INTERACTIVE EXPERIENCE

Are your customers engaged?

Better engagement throughout your customer experience

To drive greater customer engagement and improve the customer experience, you need to embrace interactivity throughout every stage of your customer journey. That's what Doxee ix delivers. We enable Doxee-driven Interactive Experience solutions – ix - through our unique C²X positioning. C²X addresses and embraces both the enterprise-as-a-customer experience and the consumer-as-a-customer experience. Two customer experiences, one solution: C²X.

Enterprise ease of use

- Reach your customers at any touch point with the most effective, convenient and engaging communication channel.

- Thanks to our cloud-based interactive services management, as well as the assistance provided by Doxee and its international business partners, you can quickly and efficiently jump onto CX without worrying about adopting or managing the appropriate infrastructure.

- Doxee's ix services enable the adoption of agile projects, experimenting new ideas and getting immediate results outside of legacy environments. By employing this strategy, enterprises can quickly launch CX initiatives and keep up with the speed of innovation.

Increased consumer engagement and satisfaction

- Provide your customers with the most relevant and contextualized information, creating awareness and encouraging the desired action.

- Consumers can finally have two-way conversations with their service providers when – contextualization - and where - mobility - they need it.

- Content is provided through the channels that consumers actually use – through the web, via videos, and with visual enhancements. This makes enterprise communication far more engaging, and effective.

Why Doxee fits with your CX strategy →

Why Doxee fits with your CX strategy

Reduce time to market

As a native-cloud solution, Doxee offers the freedom and flexibility to deploy innovative approaches to CX quickly, with minimal IT involvement. That's the advantage of the agile model – explore and execute new concepts while continuing to attend to all ongoing IT projects.

Focus on what matters

Our partner-driven SaaS approach further reduces IT obligations on your end. You set the requirements and provide the use case, and your Doxee partner takes care of the rest. Our partners, with their unique skills and local perspective, will use the **Doxee ix** solutions to develop customized applications that specifically address your unique CX strategy needs.
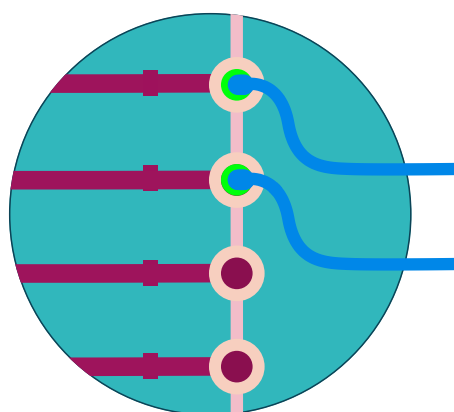
## Achieve easy integration and extensibility

Our Cloud Data Integration architecture ensures easy connections and a smooth transition of your data from existing systems - including ERP and CRM software - to Doxee's solutions. No major integration work is necessary and never will be, as the Doxee platform is native to the cloud and fully adaptable to connections with both legacy and cloud-based systems and solutions.

How Doxee solves your business challenges ➡

How Doxee solves your business challenges

The **Doxee ix** solutions are designed to help you solve your business challenges in the most efficient, effective way possible, shaping the best communication experience at any touch point. From personalized videos, which tell powerful and engaging individual stories, to HTML5-based interactive micro sites – eDox in short - which show complex and data-rich content in the clearest way, your organization can craft the right type of communication to elicit the right answer from your customer, maximizing the effectiveness of your CX strategies.

The right call to action

By leveraging personalization and contextualization to increase relevance, we provide not only the right experience to maximize the results from every customer interaction, but also ensure that this interaction occurs at the right time. We turn data into relevant content to help customers make valuable choices.
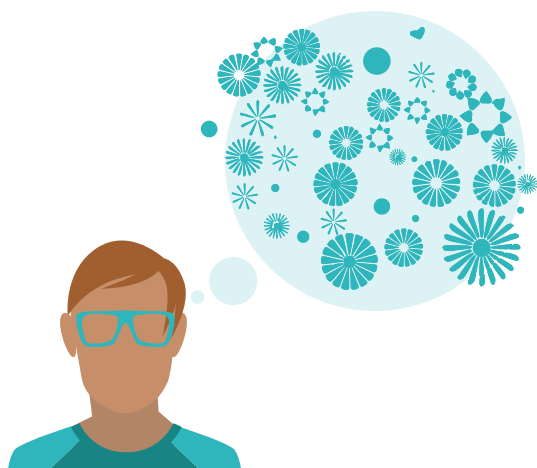
Unleash your creativity

When it comes to communications, enterprises want to look unique to their customers. Doxee ix solutions enable you to take advantage of the best tools available on the market. These are the same tools that media and web agencies use to harness and channel their own creativity. Doxee partners provide support to enterprises in the form of either complete end-to-end services or by liaising with your own creative agencies.

Understand your customers

We provide behavioral analytics to help you better understand your customers' motivation and behavior, empowering you to develop optimized CX strategies for meeting their wants and needs. Whether you choose to connect data with your own analytics tools or leverage our visual-rich dashboard, you can easily understand how your customers interact with you.

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Full coverage of the entire customer journey ➡

Full coverage of the entire customer journey

Acquisition | Welcome | Continual | Renewal | Support

The right communication at every touchpoint

To truly satisfy your customers and foster your brand awareness, you need to deliver consistent experiences throughout the customer journey – not only when you need to inform your customers of expiring obligations. With Doxee, you can provide customized interactions that are specifically chosen for each aspect of the customer journey. This includes

- Acquisition
- Welcome
- Continual
- Renewal
- Support

By providing the ideal interaction at every touchpoint, you can create communication experiences that improve user satisfaction throughout the customer journey, gaining trust and creating upsell and retention opportunities. By contrast, companies that fail to consistently engage with their customers will be at risk of eroding customer loyalty.

Today's customers' expectations for enterprise communication are high and growing. They demand that companies provide personalized information that is engaging, easy to digest and convenient to access. With Doxee ix, you can cover an extensive range of communication experiences for all of your customers, tailored to your company's unique customer journey.

In the following pages you will find a wide range of use cases and customer experiences that can be addressed with Doxee ix solutions.

Improve email marketing's effectiveness with personalized videos →

Improve email marketing's effectiveness with personalized videos

Are your videos holding users' attention?

Adding videos to a direct email marketing (DEM) campaign can have a big impact on results. However, there's only so much that a static video can do. Video combined with personalization represents a huge leap forward, enabling enterprises to deliver a more customized, engaging experience through their direct email campaigns.

Make users their own movie's director

Doxee's personalized videos enable far more effective direct email campaigns for your prospects. The two biggest factors that can contribute to the success of DEM are videos and, critically, personalization. Doxee's personalized video DEM brings these two elements together to ensure that each message is as engaging as possible. Users recognize that the videos - including unique text, imagery and audio - are unique to them.

The Doxee advanced technology also makes it possible to develop personalized videos that feature enhanced interaction, in the form of Call-To-Actions inserted directly into the video. This functionality offers the potential for interactive, user-directed storytelling. The individual's choices will cause the path of the video scenes to adapt, creating a more unique experience. This is especially important during the acquisition phase because organizations simply will not have much information on their prospects at this stage. By allowing users to decide on products of greatest interest, Doxee Personalized video can enable personalization "on-the-fly". Unlike static videos, this turns your DEM initiatives into an effective vehicle for two-way communications, further improving engagement and effectiveness.

Personalization of a wide range of elements, such as text, images and audio

Call-to-actions inside the video

User-directed storytelling to drive the message based on viewer interests

Personalized microsite pages drive engagement and conversions →

# Personalized microsite pages drive engagement and conversions

Static pages lack engagement

The goal of any website is, ultimately, to drive conversions, and pages that push users to link to content critical for attracting prospects. However, typically web pages are created as part of the organization's corporate website, which means that the in-house IT team needs to be intimately involved in the creation of any new pages. Dealing with different departments to gather requirements and objectives might be cumbersome. The scenario gets even more complicated when the content is ultimately derived from data spread in back office applications. Running multiple campaigns, for different products and targets, might require an endless effort to manage new developments and changes. With Doxee, though, enterprises like yours can create new personalized microsite pages easily without burdening the IT department. With our ability to connect with end-customers information sources, like Salesforce and SAP, you can quickly create landing pages either inheriting the corporate identity or explore new creative styles.

This is especially important for retailers, particularly of fast-moving consumer goods (FMCG), where conversions need to happen quickly and frequently. But any company, regardless of sector, that hopes to improve conversions needs to move beyond unengaging, difficult to add and modify landing pages.

Increase conversions combining multiple experiences together

Doxee eDox can incorporate embedded personalized videos, further increasing the level of engagement on each microsite page. This combination of experiences - personalized videos together with web pages that encourage independent exploration of the site - offer a level of customer engagement that typical web pages can't match, leading to much higher conversion rates.
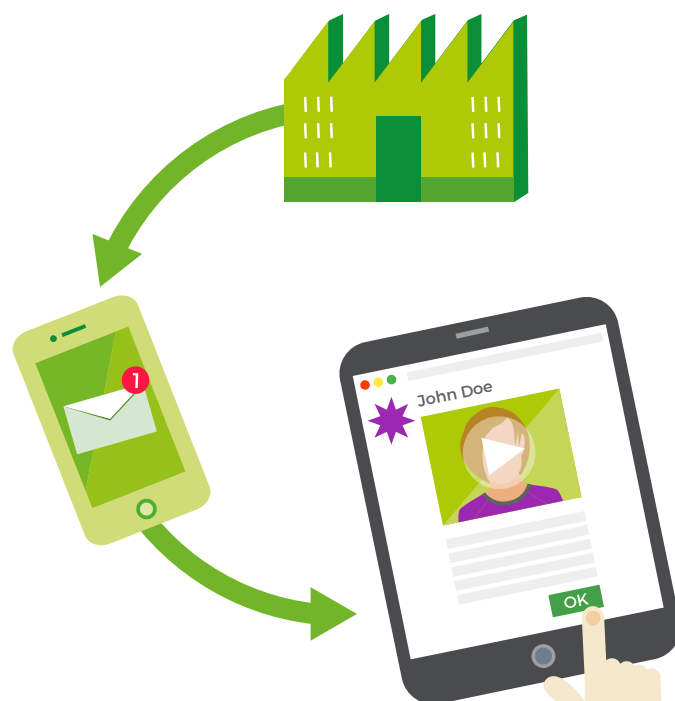
Quick integration with Salesforce and SAP

Multiple experiences fused together: self-exploring personalized micro site plus an engaging personalized video

High effectiveness for Retail and FMCG sectors

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Precompiled dynamic forms provide greater accuracy and smoother onboarding

Precompiled dynamic forms provide greater accuracy and smoother onboarding

Simple mistakes, serious problems

Many things can potentially go wrong during the onboarding process, and those mistakes can vastly increase churn rates unnecessarily. One of the most avoidable, and yet most common examples of such an error is inaccurate data collection. Companies - especially those in the energy, telecommunication and finance sectors - must often confirm new customers' data in the early stages of the onboarding process, asking these users to manually type up and provide their names, addresses, phone numbers and other contact and account information. If any data gathered during the registration phase is incorrect - say, for example, as the result of a simple typo - onboarding will need to halt until the mistake is identified and fixed. Delaying the onboarding process days or even weeks will cause significant frustration, increasing the risk of churn needlessly.

Precompiled forms reduce errors, increase speed

With Doxee eDox turned into a dynamic form, you can avoid these accuracy issues and the headaches they can cause. Immediately after signup, the customer will receive a precompiled web form to verify that all of the information entered is correct. If there are any typos or other errors, the user can easily and immediately edit the form. Doxee eDox lets you establish dynamic forms with data capture and editing capabilities which allow you to confirm new customers' information within minutes, speeding up the onboarding process tremendously. You can start serving your customers faster and with a much lower error rate.

Data capture and manipulation

Make your onboarding process error-free

Welcome videos tell stories that increase customer confidence ➡

Welcome videos tell stories that increase customer confidence

Can you successfully onboard new customers?

After purchasing your product or service, your customer will often require - or, at the very least, appreciate - further guidance. After all, the customer isn't necessarily going to know how to take full advantage of the service, and he doesn't want to devote a lot of time to figuring it out himself. New products and services will often require some explanation to ensure a smooth onboarding experience.

In the past, companies would rely on vast amounts of paper documentation to welcome new customers. But paper isn't interactive, it isn't engaging, and it's the same for everyone, incapable of adapting to each user's unique perspective. Such a poor onboarding experience will undermine customer loyalty – or lead to churn between the signing of the contract and real activation. This is a particularly serious issue for sectors like energy in which a long time elapses before services effectively start.

A better approach: personalized, informative, engaging videos

With Doxee Personalized Videos, you can welcome new customers by providing a smooth, satisfying onboarding experience that helps them fully understand what they've purchased. Welcome videos enable engaging, creative storytelling, and each video is personalized to include information specific to the individual customer. This makes the experience more useful and more enjoyable. For example, Doxee Personalized Videos offer broadcast-quality, text-to-speech narration. This feature is ideal for narrating personalized transactional data – everything from the address on file (ideal for energy companies' onboarding initiatives) to car information, like make and model (priceless for new auto insurance customers). Ultimately, personalized welcome videos are perfect for explaining complex concepts and detailing how these products and services will apply to each customer's specific circumstances and needs.

Broadcast-quality Text-to-Speech for narrating personalized transactional information

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Make a statement with interactive bills and summaries →

Make a statement with interactive bills and summaries

Paper-based bills = missed opportunities

Dealing with continual communications, such as bills and summaries, is a headache for large organizations in many sectors, including energy, banking and telecommunications. While shortening time to cash and reducing support calls are still requirements, marketers must also increase revenues. The problem? Paper-based statements and summaries continue to be the standard, and these cannot convey any information beyond typical transactional data, and so fail to gain attention and interest. Any suggested call to action likely remains unanswered. These documents can - and should - do much more to make your customers react.

Interactive solutions = engaged customers

Interactive statements and summaries are perfect for achieving this higher degree of engagement. Information- and feature-rich, these statements tell your customers not just how much money they owe, but also highlight usage rates, provide detailed, easy-to-understand graphs explaining service payments, and even incorporate embedded personalized videos. This allows customers to actually interact with their statements and manage and explore their accounts with greater confidence. Paying bills or changing addresses is just one click away. And with Doxee eDox, you can incorporate situation-appropriate upsell offers through clear yet unobtrusive calls to action. Notably, within Doxee eDox you can enable first-time User Experience (UX) animated guidance to lead customers through the primary site pages. It can also incorporate text-to-speech (TTS) to act as a narrated summary of the written contents of the relevant pages. What's more, developers can leverage the best-of-breed HTML5 editors available on the market, together with the best JavaScript responsive development frameworks, to freely develop the communication they want, without being constrained by fixed templates. All these features ensure interactive statements enabled by Doxee eDox can be easily customized to suit your company's - and your customers' - specific needs.

Compatible with the best-of-breed web development tools and JavaScript frameworks

First-time UX animated guidance

The fastest way to bring transactional data on the web

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Interactive video bills provide clarity with compliance ➜

Interactive video bills provide clarity with compliance

Compliance and confusion

Bills and statements need to do more than detail amounts owed. In many sectors, including energy, banking and telecommunications, companies must ensure their bills comply with laws and regulations, and that requires extensive disclaimers and other legal language. Typically, businesses adopt universal language to include on all of their bills and statements, to cover all of their bases. From the customer's perspective, this information - which is neither relevant to them personally or interesting - can be overwhelming, and that diminishes how effectively engaging the bills and statements will be.

Balancing compliance with clarity

Video bills can help to strike the right balance between compliance and clarity. With personalized video bills, you can present statements and bill information in a much more direct, engaging way. Furthermore, by using Doxee ix, you can ensure that these videos include only the information that is truly relevant for each individual customer.

No two bills are the same. Not only is the data different, but any service option you enable might lead to a bill with new sections. But that's not a problem with Doxee Personalized Video's dynamic storyboard capabilities, which means that scenes are either shown or hidden depending on the individual user and his or her choices. This further refines and personalizes the videos, maximizing effectiveness while still meeting all necessary compliance regulations.

Dynamic storyboard for hiding or showing scenes according to each user's choices?

Energy companies can make their bills crystal clear

Interactive renewals ensure customer engagement and response ➡

Interactive renewals ensure customer engagement and response

Struggling with churn

The renewal phase presents a high risk of churn for businesses in numerous markets, including insurance and finance spaces. You have to communicate with your customers as the end of the policy period approaches, and the wrong approach - one that doesn't engage with users - will not convince those individuals to renew. Many of the most common approaches, such as sending a proposal as a PDF attached to an email, are simply not effective enough to mitigate the churn risk.

Effective guidance, greater renewals

Doxee ix solutions address this problem by making renewal communications more effective. With Doxee eDox, you can create a customized step-by-step path that reduces the risk of churn. For example, you can send your customers an email or a text message leading them to a personalized, interactive sequence of pages which highlights the value the recipient will gain from contact renewal. This experience can be tailored to be highly relevant, incorporating usage data, information from the last contract, and any changes in terms or costs. By making the renewal process gradual and step-by-step yet also engaging and streamlined, you can go much further in decreasing the risk of churn during this delicate time.

Step-by-step web paths to guide users to explore content at their own pace

High effectiveness for Insurance companies

Personalized how-to videos improve satisfaction and minimize complaints

Personalized how-to videos improve satisfaction and minimize complaints

Customer care can be costly

Good customer care is the foundation of any successful business - if you aren't satisfying your customers, your bottom line is going to suffer. The problem is, it can be extremely costly to provide efficient, hands-on guidance via contact center agents. At the same time, though, you need to have the means of resolving your customers' problems quickly and effectively.

Seizing the opportunity with how-to videos

With Doxee ix you can easily build personalized how-to videos to offer a powerful method for striking this balance. You can use these videos to explain to users why they ran into a problem and how to avoid this issue in the future. These videos, which are produced on demand, can then go a step further and automatically offer a personalized ad-hoc offer to upgrade to the next tiered service, which would solve the problem permanently. You can increase awareness and promote your value-added services, all while increasing user satisfaction and strengthening customer loyalty.

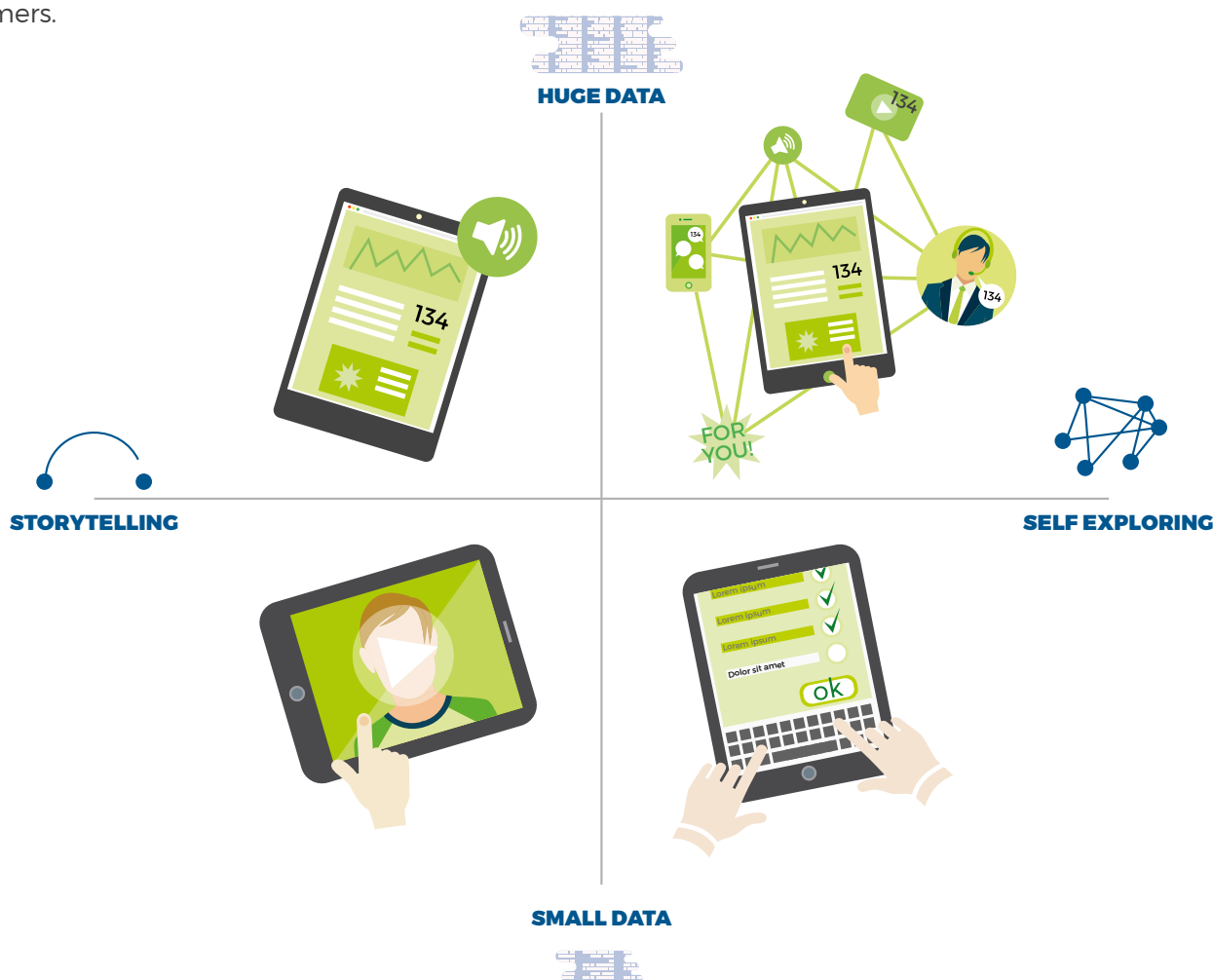Increase your customer confidence with How-to personalized videos

High impact for Telco companies

Create the ideal customer experience when and where you need it ➡

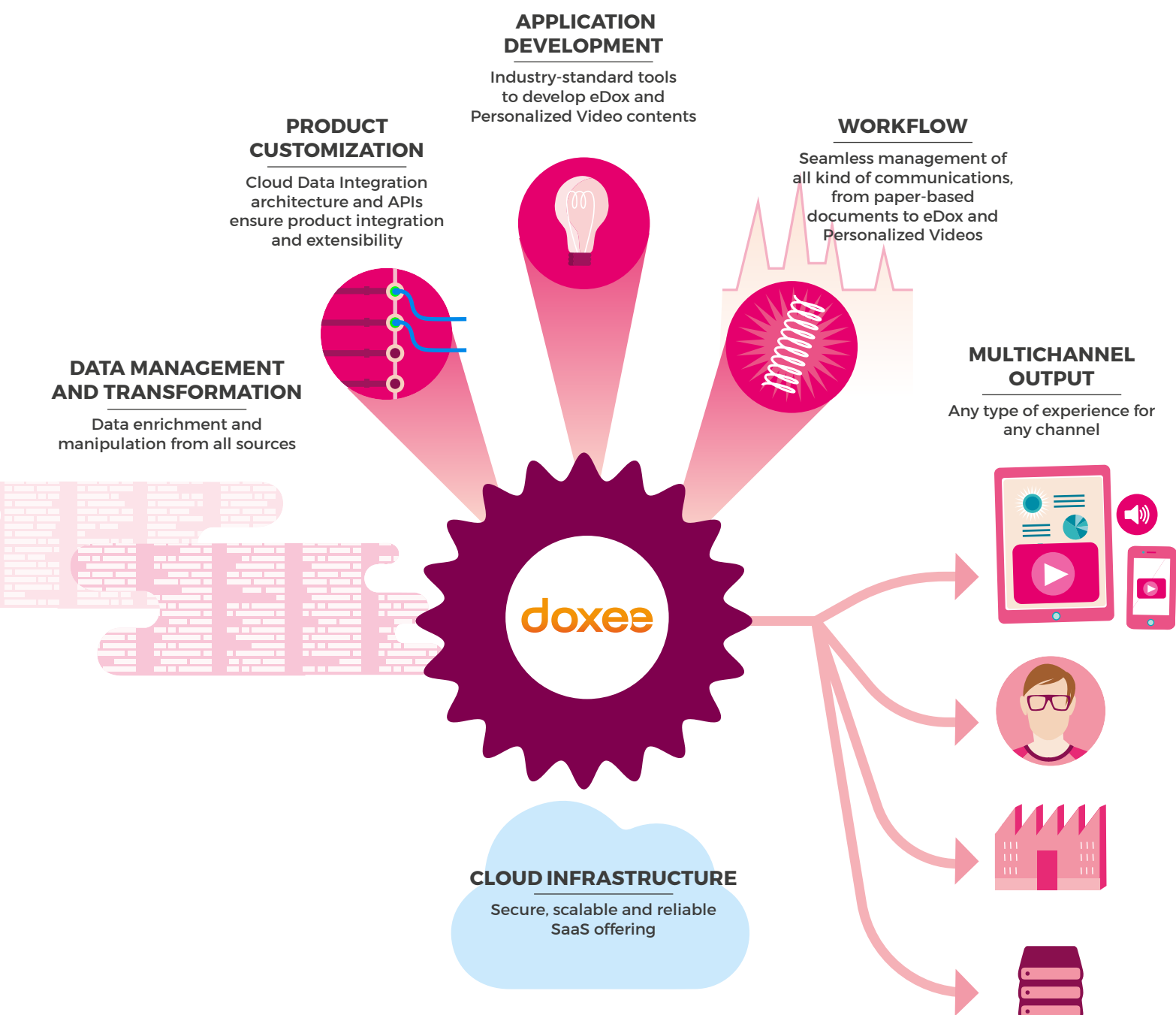# Create the ideal customer experience when and where you need it

The right interaction for each stage of the customer journey

Every stage of the customer journey represents an opportunity to improve - or diminish - your customers' brand experience. This starts with user expectations for the customer experience and continues through purchase, service delivery and beyond. This extensive and ongoing customer journey presents countless opportunities for interaction. There's a high chance that your customers will share their experiences with your brand on social media, meaning that the quality of your engagement will have a huge, multiplying impact on potential future customers.

You need to deliver the best possible experience at every touchpoint your customers have with your business, and that means choosing the right interaction each time. Doxee ix solutions deliver the flexibility and capabilities you need to deliver this level of engagement. From engaging video stories to self-exploring web pages, you can pick and choose the ideal elements for your unique company and offerings, creating a customer journey filled with consistent, personalized interaction at every single touchpoint.

HUGE DATA

STORYTELLING

SELF EXPLORING

SMALL DATA

Doxee ix technology

Doxee ix technology

APPLICATION DEVELOPMENT

Industry-standard tools to develop eDox and Personalized Video contents

PRODUCT CUSTOMIZATION

Cloud Data Integration architecture and APIs ensure product integration and extensibility

WORKFLOW

Seamless management of all kind of communications, from paper-based documents to eDox and Personalized Videos

DATA MANAGEMENT AND TRANSFORMATION

Data enrichment and manipulation from all sources

MULTICHANNEL OUTPUT

Any type of experience for any channel

CLOUD INFRASTRUCTURE

Secure, scalable and reliable SaaS offering

Doxee ix Technology

Doxee ix technology

Data Management and Transformation

Enterprise-grade ETL simplifies data feed access. Extracting data from your CRM or any other system doesn't have to be a complex process. Data can be enriched with PURLs and other information, before being returned to your systems.

Input Formats

- CSV/TSV
- XML
- PDF: extract data to build interactive outputs

Data Sources

- SFTP, FTP, FTPS
- REST
- SAP
- Salesforce
- Informatica Cloud

Encryption, Compression

- GPG
- AES-256 via OpenSSL
- Zip, Tar, GZip, Bzip2, Rar

Manipulation and Transformation

- Zero-scripting environment
- Automatic data mapping
- Boolean logic, string manipulation, number/date/time formatting
- Generate PURLs automatically within the platform or provide them yourself.
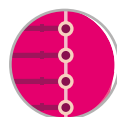
Product customization

The platform is built from the ground up on flexibility and extensibility. Key operations such as data manipulation offer built-in function as well as a set of APIs for users to build their own advanced capabilities. APIs are also available to facilitate the integration with other Cloud and On-Premise systems such as iPaaS-based connectors that simplify the data integration with upstream and downstream systems by removing the technological challenge of developing custom code to interact with 3rd party systems.

Extension areas:

- Input connectors via Informatica Cloud
- Data Management via advanced functions
- Data Enrichment from external sources
- Advanced workflow operations

Doxee ix technology

Application Development

- Extensive toolkit for visual development, template design and Application Lifecycle Management
- Industry-standard tools to develop eDox and Personalized Video contents.

Data Management and Workflow

- Data management, Template and Workflow designer available as web application. No thick client.
- Visual data mapping for all inputs
- Business rules editor
- Drag-and-drop workflow designer for both Batch and On-Demand use cases

Templating Capabilities

- Maximum flexibility to develop eDox and Personalized Video content
- eDox development: compatibility with best-of-breed industry-standard web development tools, like Adobe Dreamweaver CC and fast-development frameworks like Bootstrap and JQuery
- Personalized Video: Doxee extensions to Adobe Animate CC for guided personalized video development and testing
- Built-in, skinnable video player with playback controls and responsive layout
- Enterprise-grade layout and content designer for page-based layouts (see Doxee dx solution overview)
- Visual email design with reusable layout and objects, business rules and variable data
- Multichannel proofing with trouble ticketing for teams

Version Control and Change Management

- Comprehensive set of web tools to manage the development lifecycle
- Built-in versioning system with automatic snapshots
- One-click installation on the cloud execution environment

Workflow

Built around a robust workflow engine supporting a wide variety of use cases. Personalized Video and eDox outputs are produced by the same system used for Doxee dx outputs which allows a seamless management of all kind of communications, from paper-based letters to interactive web micro sites.

Batch

- Multichannel workflows: eDox and Personalized Video outputs operate as additional channels for Doxee's multichannel capabilities
- Web administration console for job tracking, management and troubleshooting
- Flexible production frequency in the cloud, suitable for one-off campaigns or recurring production

On-Demand

- Create eDox and Personalized Video and obtain pURLs on-the-fly
- Real-time job processing with visual configuration and automatic load distribution
- Customize the content and behavior of the REST response

Job Tracking, BI and Analytics

- Track PURL downloads via web interface or REST API
- Browse, analyze, group data through our visual interface to turn information into decisions and improvement
- Use your own analytics visual interface or collect data for further analysis
- Schedule reports via Email and FTP

Doxee ix technology

Multichannel Output

Deliver rich, interactive and engaging output leveraging the latest HTML5 technologies, which you can combine with total freedom.

Output Formats

- Interactive HTML5 applications (eDox)
- Personalized Video
- Fusion: add Personalized Video to eDox
- HTML4 Email
- Multi-language Text-to-Speech
- PDF, PDF/A
- Microsoft(R) Excel(R) (xls, xlsx): reports, pURL lists
- CSV/TSV: reports, pURL lists
- XML
- Multichannel output from the same input

Channels

- pURL via E-mail or SMS
- E-mail
- SMS via selected services
- SFTP, FTP, FTPS

Delivery Optimization

- Automatic pURL expiration
- On-the-fly pURL: authenticate users on your portal before allowing access to pURL contents
- Hosted pURL: we store the data, you send the messages to your customers
- Embedded video: Include Personalized Video in your website or mobile app via iframe

Archiving

- Up to 3 months retention of pURLs
- Up to 3 years document archiving in the built-in web repository
- View, download, deliver archived documents via web interface
- Download archived PDFs via call-to-action from your Interactive HTML5 application
- Custom metadata

Cloud Infrastructure

Served in the cloud for fast and scalable services to the Enterprise.

Platform-as-a-Service for Partners

- Dedicated cloud deployment for each partner on AWS or selected IaaS providers
- Partner Training Program for fast on-boarding, and special training for eDox and
- Personalized Video applications
- Dedicated support and technical consulting
- Cloud across the board, no thick client required

Software-as-a-Service for Enterprises

- Offered by Doxee or its Partners in select Global locations
- Fast application on-boarding

Information Security and Availability

- Integrated IAM and support for 3rd party LDAP and distributed SSO systems
- Encrypt all inbound and outbound communications
- Data-at-rest encryption on AWS
- Active/Active High Availability
- Cross-availability-zone High Availability on AWS
- ISO 27001:2013 certified services in Italy

Connect with the leader in cloud Customer Experience

At Doxee, we transform the customer experience with innovative technologies that help enterprises communicate and engage with their customers more effectively, creating stronger relationships that drive sustained business growth. Our native cloud-based customer communications management and customer experience solutions give our partners and customers a competitive advantage. Using our C^{2}X strategy, we provide a positive experience and added value at both the enterprise and end-user customer levels.

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Your **Communication** › Our **Innovation**

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