



Winning in the Age of the Customer

with Digital Transformation





Winning in the Age of the Digital Customer

Whether it's opening an account, applying for a loan, filing a claim, enrolling in school or applying for benefits—you expect everyday transactions to go smoothly. You want them to be simple, straightforward and fast. And today, that means making them digital with the convenience of doing them anywhere, at any time, using the device of your choice.

A seamless, end-to-end digital experience transforms how you engage with businesses, healthcare providers, government agencies and educational institutions. It affects virtually every aspect of your life. And for businesses, it's a game changer.

No wonder forward-thinking organizations are making digital transformation—the use of digital technology to do things like create a better customer experience and increase process efficiency—a top priority to help gain a competitive edge. Powered by software, it enables them to:

- ◆ Capture information in any format from virtually anywhere
- ◆ Automatically acquire and integrate data from disparate web sources
- ◆ Facilitate secure transactions with electronic signatures and automated workflows
- ◆ Manage mountains of electronic content—quickly and easily

But it requires more than just technology. It requires automating processes, different ways of thinking and new ways of interacting with customers, patients, constituents or other organizations. And engaging with them on their terms, along every step of the journey, is critical to ensuring satisfaction.



Challenges Along the Customer Journey

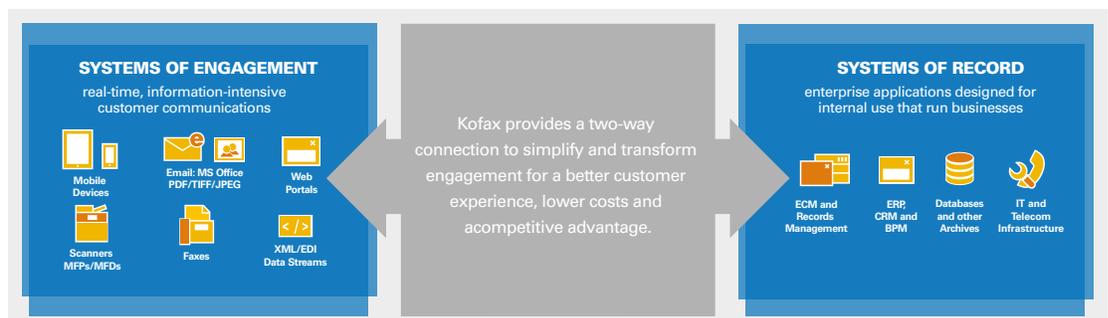
Omnichannel engagement provides the convenience to shift from one touchpoint (such as a mobile device, website, or in-person visit) to another, and is crucial to achieving that seamless experience. Effectively engaging with those who manage almost every aspect of their lives on their smartphones is at the forefront of digital transformation. It helps expand your customer base, provide better service and stay competitive.

But although a mobile solution can improve engagement, it alone won't help achieve the necessary level of operational efficiency. The challenge is to transform time-consuming, information-intensive and error-prone processes into quick, accurate and digitized ones that are conveniently available on multiple channels.

This can be difficult due to:

- ◆ Organizations not offering the customer's preferred channel as a touchpoint
- ◆ Manual, paper-based processes slowing responses times or introducing errors
- ◆ Data silos forcing users to enter the same data multiple times
- ◆ Requests causing exceptions that slow or halt the process

Addressing these challenges requires tightly integrating all customer touch points (systems of engagement) with your line of business applications (systems of record) in an integrated solution that provides an automated, seamless, accurate and end-to-end digital processes.



The essential two-way connection for better engagement



Addressing the Challenges: The Key Components of Digital Transformation

A successful strategy includes these key components:

Mobile and multichannel capture

A great starting point for digital transformation, it enables you to automatically extract and perfect electronic and paper information from virtually any source (mobile devices, web, scanners, FAX, etc.), for the ability to meet customers where they are, and when they want to engage.

Electronic signature

Transactions that are fast, easy and offer a secure e-signing capability deliver an end-to-end digital experience that can be done anywhere, anytime on any device, such as tablets or mobile phones.

Business process management

The ability to design, measure and improve your processes across your entire organization for straight-line efficiency, increased productivity and provides the ability to make more informed, faster decisions for better service.

Customer communications management

Simple, secure and personalized communications to your customers through their preferred channels, including text, email, paper, and fax and even delivered directly to their mobile devices.

Robotic process automation

The ability to automatically acquire information from web properties that was previously unattainable, unusable or costly and integrate it into your applications to drive productivity and improved decision-making.

Business process intelligence

Powerful analytics that provide insight into business processes so you can quickly address issues, ensure compliance, eliminate risk and provide a better customer experience.

Connecting People, Processes and Information ... Instantly

The Kofax platform seamlessly combines all of these key digital transformation components to bridge the gap between systems of engagement and systems of record. It also provides a mobile, customer facing, front-end to your business applications. Information captured from virtually any source can become available instantly, removing the friction from the process and making it easier for you to communicate with customers.



Depending on your goals and priorities, you can start with any of these components and quickly integrate them into your existing environment. As your business needs grow, you can add new capabilities to this agile platform. So you only need to invest in a single, scalable solution to automate processes and better engage with your customers. The platform is also centrally deployed and maintained, resulting in a lower cost of ownership and faster return on investment.

[Kofax Opens a New World of Superior Service Possibilities](#)

Getting an auto insurance quote is quick and easy. But what about when you actually have to use your coverage? After an accident, the last thing on your mind is paperwork. Imagine just using your mobile phone to take a few quick pictures of the damage, the accident report, the driver license and the insurance card—and you're done. Submit the claim with a click on your phone, and your insurance company keeps you informed throughout the settlement process. They even recommend repair shops with directions and reviews. Simple and worry-free.

Yes, it's possible to see a doctor without filling out all the forms with the same information.

Now you can extract all critical information on your health insurance card and driver's license with a smartphone app and automatically send it to a provider before you even leave your driveway. And, those x-rays and MRI you had taken in the ER are easily shared with an affiliated specialist or primary care practice. It's not just faster care. It's better care.

Think about your last trip to the Department of Motor Vehicles.

This slow, outdated process can now be as easy as paying a bill or booking a flight online. Imagine every interaction with a government agency—whether it's applying for benefits or registering for a building permit being that easy. You can do it all online, snapping pictures to submit all documentation, having the information automatically populated and processed, then receiving real-time process updates. Beats spending the afternoon at the DMV.

Buying or refinancing a home is exciting. But the latency, paperwork and "what's going on" of a mortgage application before closing is painful. There is a better way—apply for a mortgage loan and document your submission—all from your smart phone. All information is automatically verified and notifications keep you informed of your progress, let you know if anything else is needed and tell you exactly when you'll close. Then, you can close on your loan electronically over your smartphone instead of driving to sign mountains of paperwork. Quick and painless.

And That's Just the Beginning

Digital transformation is happening now in virtually every industry. The result of embracing it as an opportunity in yours? Your customers enjoy a superior, fully-digital experience. And you gain a competitive advantage, reduce operating costs and grow your business faster. That's digital transformation. And that's what winning in the "age of the customer" is all about.

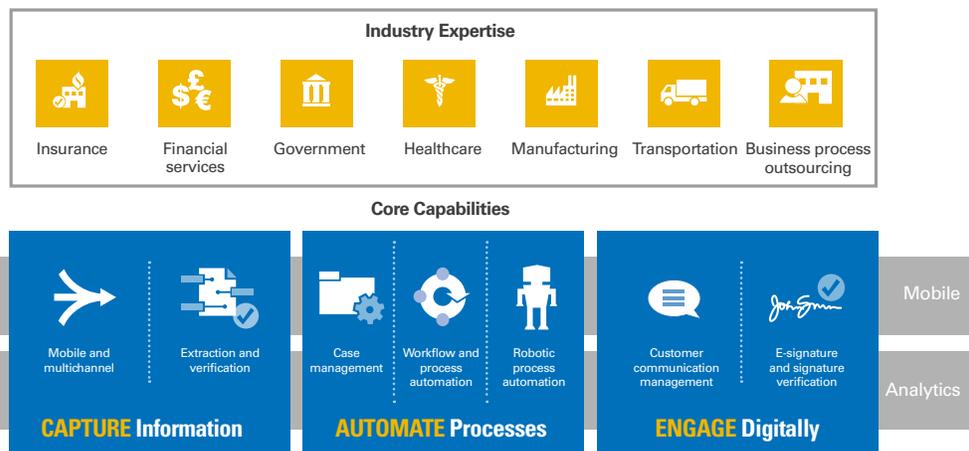
The Kofax Platform

For organizations in a wide variety of industries, the Kofax platform enables you to quickly and easily:

Capture information from virtually any source or device. Automatically extract data and perfect it to increase accuracy, accelerate processes, reduce costs and speed responsiveness.

Automate processes across the entire organization for straight-through efficiency. Increase productivity, enhance collaboration and make faster, better decisions.

Engage digitally with personalized communications and e-signatures through the customer's preferred channels for a complete end-to-end digital experience.



Capabilities and expertise for better engagement



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