

# Business Communications Center

## Release 2.1

**Allowing companies to transform transactional documents into personalized marketing and messaging vehicles without IT support.**

Nowadays, more and more people suffer under information overload. Slowly, customers are “shutting down” to everyday marketing. Fortunately, customers still review their transactional documents for important verifications frequently. Therefore, customer invoices, statements, orders and other transactional documents play a key role in Customer Relationship Management (CRM).

## INTRODUCTION

The idea of placing personalized messages within transactional documents isn't new, but Business Communications Center ("BCC") helps to make this process smart, relevant, effective and allows to access customers while merging two different messages in an efficient way.

## PRODUCT DESCRIPTION

Business Communications Center is a powerful web based software solution, created as add-on to DocOrigin (from the creators of Adobe Central Pro Output Server, Jetform) which empowers Marketing, HR and Legal departments to create campaigns, messaging and manage legal T&Cs, reduce demand and reliance on the IT staff.

Transactional documents play a key role in CRM, because they are reviewed by customers frequently. Everyday documents, such as bills, order acknowledgments, insurance policies, notices, packing slips and bank statements, are a perfect example of documents customers view every day. Unlike direct marketing, which is opened by under 10% of recipients, transactional documents are opened by 95%. Statements and bills are a trusted information channel, which are even reviewed by the customers several times to ensure accuracy and understanding.

Targeted ads can be placed in documents and forms based on their customer's buying history, industry, region, and more without any changes to existing business software.



## EASY INSTALLATION

Flexible and reliable software for middle till enterprise-size businesses which can be installed with no or minimal changes to existing business systems.

- **Any Ecosystem**  
(e.g. SAP, Oracle JD Edwards EnterpriseOne, Infor M3, Homegrown System)
- **Any Platform**  
(e.g. Windows, Linux, CentOS, IBMi, AS/ 400, AIX)

## ANY DOCUMENTS

This solution allows to design, create, preview and deliver any type of personalized messages on any kind of customer documents and forms (e.g. bills, statements, checks, labels, notifications, newsletters).

Thanks to the user friendly interface users can create new ads quickly and easily. BCC also helps to save brand integrity and to improve customer satisfaction by eliminating errors, monospaced and hard to read formats.

### ANY MARKETING CAMPAIGN

BCC helps to create short, or long term campaigns including any images, logos, fonts, use any size and shape. Now you can make your transactional documents more informative by adding different, useful and personalized messages, like: payment coupons, rate grids, notices, recommendations etc.

### REDUCE DELIVERY COSTS

Digital document generation and delivery reduces document change and generation, paper, printing, postage and distribution costs.

### WHO WE CREATED IT FOR



PPG Aerospace

SCREEN



KONICA MINOLTA



TRANSMONTAIGNE

EATON



### SUMMARY

- BCC features a user-friendly interface, and allows authorized user from Marketing, HR and Legal departments to create personalized dynamic transactional documents for customers, employees and partners.
- Transactional documents are viewed by 95% of the recipients. Merging these documents with customer communication makes it an intelligent and economic combination.
- With BCC, documents and forms come to life, wasted white space becomes valuable real estate and any product or service being sold can trigger communications or messaging without making any changes to your business software or database.

### About Ecodocx

Our mission is to deliver the highest quality development, consulting and solution services to our clients and partners with professionalism and integrity. The driving force of our success is our motto "Quality is our top priority". By focusing on the specific needs of each of our valued customers, we provide comprehensive, yet customer focused services that provides quality and savings. We are committed to our customer's success and satisfaction by providing top quality service and support.

Any questions? Contact us:

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