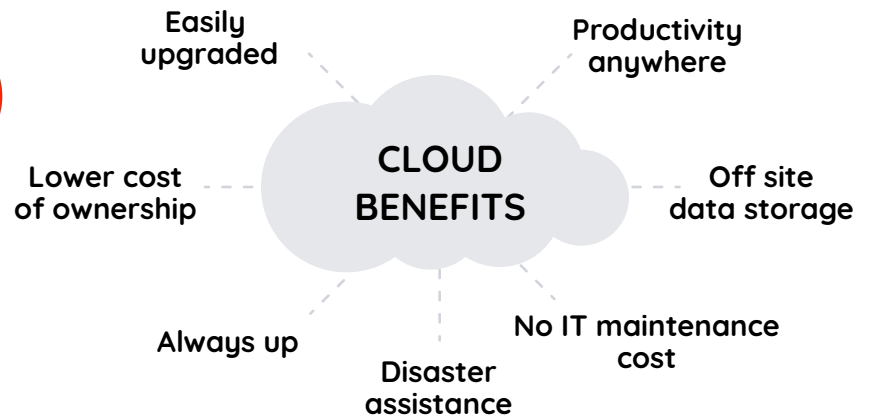


Minimize IT dependence

SMALL TO MEDIUM BUSINESSES TRANSFORMING TO DIGITAL WILL HAVE A COMPETITIVE ADVANTAGE

27% of SMBs are already modernizing back-office functions.

Source: Aspire, The State of CCM-CXM Transformation, 2022



READY TO AUTOMATE YOUR CUSTOMER COMMUNICATIONS EXPERIENCE AND MEET CUSTOMER PREFERENCES WITH LITTLE TO NO IT INVOLVEMENT?

CONTACT US TODAY!