

2023 CX and Communications Consumer Insights

Understanding how to transform the
communications experience beyond expectations



Our fifth annual report reveals what consumers really want from their communications experience and what’s on the line if you don’t deliver.

Connecting with more than 4,000 consumers, we asked about their expectations for how they receive and access information, their preferences for different communication channels, their interest in moving from paper to digital, and their concerns about privacy and data security.

What we learned can help you improve your customers’ communications experience, strengthen loyalty, and prepare your business for the next phase of digital transformation.

What follows are highlights from this consumer research, along with interesting points of correlation to enterprise research that Broadridge has conducted.

Contents

CX Expectations	03
Economic Volatility: The Impact on CX	05
Omni-channel: Delivering the Right Balance	12
Shifting Focus: From Paper to Digital	20
Data Security: Getting Personal	27
Key Takeaways	30
Take Your Communications to the Next Level	32

About this study

Broadridge commissioned Big Village to conduct this CARAVAN survey. The survey was administered October 28 - November 7, 2022 to 4,014 U.S. and Canadian residents aged 18 and older. The U.S. data was weighted to age, sex, geographic region, race, and education. The Canadian data was weighted to age, sex, and geographic region. The figures are statistically significant at the 95 percent confidence level with a +/- 1.55% margin.

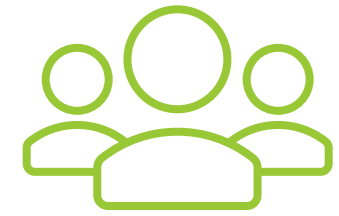


CX Expectations

Consumer Dissatisfaction Rises... Again

Companies talk about their focus on customer experience, but consumers are telling a different story.

What are you doing to ensure your CX investments are meeting your customers' expectations?



CX Expectations

Consumers’ experience expectations continue to rise. Year over year.

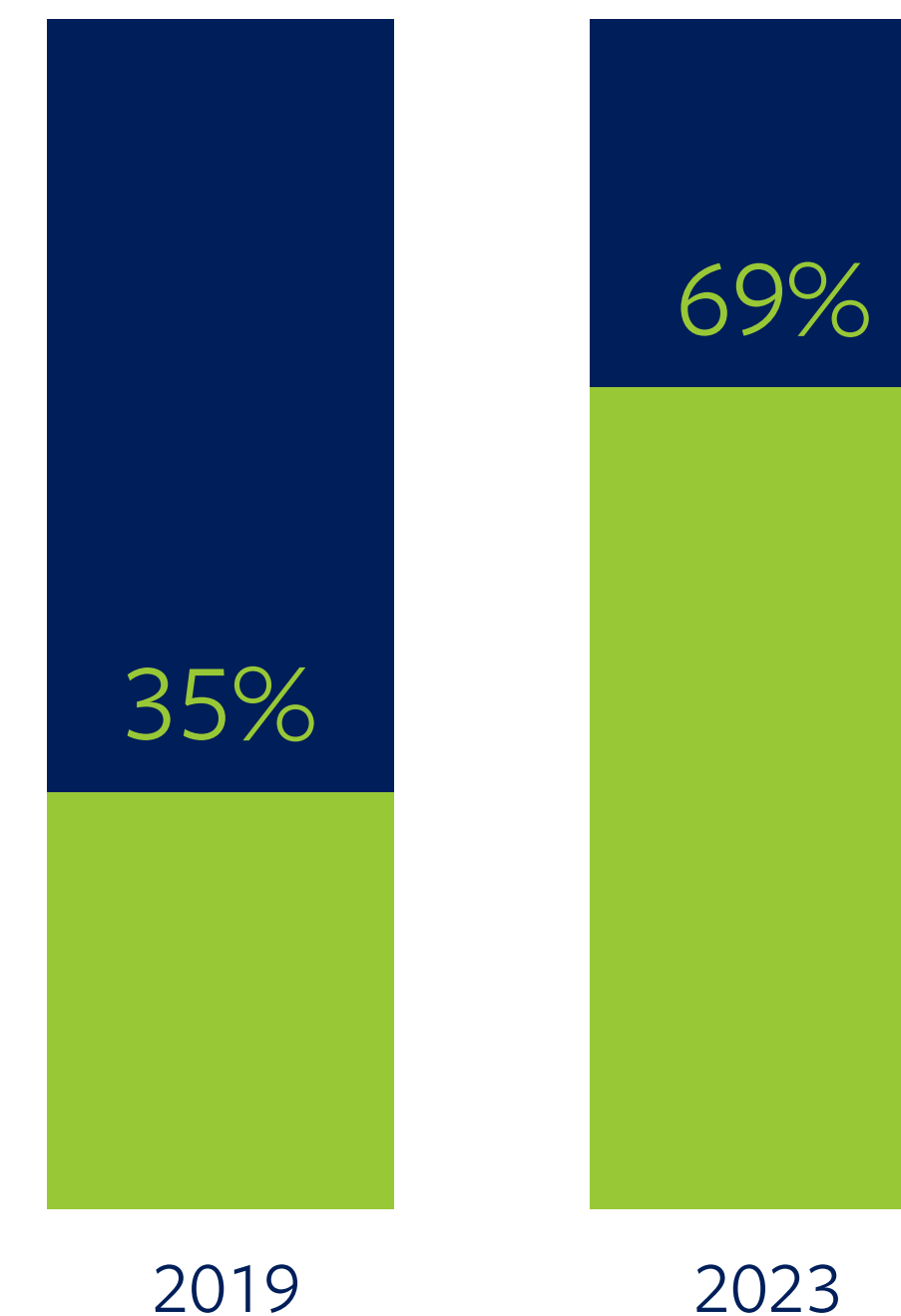
Over the past five years – the course of our annual CX and communications consumer survey – **the demand for companies to improve their communications experience has nearly doubled.**

Are companies not listening? Are they not delivering?
Or is it that consumers continue to raise their expectations?

Because of the prevalence and advancement of technology, consumers have become more digitally savvy. Yet, there are still consumers who are holding on to paper and show no signs of converting to digital.

So, if you’re not delivering what your customers want and expect – across channels – then you risk being left behind.

Percent of consumers who say, “Most of the companies I do business with need to improve the customer experience.”





Economic Volatility: The Impact on CX

In uncertain economic times, consumers look to rely on the companies they have relationships with – the companies they know.

Those relationships are directly influenced by the communications experience.

How will the experience you offer your customers withstand the volatility of continued economic uncertainty?



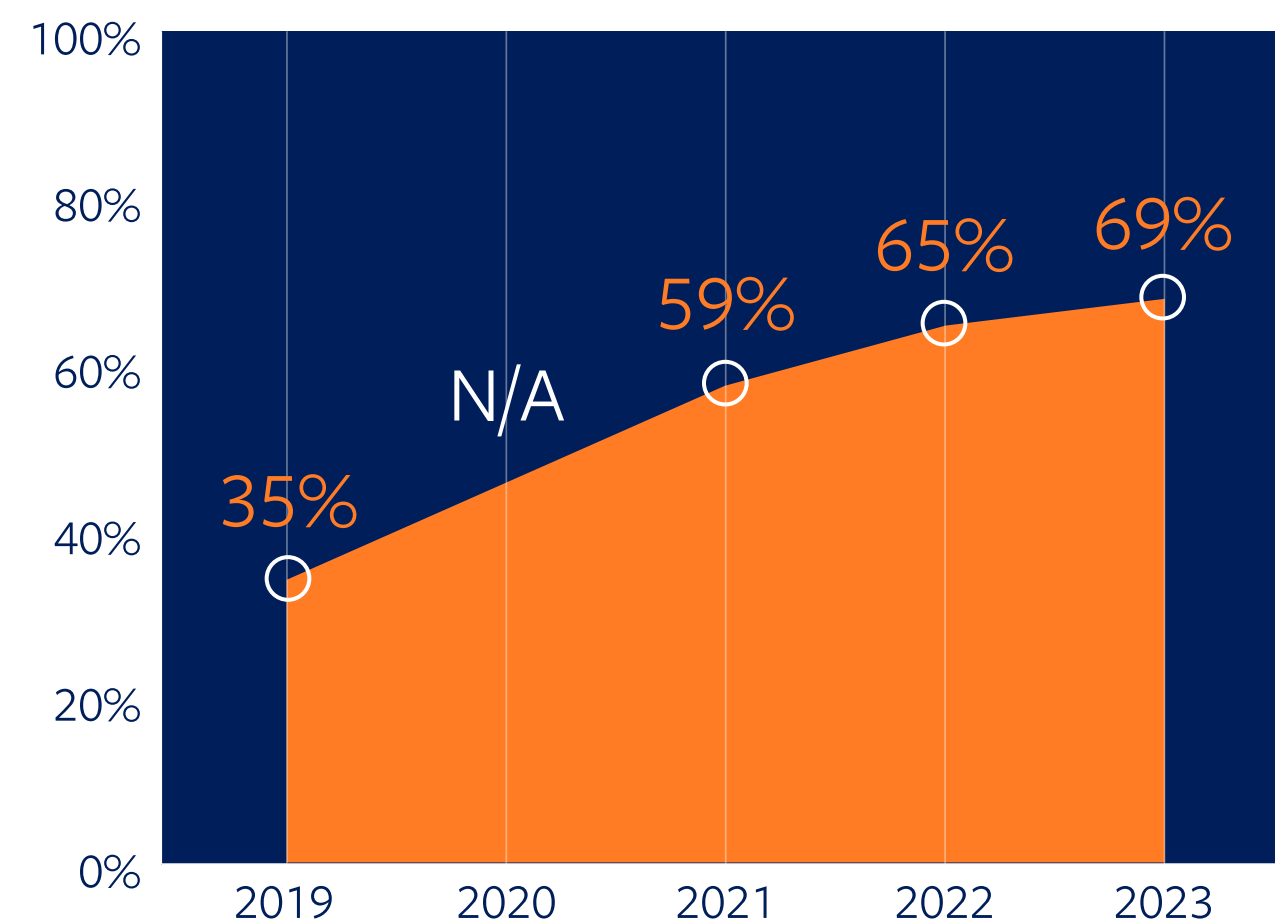
Economic Volatility: The Impact on CX

A rocky economy makes for rocky relationships.

The strain of economic uncertainty is expected to continue through 2023, adding to the challenges faced by companies that are looking to retain relationships with their customers who have been negatively impacted by inflation and concerns about a recession. Does that trickle down to the communications experience?

The majority of consumers (65%) stated they have **cut spending with companies that don't meet their CX standards** amid ongoing economic uncertainty.

The dissatisfaction trend continues: 69% of consumers want companies to improve their customer experience.



2023 Digital Transformation and Next-Gen Tech Study of C-suite executives

63%

of companies said digital transformation is a higher priority now due to recent changes in the external environment.

What consumers had to say:

“Stop trying to upsell me.”

“Try to stay in contact with me on a regular basis, not just when you need my money.”

“Have a more personalized experience.”

“Act like I’m an important customer.”

“Have a more interactive experience.”



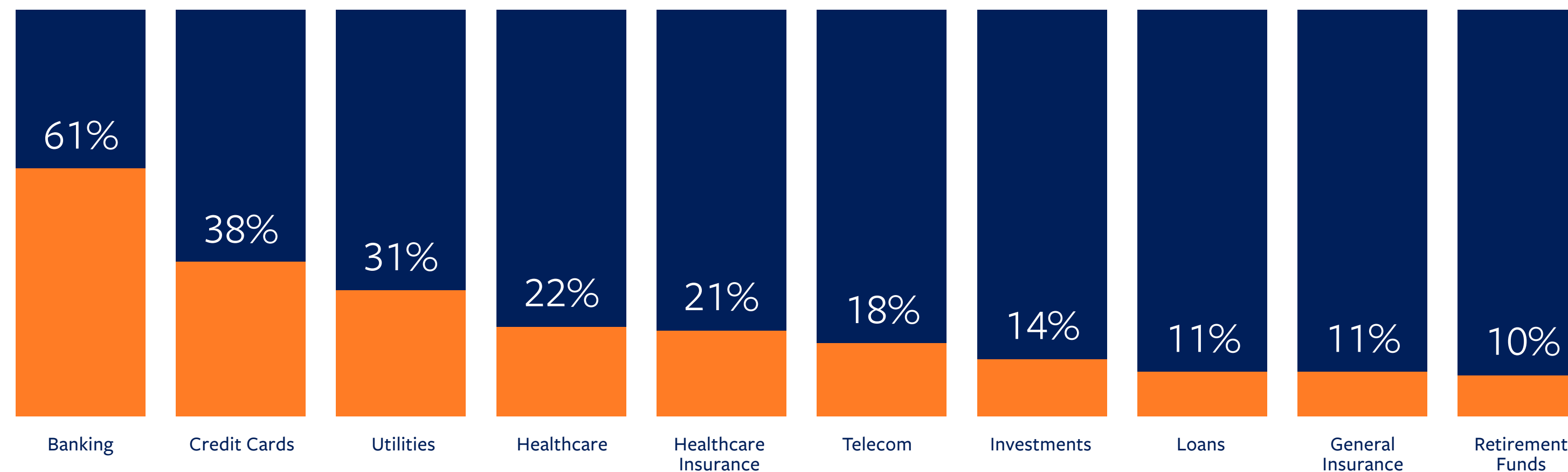
Economic Volatility: The Impact on CX

When it comes to CX, a big gap separates leaders from laggards.

Across industries, consumers report a disparity between the types of companies that deliver **the experiences they expect**.

There is a large gap between who's delivering the best experience (banks) and who's not (retirement funds).

The industries that consumers say deliver the best customer experience.



What do the leaders do better than others?

They make it easy to navigate account details online (43%), communicate clearly (43%), make it easy to talk to a real person (41%), send notifications when there's something important to look at (34%), and allow customers to select how they want to receive communications (25%).

Communications Ecosystem Assessment

Broadridge works with companies to assess and identify opportunities to optimize communication platforms, workflows and processes, enabling them to simplify and transform their communication environment – now and for the future.

We evaluate your entire ecosystem, from infrastructure to technology, to ensure you are positioned to deliver a rewarding digital experience that meets your customers' expectations.

[Learn more.](#)



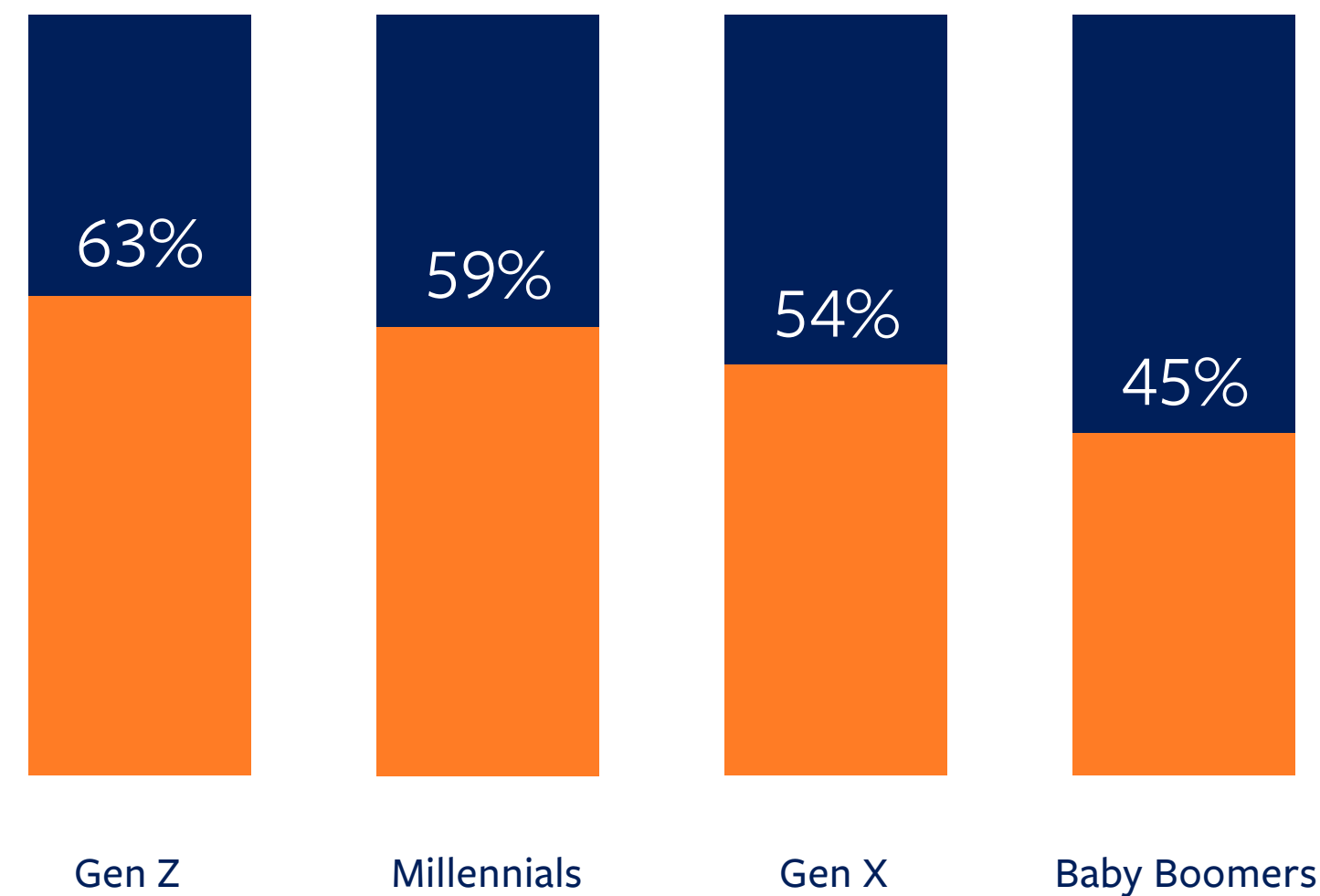
Economic Volatility: The Impact on CX

Negative experiences run the risk of lost business.

It takes work and investment to earn customer loyalty, but how easy is it to lose a customer? Most consumers (69%) would look elsewhere for similar products or services after two or three negative experiences with a company.

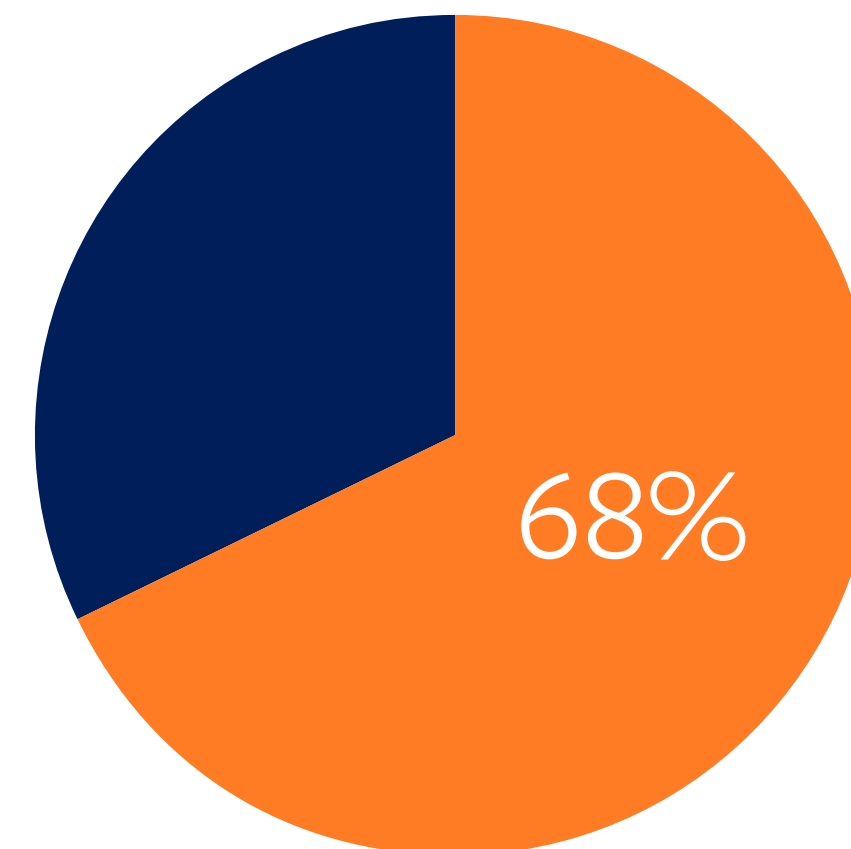
Personalization matters.

Overall, **54% of consumers stopped doing business** with a company because it did a poor job of personalizing the experience, with younger consumers being more likely to make a switch for this reason.



Trust hangs in the balance.

68% of consumers have lost trust in a company after a poor experience or communication.



2023 Digital Transformation and Next-Gen Tech Study of C-suite executives

67%

of companies said firms that don't focus on customer experience will fall behind.



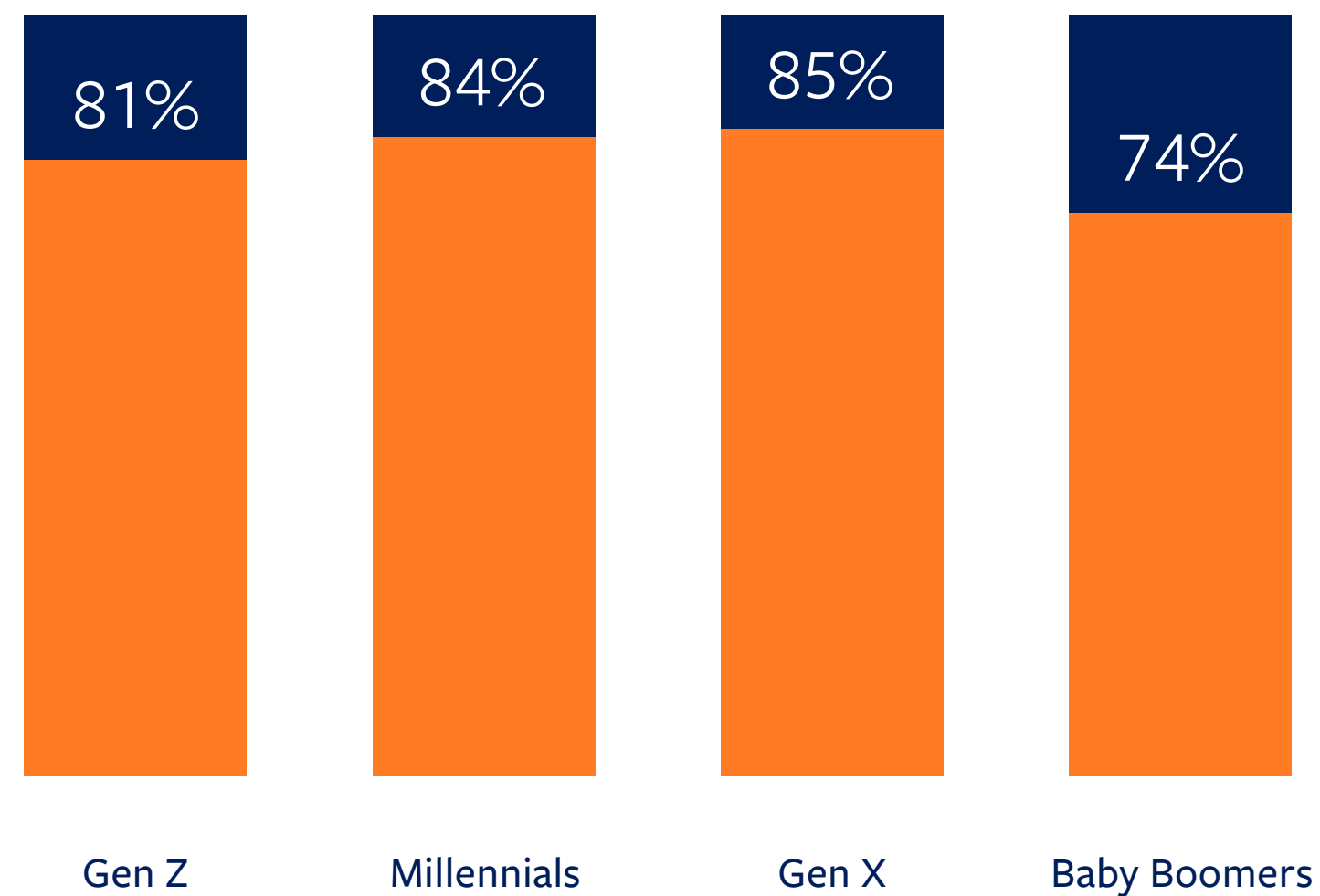
Economic Volatility: The Impact on CX

The demand for a customized experience continues to rise.

In this year’s survey, **81% of consumers** indicated they **want companies to customize their experience** based on what the company knows about them. **This is up from 74% last year.**

Consumers expect customization.

Demand for a customized experience – based on customer data – gets high marks across generations.



But there’s a delivery gap.

28%

Only **28% of consumers** say companies are “doing great” at customizing their experiences based on the data companies have.

Identity & Preference Management

Broadridge works with companies to simplify identity validation and customer preferences across their enterprise and lines of business.

[Learn More.](#)



Economic Volatility: The Impact on CX

Simplified interactions are desired, but they aren't being delivered.

Knowing there are multiple ways to connect with companies, **consumers want it to be easy** – whether that's through mail, websites, email, mobile apps, calls, texts or in-person visits.

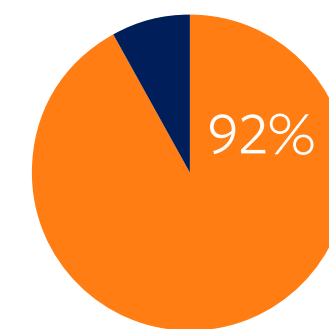
“Having a simple way to interact with companies across all channels” was identified by 92% of consumers as important – up from 87% last year.

More than half (57%) consider it **very important**.

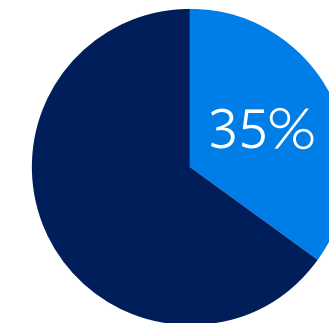
Yet, the customer experience is failing as **only 35%** of consumers believe the companies they do business with are actually providing a simple way for them to engage across channels.

This gap between simplification being important (92%) and simplification being delivered **is widest with Baby Boomers**, who report that only 26% of their companies are getting the job done.

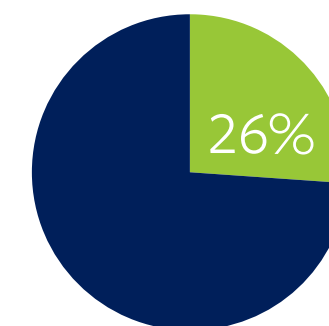
Importance of simple communications with companies across all channels.



Think simplification is important



Say they're getting communications delivered in a simplified manner



It's worse for Baby Boomers, with only 26% satisfied

2023 Digital Transformation and Next-Gen Tech Study of C-suite executives

Only 14%

of companies said they are at the advanced level of delivering a seamless digital experience across the customer journey.



Economic Volatility: The Impact on CX

What consumers say about their experience with...

Investments

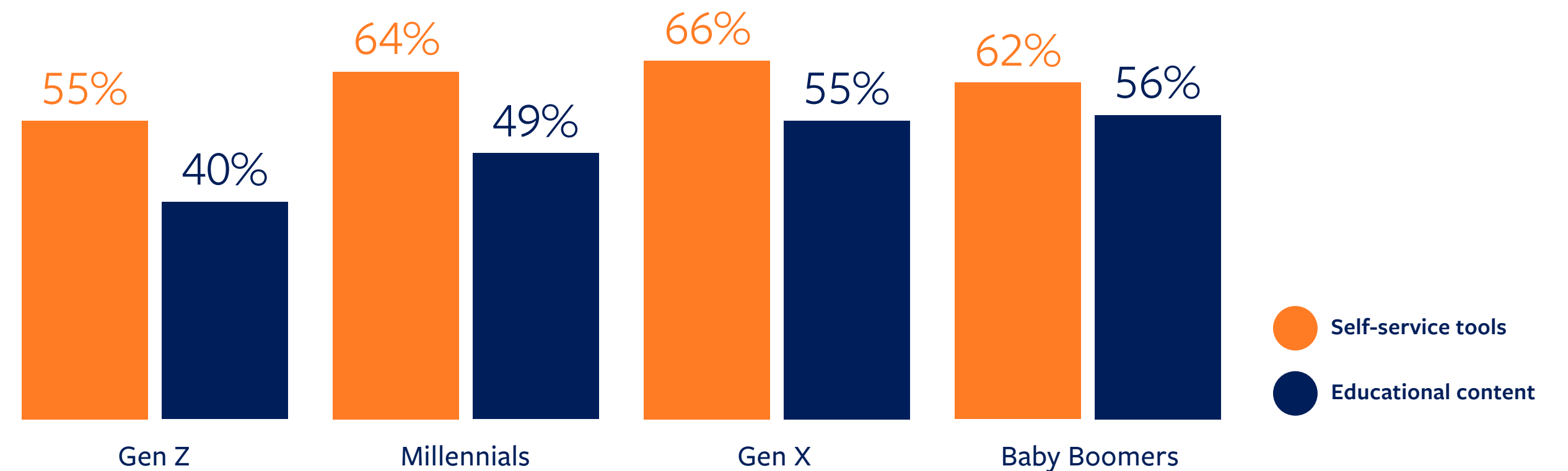
What helps build loyalty among investors?

69% of investors stated that the **quality of the communications** they receive from their advisor or brokerage firm is **a key contributor to their loyalty**.

What's important for a broker to deliver to its investors?

More than half of consumers with a brokerage account are looking for **self-service tools (62%)** and **educational content (52%)**.

What's important to investors? Tools and content.



Credit Cards

“Ability to talk to a compassionate person who’s not just reading a script.”

“Treat us kindly.”

“My credit card provider sucks when it comes to helping their customers that are struggling through a life event.”

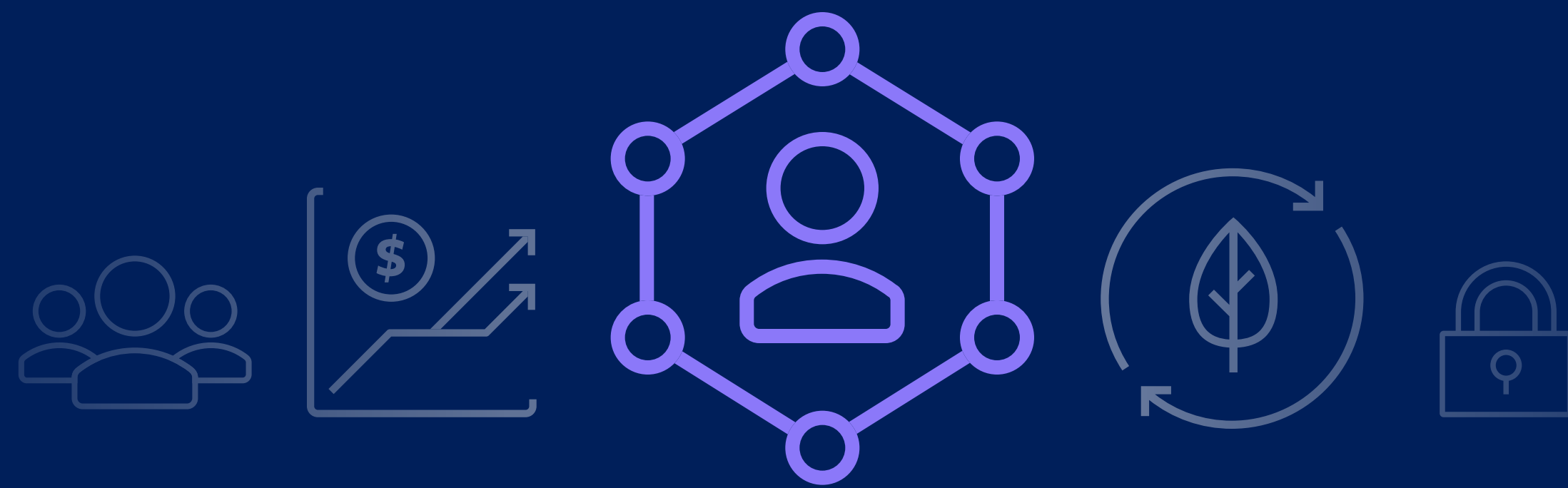
Loans

“Communicate with me in a modern innovative way if you want me as a customer.”

“Be upfront about the information people need to know, especially those who don’t know much about loans to begin with.”

Telecommunications

“I would like to be rewarded for loyalty. I’ve been with some companies for many years and, if they want to keep my business, they should put in some effort.”

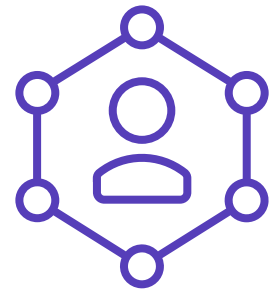


Omni-channel: Delivering the Right Balance

The foundation of a strong brand for any organization is consistency, and a reliably consistent experience is what consumers expect – and demand.

Consumers want communications and information delivered in a smart, efficient manner – that meets their expectations and satisfies their preferences. They also want their journey to continue uninterrupted regardless of the channel.

What would your customers say about the experiences you are delivering across channels?



Omni-channel: Delivering the Right Balance

Communications can signal innovation to consumers.

61%

About **three in five consumers (61%)** judge a company’s level of innovation based on the communications they send. As might be expected, younger generations, led by Millennials at 65%, **connect innovation with communications**, but even most Baby Boomers (53%) believe there’s a connection.

Innovative communications with QR codes.

57%

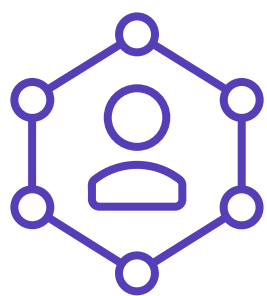
In line with last year’s findings, **57% of consumers would scan a QR code on a printed bill or statement to access additional information.** Here’s that reaction by generation: Gen Z at 70%, Millennials at 71%, Gen X at 64%, and Baby Boomers at 34%.

We also asked about consumer interest in scanning QR codes for other uses. Gen Z (89%) and Millennials (85%) would be interested in scanning a QR code to better engage with a company, and 55% of these two cohorts would be interested in using a QR code to pay a bill.

2023 Digital Transformation and Next-Gen Tech Study of C-suite executives

32%

of companies said one of their top challenges is balancing innovation with conducting day-to-day business.



Omni-channel: Delivering the Right Balance

Companies continue to increase digital delivery and access.

Over the last four years, **the percentage of consumers receiving their communications digitally has incrementally increased.** This year, consumers report receiving 81% of their bills and statements digitally – 46% exclusively through digital channels and 35% via print and digital channels – for an overall **increase of 10 percentage points from 2020.**

From 2022 to 2023, there is a clear trend favoring an **increase in digital delivery,** while the reliance on paper-only communications is decreasing.

How do consumers receive and access their bills, statements, and other important documents?

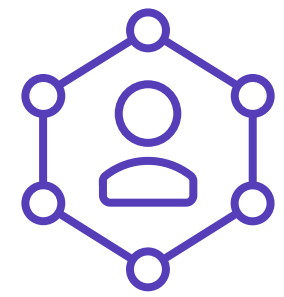
	Physical Mail	Digitally	Physical Mail and Digitally
2023	19% ▼	46% ▲	35% ▼
2022	25%	39%	36%

▲ Uptrend
▼ Downtrend

Omni-channel Delivery

Broadridge helps companies connect to customers across print and digital channels with one point of integration to accelerate digital adoption and engage customers on their terms. We can help you deliver personalized communications experiences at scale across print, digital, email, SMS, and emerging channels, such as microsites, and personal cloud services.

[Learn more.](#)



Omni-channel: Delivering the Right Balance

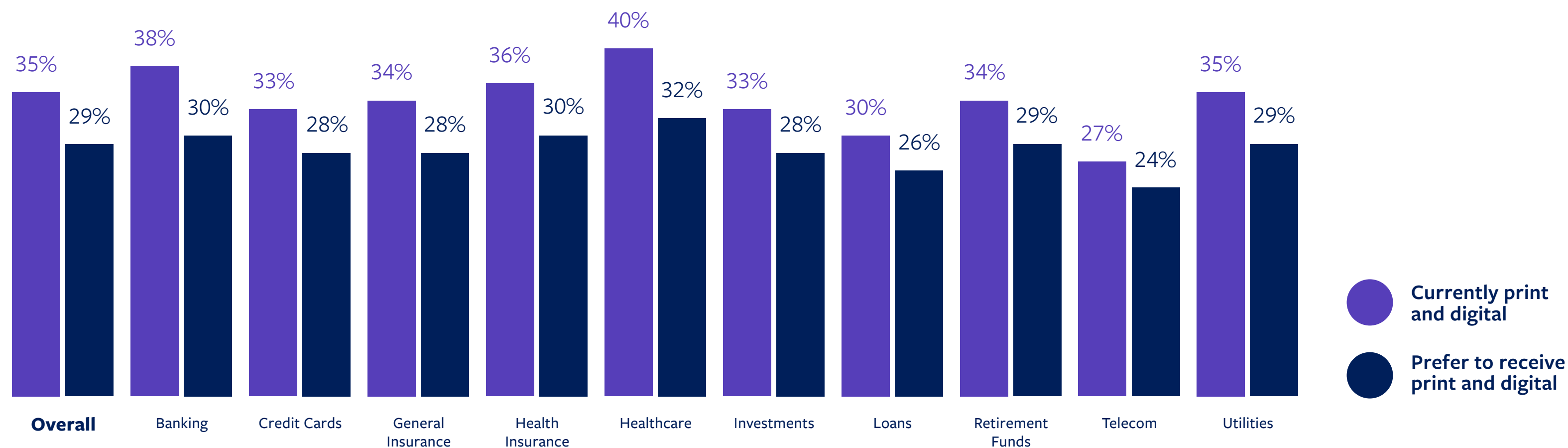
“Double dippers” favor digital, but many are holding on to paper.

So-called “double dippers” receive their information both digitally and by paper. Some within this cohort are signaling that they want to pick a side, with the data showing that **most would prefer digital only**.

Whether your customers skew digital only, paper only or prefer a combination, it’s critical to develop and sustain a smart omni-channel communications strategy.

Simply put, **give customers what they want, when they want it, and how they want it**.

The percentage of double dippers by industry today, compared to their preference for the future.



What consumers had to say:

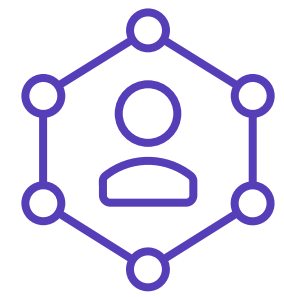
“I have opted in and the company still sends me paper.”

“I choose to receive a paper bill to remind me of the due date.”

“Just put that decision [to go paperless] directly in front of me and I would choose. Going out of my way for it to change is what’s holding me back.”

“All the paperless invoices and documents that I receive, I end up printing them at home to have a paper copy for future reference.”

“I want to be paperless with all companies, however some continue to send me a paper copy even though I requested to be paperless.”



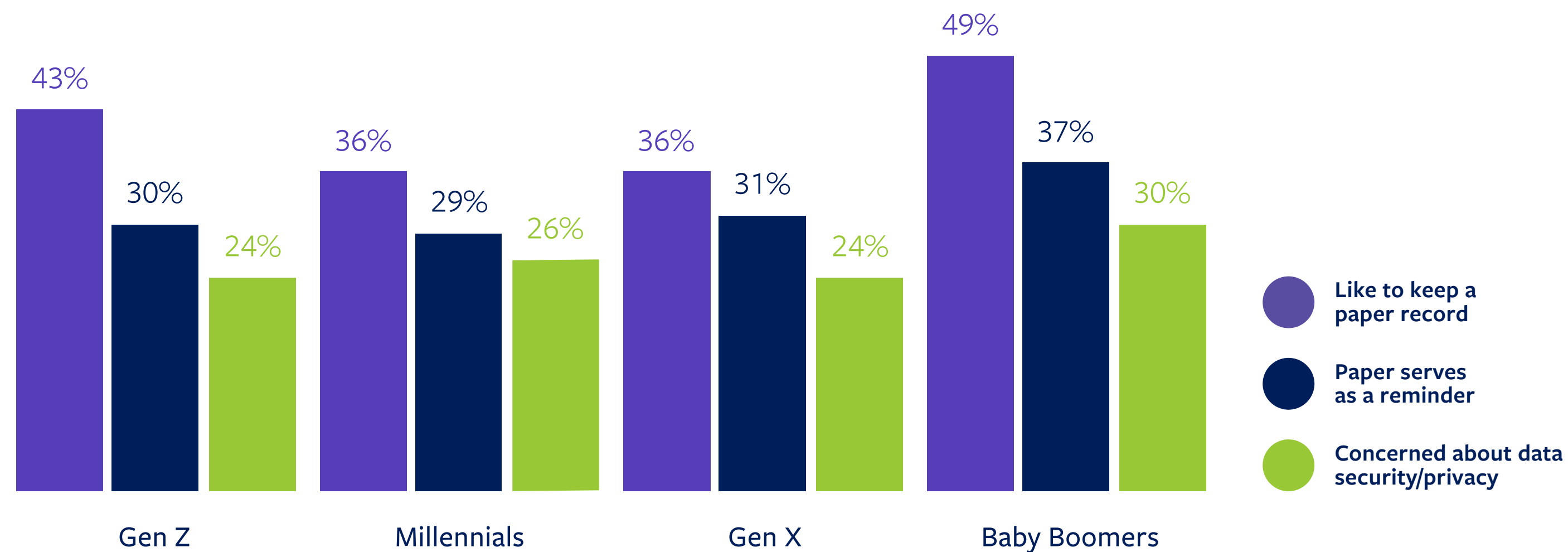
Omni-channel: Delivering the Right Balance

Print suffices for some consumers.

Consumer preference for receiving bills and statements exclusively by paper continues to decline; yet, **17% still prefer paper only**. This includes 12% of both Gen Z and Millennials, 14% of Gen X, and 23% of Baby Boomers.

There are deep-rooted reasons why they do not want to forego paper altogether. The most common reasons have remained steady over the last five years.

In 2023, respondents reiterated these sentiments:



Overall in 2023

42%

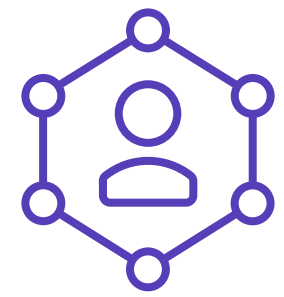
of consumers like to keep a paper record

32%

of consumers feel paper serves as a reminder

26%

of consumers are concerned about data security/privacy



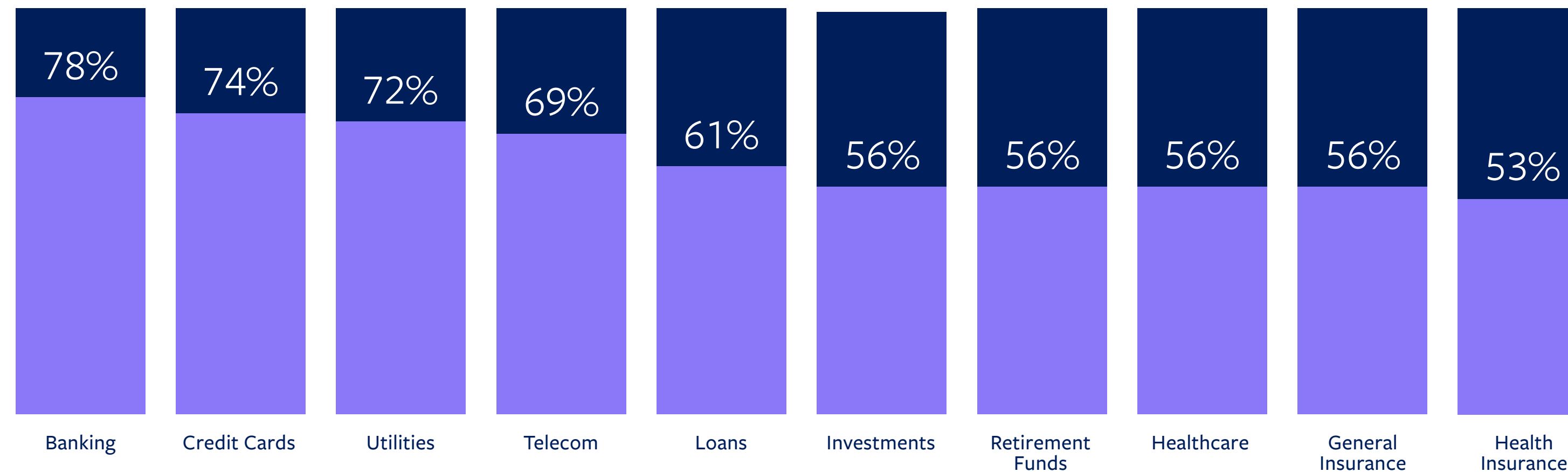
Omni-channel: Delivering the Right Balance

The message is more than the medium. Clarity counts.

Regardless of how consumers are receiving and accessing their information, they're still looking for three things in communications: **plain language, summaries of what's most important,** and the **option to choose the form of delivery.**

Consumers are most confused by communications from health insurers, retirement firms, and investment firms, while communications from their banks, credit card companies and utility providers are seen as easier to understand.

Whose communications are easy to understand?



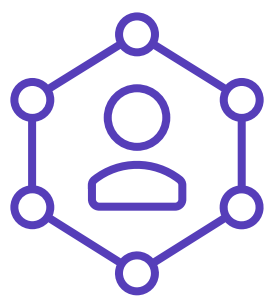
What consumers had to say:

*“Simplify the statements.
There’s too much unnecessary
information on them.”*

*“Just make sure the information is
presented clearly.”*

“Communicate clearly with me.”

*“Make it as simple as possible and
convenient as possible.”*



Omni-channel: Delivering the Right Balance

Advisors miscalculate what’s important to investors.

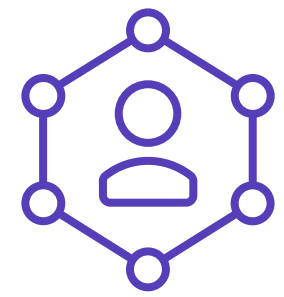
Broadridge’s 2022 Financial Advisor Marketing Playbook reveals what advisors perceive to be important to investors when it comes to communications.

However, comparing advisor expectations to investor responses from this survey, the data shows that **advisors are aligned with investors on the importance of relevant content and using plain language.**

Investors put more emphasis on summarizing important information, being able to choose how they receive communications, transparency about data protection, and personalizing the experience.

Investor preferences ranked from most to least important.

	Investor preferences		Advisors’ perceptions of what’s important to investors
Provide relevant content	1st	★	1st
Use plain language	2nd	★	2nd
Summarize important info	3rd		4th
Choose how to receive comms	4th		6th
Transparent about data protection	5th		7th
Personalize the experience	6th		3rd
Provide customizable digital dashboard	7th		8th
Make the comms interactive	8th		5th



Omni-channel: Delivering the Right Balance

What consumers say about their experience with...

Investments

65% of investors receive insights and communications from their advisor/broker that are personalized to their needs and portfolio.

A full two-thirds of investors (66%) would be willing to move to a quarterly investment statement by mail if they were emailed an interactive account summary each month.

Banking

“Make statements easier to understand.”

“They should make the emails more personalized.”

Loans

“Talk to me like you know me and like I am a valued customer.”

Investments

“A personalized, condensed approach would always be best.”

Utilities

“An easier breakdown explaining the costs on the bill.”

Credit Cards

“Explain to me in human terms, not robot terms.”

Insurance

“Keep it simple, be honest, be informative, tell me the most important things first.”

Healthcare

“Make the bill more transparent.”

Retirement Funds

“Communicate with me as though you’re talking to your best friend: open, honest, no secrets.”



Shifting Focus: From Paper to Digital

The shift to digital is inevitable, but the process for any company is not without challenges.

Surrounded by technology, consumers have heightened their expectations for what makes for a good digital experience, but – to complicate progress – there remains a pragmatic cohort that won't surrender their connection to paper.

Are you ready to find out what it takes to get your customers to go digital so you can mutually reap the benefits?



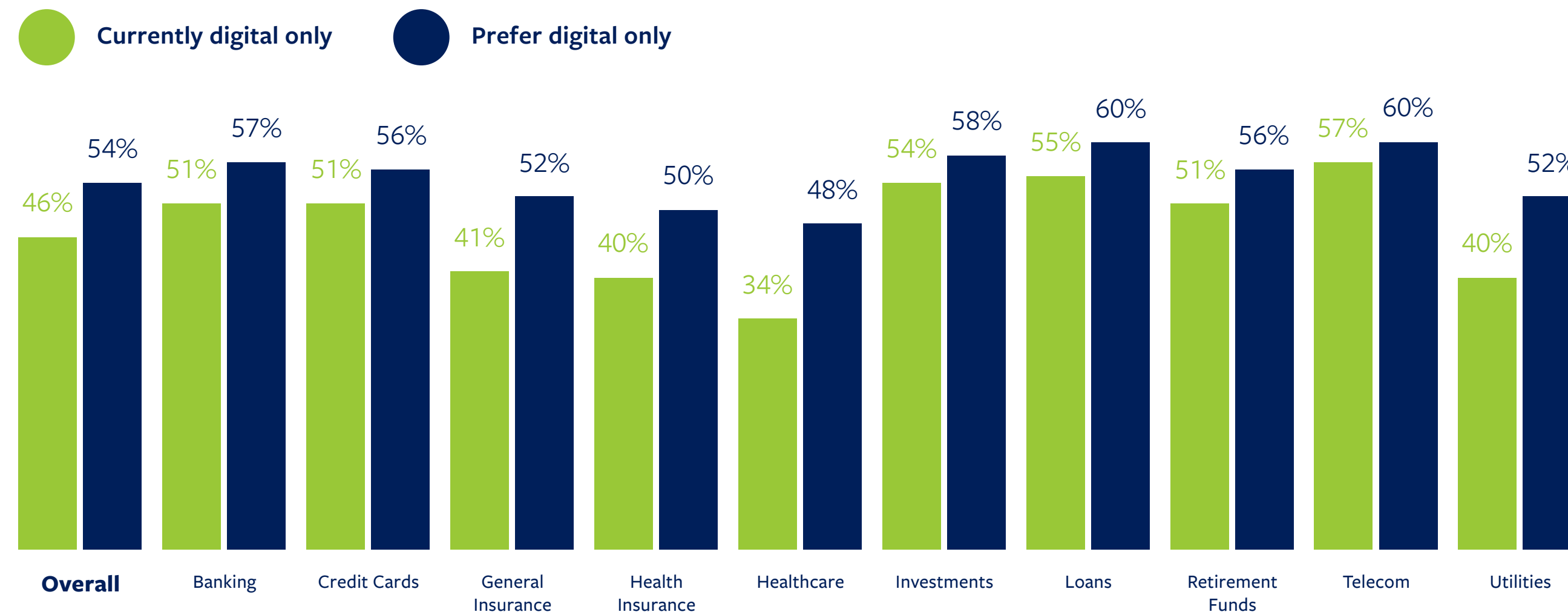
Shifting Focus: From Paper to Digital

Consumers strive to be paperless – but it’s complicated.

Across industries, there are consumers who would prefer to be paperless but are still receiving paper. This speaks to the need for companies to **make it easier for their customers to set their paperless preferences** – and for companies to honor those preferences.

That said, no industry exceeds 60% of customers wanting to be paperless with their bills or statements – which may complicate the strategy for companies seeking higher paperless adoption.

The gap across industries between how consumers currently receive their information and how they’d prefer to receive it.



What consumers had to say:

“Communicate electronically only.”

“Keep doing everything online since it’s much easier.”

“Just make going paperless easier.”

“Make it easier to access online services.”

“Keep it paperless and keep sending emails.”

“Stop sending paper notices when I request paperless.”

“Paper or easy login!”

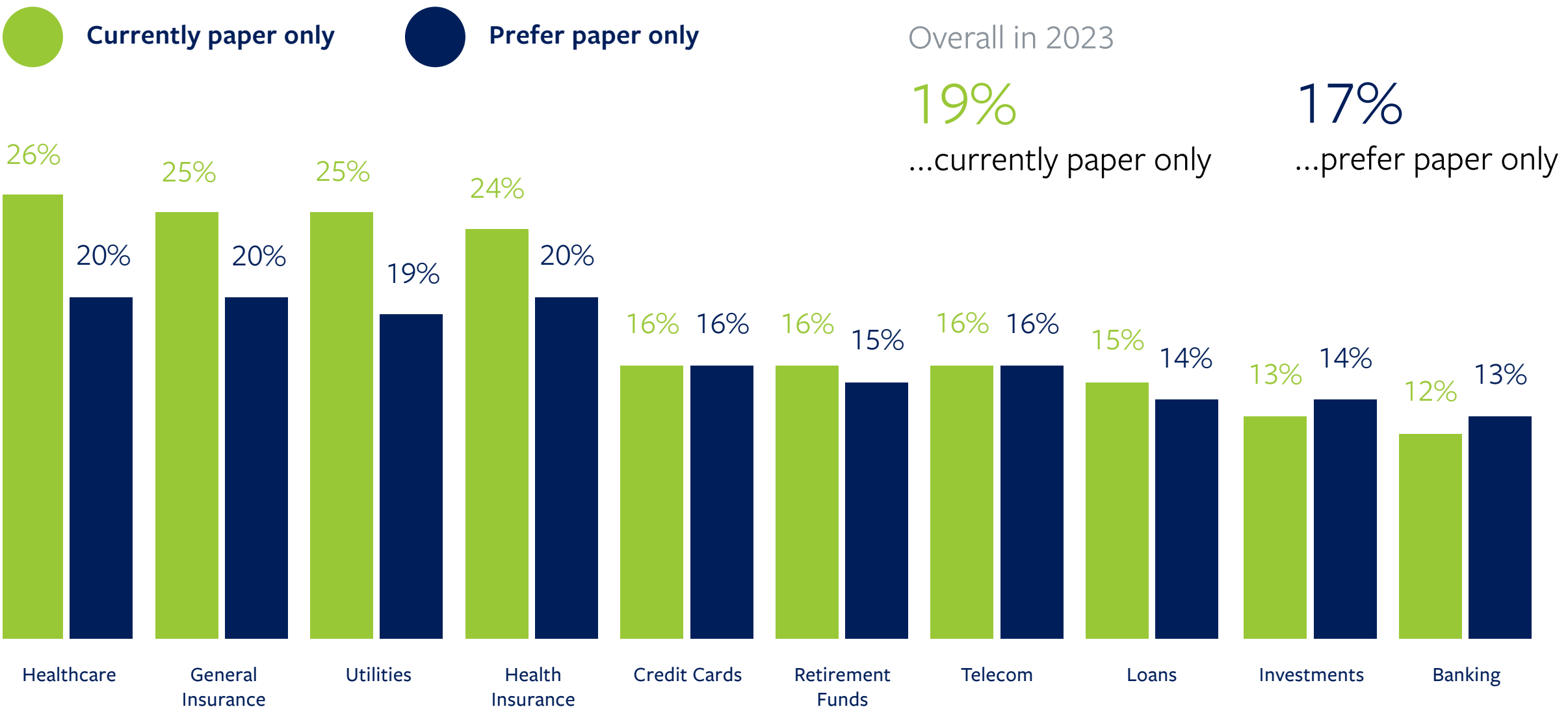


Shifting Focus: From Paper to Digital

Some consumers still want paper, but the digital trend continues.

In most circumstances **consumers prefer more digital experiences**. Interestingly, some bank account holders and investors who receive these communications digitally today would rather return to a paper-only experience.

The current vs. preferred paper-only delivery responses by industry.



What consumers had to say:

- “Send statements monthly on paper.”
- “It’s nice to have paper copies that won’t disappear from a glitch in the system.”
- “Paper doesn’t expire and doesn’t change.”
- “Do not go paperless.”
- “Let me keep my paper.”
- “Senior Citizen, not computer expert.”
- “Just be patient with others that may not be ready to switch over to paperless. Maybe they are afraid of change.”

Shifting Focus: From Paper to Digital



Digital solutions elevate the communications experience.

How can the digital experience be improved?

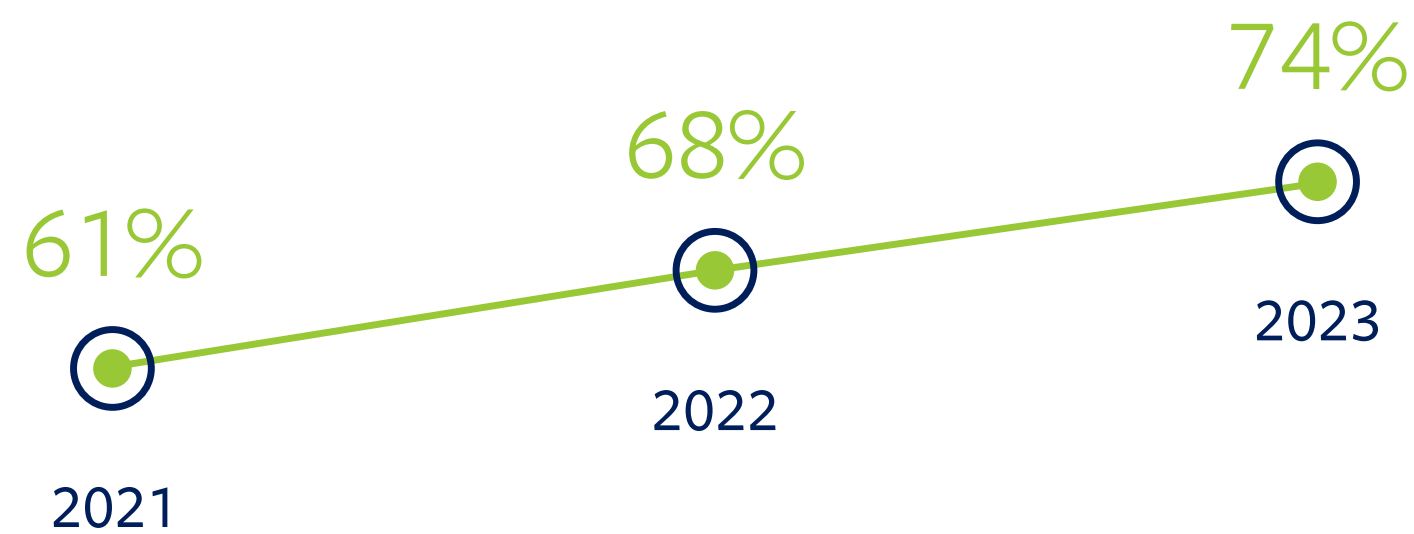
65%

of consumers want the companies they do business with to improve the digital experience – **up five percentage points from 2022.**

73%

of consumers want companies to provide an **interactive summary of important billing or statement information directly within the emails they send** instead of asking customers to log in at their websites.

Since 2021, there’s a clear uptrend in consumers asking to receive a personalized summary.



74%

of consumers **want a more personalized summary communication** with goal-based performance updates, key activities, and recommendations. This is up 13 percentage points since 2021.

Wealth InFocus

Wealth InFocus, a next-gen wealth communications experience, is designed to take an investor-centric approach by consolidating, aggregating, and presenting the most important information across various account and regulatory communications, including statements, confirms, proxies, and prospectuses. Within the experience, investors can quickly and securely view key account information and activities, gain personalized insights, and review action items and events across channels.

“Wealth InFocus is a cutting-edge communications experience that is already improving client engagement, enhancing investor connections with advisors and driving digital transformation, which makes Cetera even more unique in a crowded, legacy landscape,” said Tom Gooley, COO of Cetera.

[Learn more.](#)



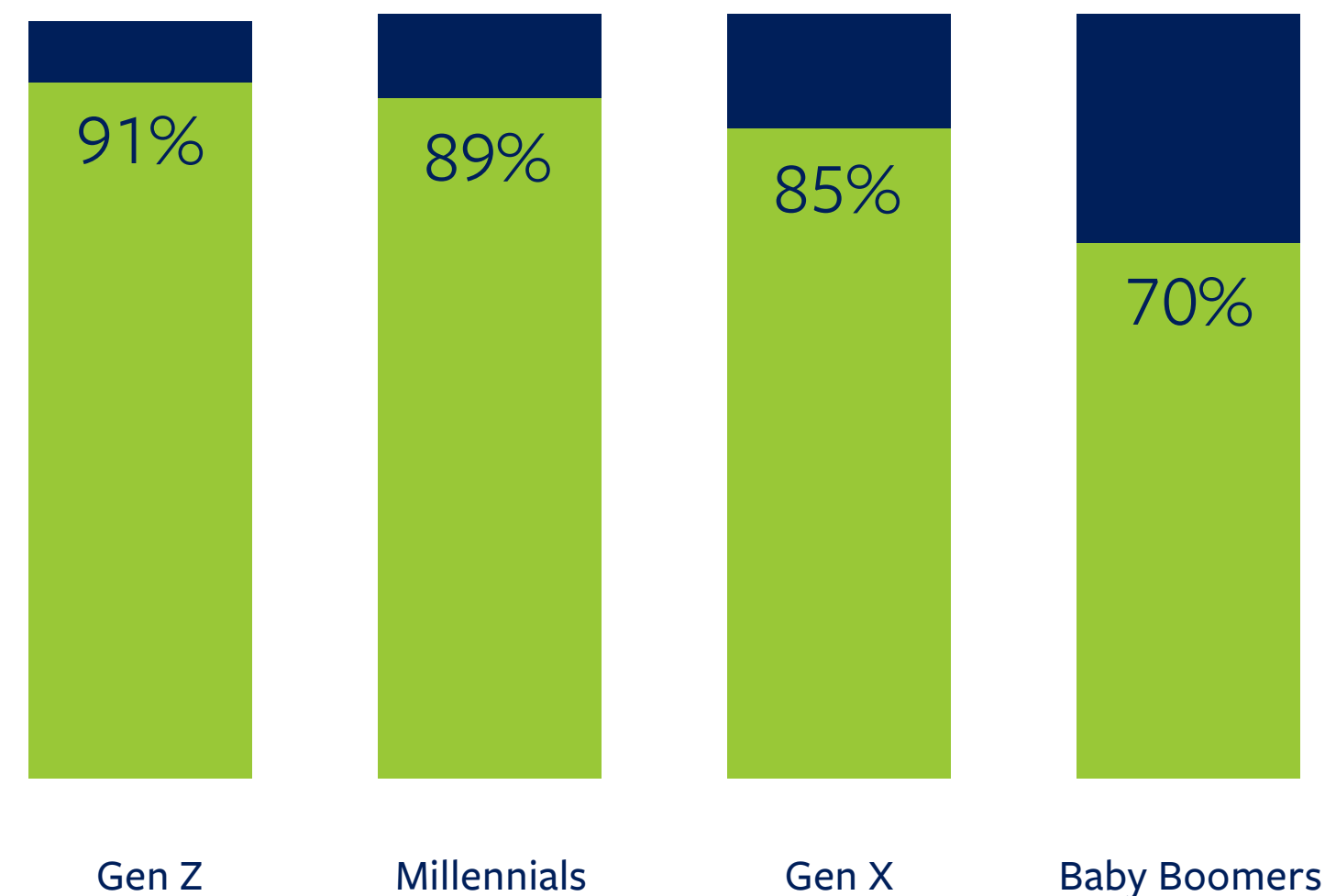
Shifting Focus: From Paper to Digital

Consumers want better digital experiences before they let go of paper.

82% of consumers would go paperless if the digital experience was more engaging – **up 11 percentage points from 2022.**

The stats reveal generational differences.

There is a 21-percentage point gap between Gen Z (91%) and Baby Boomers (70%) for this sentiment; however, **there is still a clear opportunity across generations to grow paperless rates by creating more engaging digital experiences.**



Companies that are focusing on the cost savings of removing paper versus delivering better digital experiences are being shortsighted.

Provide more engaging digital experiences and you'll increase satisfaction (e.g., improved NPS and consumer retention) while achieving your cost-saving goals.

Digital Experience Management

Broadridge's Digital Experience Management capabilities allow companies to easily create, quickly review, test, and approve communications, then deliver them as personalized, relevant emails or text messages that guide customers to secure, interactive web content.

[Learn more.](#)













Shifting Focus: From Paper to Digital

Your digital transformation may be invisible to your customers.

When consumers were asked about various digital improvements across nine areas – including cybersecurity, data analysis and visualization tools, the metaverse, virtual reality, and augmented reality – **their top response was “I haven’t seen any of these improvements in the last year.”**

Customers noticed these improvements.

Which of the following improvements in your communications experience have been made in the past year by the companies you do business with?

 Cybersecurity measures	27%	 QR Codes	17%
 Personalized comms	25%	 Predictive analytics	15%
 Enhanced emails	25%	 Personalized videos	12%
 Chatbots	23%	 Metaverse/VR/AR	9%
 Data visualization	22%	 None of these	29%

This is a sign that **companies are beginning to experiment with emerging technologies** in how they communicate with consumers, but there is a long way to go – especially if consumers aren’t seeing the improvements.

2023 Digital Transformation and Next-Gen Tech Study of C-suite executives

Companies expect to increase spending, on average, by 29% on cybersecurity and by 26% on data analysis and visualization tools, but only plan to increase spending on the metaverse, virtual reality and augmented reality by 5% in the next two years.

39%

agreed the metaverse will become a key channel for client interaction in the next 10 years.



Shifting Focus: From Paper to Digital

What consumers say about their experience with...

Investments

Across generations, **survey respondents who have investments cited email as their preferred vehicle (55%)** for receiving information from their advisor/broker, but then the other preferences get split by generation with Baby Boomers liking mail (23%) and Gen Z liking texts (20%).

In fact, **when offered the opportunity to receive text updates, overall investors said yes (52%)** with Millennials leading the way at 67%, but only 37% of Baby Boomers are willing to go along.

Credit Cards

“If they want paperless bills, provide a method to check off individual charges on the online bill (without having to self-print a copy of the bill).”

Healthcare

“Digital communication is the best method. Such as online booking, emailing, and informing through online chat or website.”

Telecommunications

“Go paperless. I hate receiving mail that could possibly be stolen.”

Insurance

“I still receive too much physical mail from my current insurance company. They need to do a better job using technology to communicate with me.”

Loans

“Stop sending paper bills/statements when I am signed up for paperless. I get emails, texts, and also snail mail.”

Utilities

“Change to digital billing and notifications. I am tired of not getting it through the mail on time.”



Data Security: Getting Personal

Your reputation is a precious commodity that must be treated with the level of care you give to protecting your customer data – because they're intrinsically connected.

Consumers today are hypersensitive to how companies safeguard their data and privacy.

How are you prepared to provide adequate data security – and communicate those measures to reassure your customers?



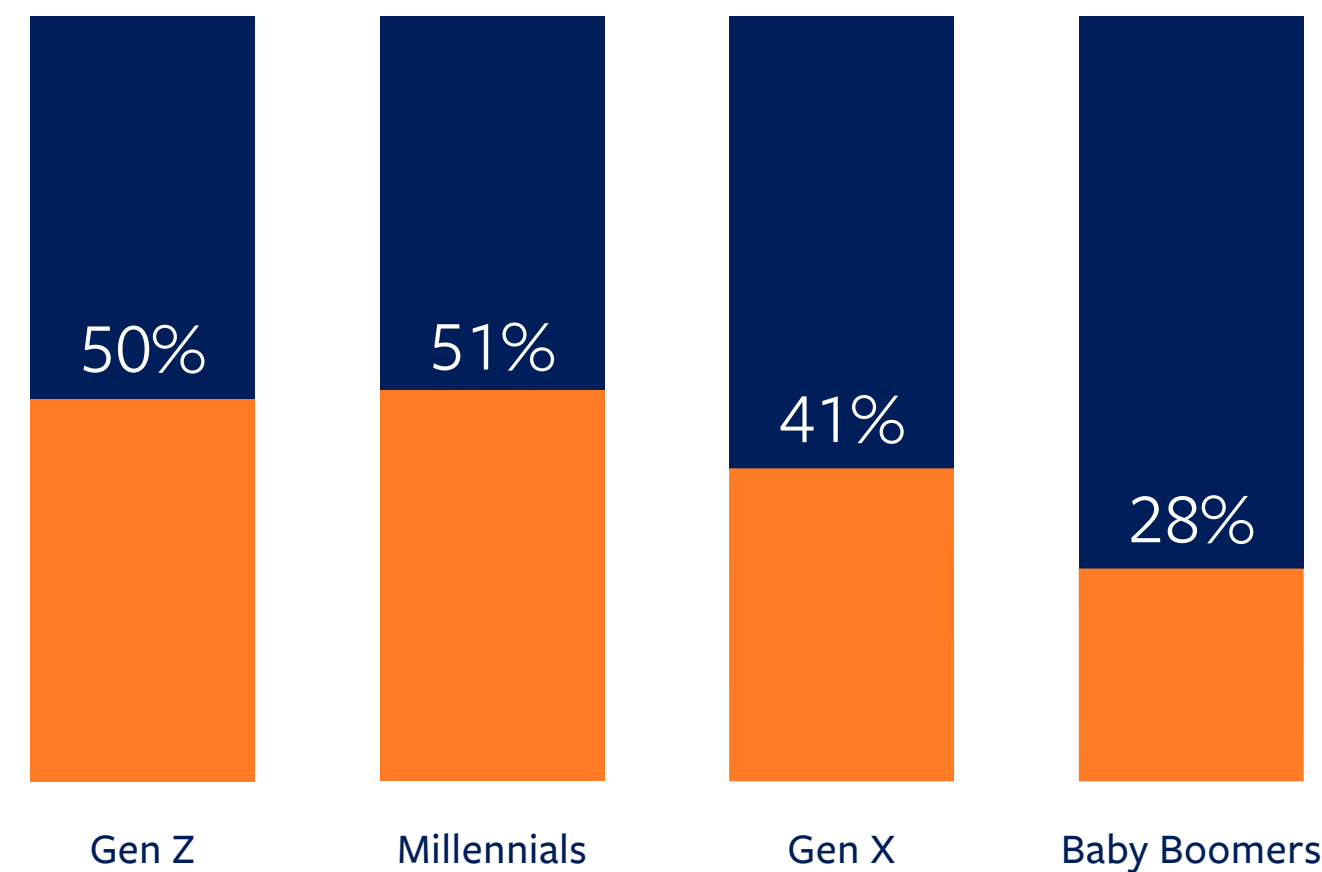
Data Security: Getting Personal

Digital relationships require trust.

Privacy and data security are top of mind with consumers, especially when they're deciding whether they can trust companies.

42% of consumers admitted they **stopped doing business** with a company because of a hack that exposed consumer data. This stat has a wide generation gap – with Gen Z at 50% and Baby Boomers at 28%.

Stopped doing business with a company because of a hack that exposed consumer data.

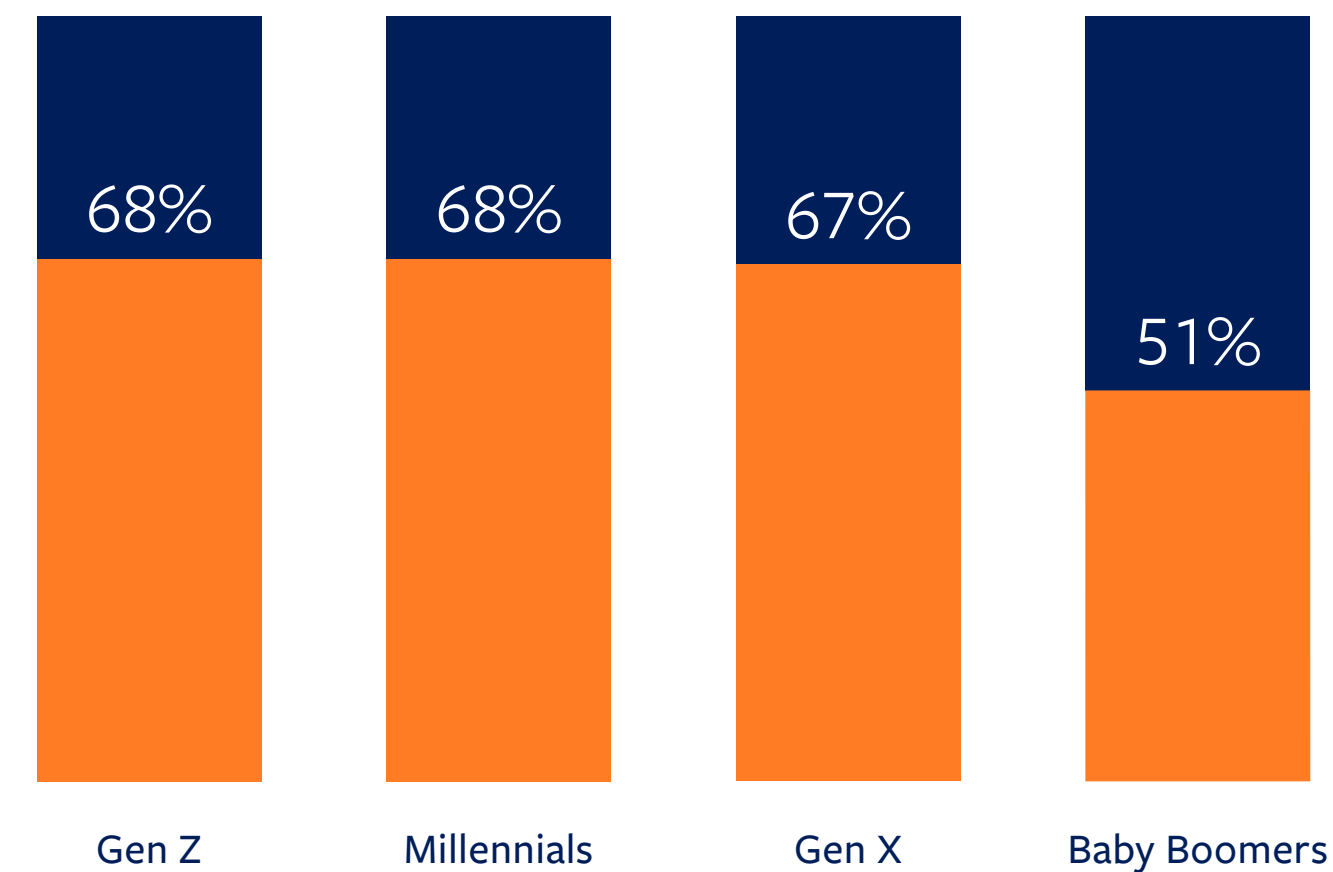


Reputations are earned, protection must be proven.

Privacy and data security are top of mind with consumers, especially when they're deciding whether they can trust companies.

62% of consumers agree that **advances in digital identity security** measures, like Face ID and PIN codes sent via email or text, would make them **more likely to engage** digitally with companies.

Advances in digital identity security would make me more likely to engage digitally with companies.



15%

of consumers feel strongly (completely agree) that they **don't interact online with companies** because they're concerned about their personal data.

31%

Nearly one-third of consumers **say the most important feedback** they would give companies they do business with is to be more open with **how they are protecting** consumer data and privacy.



Data Security: Getting Personal

What consumers say about their experience with...

Banking

“They should ensure maximum security.”

“I do not like my banking information to be in cyberspace.”

“You’ve been hacked too many times to trust online.”

“Guarantee that their system will never lose info or be hacked.”

Credit Cards

“Have them store passwords so, when we forget, we can get into our accounts [without being] locked out.”

“Send me updates concerning security efforts.”

Retirement Funds

“Focus on securing information.”

Insurance

“Provide more electronic security.”

Healthcare

“Keep my data private.”

Telecommunications

“Please be careful with data breaches.”

Utilities

“Actually tell me when my information has been hacked. Not telling me does not make me trust you any better.”

Omni-channel Information Management

With Broadridge, companies can leverage one next-gen repository for data insights, regulatory compliance, omni-channel delivery, workflows, records management, reporting, and more. Our Information Management module provides a consolidated high-volume digital archive with robust search and retrieval capabilities while satisfying security, regulatory and business continuity requirements. Broadridge Customer Communications has achieved ISO, PCI, HIPAA, and HITRUST CSF compliance and security designations.

[Learn more.](#)



Key Takeaways

For the past five years, we’ve been tracking the experiences and preferences of consumers across industries.

The CX and communications trends that have emerged in that time help provide a roadmap for how companies can deliver an elevated experience.

How can you apply these insights within your organization to better connect with your customers?



Key Takeaways

Three Takeaways

CX expectations
continue to rise.

69%

of consumers are underwhelmed
by most companies' CX, nearly
doubling from 35% in 2019.

**Assess where your CX is falling
short – across the customer journey
– and implement a “get well” plan.**

Consumers are
taking notice.

61%

judge a company's
innovativeness based on the
communications it sends.

**Ensure your communications –
in print and digital – are working
for you, not against you.**

A strong desire
for paperless.

82%

would go paperless if they
received a more engaging
digital experience.

**Partner with an organization that
can help you achieve your
operational savings goals while
taking your CX and communications
to the next level!**



Take Your Communications to the Next Level

Our annual CX and Communications Consumer Insights report provides a reality check for B2C organizations seeking to up their game.

We've helped our clients apply these insights to meaningful and effective solutions.

**Let us introduce you to the
Broadridge Communications CloudSM.**



Take Your Communications to the Next Level

The Broadridge Communications CloudSM

The Broadridge Communications Cloud is a modular communications platform for creating, delivering, and managing omni-channel communications and customer engagement. It is offered as a hosted cloud ecosystem.



Omni-channel Composition: Create and optimize content across all channels with self-service and managed service options.



Identity & Preference Management: Collect customer data and attributes for simplified and centralized identity validation and communication preferences.



Omni-channel Customer Experience: Better engage customers in order to deepen relationships and increase digital adoption.



Information & Journey Management: Use a unified, secure repository for data insights, regulatory compliance, omni-channel delivery, workflows, records management, reporting, and journey mapping at macro and micro levels to create a more cohesive customer experience.



Omni-channel Delivery: Create personalized communications experiences at scale across multiple channels with one point of integration: interactive microsites, email, SMS, online banking and payments, personal cloud services, print and mail, and more.



Analytics & Reporting: Manage, track, and measure the effectiveness of communications with intuitive dashboards and visual displays.



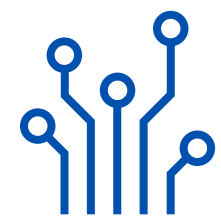
Take Your Communications to the Next Level

Interested in more insights?

The communications experience – like the technologies and processes that drive it – is ever evolving.

If there are CX and communications topics you would like to see in future research reports, please contact us by visiting **Broadridge.com** or calling **+1 415-805-9772**.

We're proud to make available to you the research and studies that inform our approach to delivering the communication and customer engagement solutions our clients need. We partner with companies across industries to transform and elevate their communications.



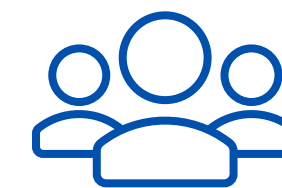
2023 Digital Transformation and Next-Gen Tech Study

[Link to survey >](#)



The Financial Advisor Marketing Playbook, 4th Annual Trends Report

[Link to survey >](#)



2022 CX and Communications Consumer Insights

[Link to survey >](#)



Visit us

at **Broadridge.com**

or call **+1 415-805-9772**

to find out how we can help execute your
print-to-digital strategies and meet your
customers' omni-channel expectations
with the Broadridge Communications CloudSM.