

Dialogue Genie: Smart Whitespace Management

Making powerful statements

bringing your message on point.



Businesses continue to fight for customer loyalty. The key differentiator that brands can use to positively stand out from the competition is the ability to provide subscribers with consistent experience across various touchpoints and interaction channels.

While it is important for carriers to have the right people and processes to help shape customer experience, they also need the right technologies. Together, they provide a foundation for delivering consistent customer experience across multiple channels in a fast, cost- and time-efficient manner.

Turn your billing and other routine correspondence into more relevant and impacting communications. From what is on the envelope to inside the envelope, you can now have more customised content that has been recognized by industry leaders.

WHAT IS DIALOGUE GENIE?

Dialogue Genie helps companies to build strong customer relationships by providing a lasting, positive experience at every touchpoint of their journey. Organisations can now use transaction, demographic, service usage history, location and behavioral data to make service suggestions and present targeted offers in everyday transaction documents. They also can reach a wider audience with more relevant and dynamic messaging at a lower cost.

Dialogue Genie helps organizations of all sizes to optimize customer loyalty by designing and delivering highly personalized, consistent and compliant communications that enable continuous customer journeys - anytime, anywhere - where customer interactions take place.

INCREASE PROFITABILITY

- Deliver relevant messages that cross sell and upsell products and services
- Reduce demand on the IT team with streamlined business processes, reduced development, and faster time to market
- Reduce costs for document conversion, design, testing, production, and delivery

CREATE STRONGER CUSTOMER CONNECTION WITH A FASTER ROI

- Produce high-volume, fully personalised transpromo bills, statements, policies and everyday correspondence.
- Extend customer relationships by adding tailored informational, educational, and marketing messages into transaction and regulatory documents, which are opened and read attentively – 95% of the time. With cost-efficient, flexible and user-friendly interface, non-technical user can finally work at the speed of customers' businesses.

IMPROVE CUSTOMER EXPERIENCE

- Provide clear, concise, and customer-friendly customer communications at every stage of the customer journey
- Grow your customer base with targeted and personalized communications across all channels
- Deliver information using customer-preferred channels, including email, the web, sms, messenger and other

MITIGATE RISK

- Ensure brand integrity across multiple delivery channels and lines of business
- Stay compliant to horizontal and vertical regulatory requirements
- Use only approved, compliant and latest content



WHAT MEANS SMART WHITESPACE MANAGEMENT?

When you have a few customers, it is easy to create a personalized message for each of them manually and make sure that all of your messages contain the right message and address the right recipient at the right time and through the right communication channel, such as mail, email, sms, customer portal, messenger and similar. However, when you communicate with thousands of customers every day, creating a perfect customer experience through targeted promotional messaging across the various touchpoints and interaction channels becomes complicated.

Smart Whitespace Management, aka transpromo, is when a transactional document such as an utility bill, credit card bill, bank statement, benefit explanation or invoice is used to deliver not only financial information, but also blending of targeted promotional messages into transactional documents. The strategy behind using the transactional document as the vehicle is the fact that customers open their statements and the message captures the customers attention unlike direct mailers which often are tossed before opening. This gives the promotional message more of a chance that it will be viewed by the mail recipient.

Dialogue Genie has been successfully implemented on a worldwide customer base for highly targeted messaging in transactional documents over a decade of years. With Dialogue Genie customers have been sending relevant effective communications with a high level of personalization. Dialogue Genie transpromo module is a web-based application. It can accept data in any type and format, produces any - look and feel - of output. Dialogue Genie leverages the inbound interactions and integrates outbound and inbound treatments.

With the right technology in place this powerful marketing approach can be easy to implement.

VERSIONING AND MULTI-LANGUAGE SUPPORT

Dialogue Genie handles multiple languages and currencies, the sequence, how often the message is used, various formatting versions going to different channels, and the message time window for presentation.

RULES ENTRY AND AUTOMATION

Marketing administrators can set simple rules for specific message appearance. When one of the conditions mentioned in the rules applies, a targeted message will be added on the transaction document. Targeting specific customer groups and engaging them with tailored marketing messages not only allows to achieve a faster ROI, reduce cost and time, but also allows to only contact customers with relevant messages for them.

VALIDATION DATE CONTROL

All marketing messages can have a validation date (from/to) and are included or excluded in the document executing date and time.

MAKING THE MOST OUT OF USED SPACE

Not only fixed and rigid positioned messages can be included. Dialogue Genie relative positioning allows to make the best use of the available whitespace in every document transaction. Messages can dynamically be resized to the available free space on the document and by executing business rules. It is guaranteed that the most suitable messages are included for the available whitespace.

Examples of Transpromo Prime Opportunities:

- **Utility bills** that include seasonal messages, coupons, or energy-saving tips specific to the household.
- **Credit card bills** with targeted messages and promotions based on purchasing history and geographic and demographic customer data.
- **Telecom statements** optimized to enhance readability, cut postage costs and add unique offers based on customer profiles, like call to upgrade telecom tariffs, or mobile phones.
- **Airline company statements** that include coupons for future flights based on customer preferences and travel destinations.
- **Healthcare statements** that include embedded messages discussing certain chronic or age-related diseases and provide prevention or care instructions, or pharmaceutical products.
- **Car loan statements** encouraging the purchase of a new vehicle at the end of the loan.
- **Bank statements** that promote additional services such as insurance, or credit facilities.

TRANSPROMO VARIETY

Transaction documents can be personalized using practically any data from all of the companies data sources, and create any type of personalized messages, using images, logos, charts, grids, forms, QR codes and text, use any size and shape.

ACTIVITY-BASED MARKETING

Conditional logic definitions can include a message on the account statement which is relating for example to a certain value in the account summary, birthday date, or a specific act in the service usage history.

DATA COLLECTION

Dialogue Genie lets you collect data from various information sources, such as CRM system, billing, marketing and sales resources, customer credit history and other data sources. Bringing all this together allows the marketing team to create business rules that enables them to send an offer for a new product only to those customers who already bought from a certain product family before. For example camera accessories to those people who have bought camera equipment in the last two years. You can experience a much higher response rate over a generic message when doing so.

EFFICIENT AND COST-EFFECTIVE MARKETING

One of the benefits of transpromo marketing is the ability to to make the most of transaction documents, which are mailed anyway, by blending promotional and other messages into one document. This type of marketing campaigns not only consolidates the recipient's experience, but can often eliminate the need to send multiple pieces of mail, thereby reducing document production and delivery costs.

Types of Messages Used in Transpromo Marketing

- **Coupons** – Coupons make great use of whitespace on a statement, attracting the customer to choose the same vendor the next time, he/she will purchase a service or product, in order to get another coupon.
- **Sale or promotion announcement** – Announcing sales and promotions give customers a reason to come to the store again and speed up the time to purchase. While saving costs on promotional goods, customers also buy regular goods. On the other hand, customers that just did a big purchase, are more open to buy more products when they can save money. An example of this might be a customer who just purchased a new stove receiving an ad on their billing statement that there will be a sale on other kitchen appliances such as fridges and microwaves.
- **Coming soon announcements** – Coming soon announcements are one of the tools organizations use to build customer loyalty. It gives the customer a reason to stick with the company for a longer period of time. An example might be a telecom company announcing they will soon be offering a higher speed of mobile internet, or a bank reveals they intend to provide a new type of savings account.
- **Upgrade current product or services** - Service or product provider can propose customers to upgrade their current product or services to a newer version. For example, a telecommunications company offers their combined internet, cable and telephone packages to an existing customer who only subscribed to internet.
- **Drive customers to a website** - Do you want your customers to read more about your products or services? Give them a reason to go to your website and read about what is new and what is happening, while increasing web traffic at the same time. For example, a company offers a customer, to fill out form and choose which of the new products they would like to buy. Afterwards they need to invite one of their friends to fill out the form. The winner gets its desired products for free.





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