

Broadridge Communications Consulting

For companies and leaders seeking more
from their essential communications



Ready for Next



Consulting services designed to take your communications to the next level.

Many companies struggle with how to optimize their essential customer communications and prepare for the future.

Common challenges include:

- Increasing costs of print and postage, as well as capital for in-house operations
- Growing digital adoption and executing a broader digital transformation strategy
- Lagging behind their competition and designing for tomorrow's communication needs
- Lacking budget, expertise, and vision to stay ahead of the market
- Adhering to industry regulations, compliance, and security

Essential communications—whether delivered to customers, investors, or other stakeholders—are often viewed as an operational expense and regulatory requirement rather than an opportunity to engage and drive business results. Until now. Our consulting services are designed to help you maximize the value of your communications while reducing costs.

WHERE OPERATIONAL EXCELLENCE AND CUSTOMER EXPERIENCE MEET

To enhance your communications strategy and achieve measurable results, our consulting team can help you implement best customer experience and communication practices. Supporting the communications spectrum—from strategy to execution—we combine the best people, processes, and technology to help increase engagement and optimize the path from print to digital. With more than 5,000 clients, Broadridge is a trusted advisor to many of the world's largest, best-known brands. Our team of seasoned industry experts offers a flexible approach to meet your communication objectives, requirements, and budget.

1. BENCHMARKING & INSIGHTS

Advance your communications with insights, best practices, customer research, and see where you stand relative to the broader market with our benchmarking assessment services. We provide hands-on guidance to improve your communications and operations, developing a clear path to prepare you for what's next.

Our clients leverage these Benchmarking & Insights services to take their communications to the next level:

- Customer Journey and Experience Assessments
- Technology and Operations Assessments
- Voice of Customer Research



COMMUNICATIONS CONSULTING

Supporting the communications spectrum—from operational excellence to customer experience—our consulting services draw upon our deep industry expertise and go beyond what a typical management consulting firm delivers. Each engagement is designed to achieve desired outcomes—from selling more products and services to accelerating payments, from engaging investors with regulatory communications to reducing service calls.

Contact us to find out how we can help you get more from your essential communications.

2. STRATEGY & TRANSFORMATION

Customer communication preferences and technologies are rapidly evolving—and escalating—due to an endless pursuit of superior customer experience by the world's leading providers. Consumers are quick to expect a similar level of service from the rest of the companies they interact with, including yours. Our Strategy & Transformation services help you meet these expectations with strategies designed to improve communications across all channels, increase paperless delivery adoption, and maximize your budget.

Our team works with you to review industry trends impacting the essential communications market and to create a plan that best aligns to your strategic goals. The Strategy & Transformation services that we offer include:

- Customized Workshops
- Digital Adoption Strategies
- Technology Roadmap Guidance
- CX Transformation

3. EXPERIENCE & DESIGN

When asked how communications from their providers can be improved, consumers consistently ask for personalized communications that are easier to understand. Meet your customer experience goals and achieve your desired outcomes by applying content and information design best practices to your print and digital communications.

Get more out of your most powerful customer touchpoints with these Experience & Design services:

- Content Simplification
- Information Design
- Usability Testing



PROVEN RESULTS

- A financial services company more than doubled the digital adoption of their customer communications within two months. By the end of six months, the number of participants doubled again.
- A credit card company applied our digital strategy expertise and increased adoption by 13.5% with online bill presentment and payment.
- A telecom company redesigned their statement and improved their average monthly revenue by seven-figures while reducing costs by replacing direct mail and inserts. Bill inquiry calls also decreased by 3%, resulting in cost savings and improved customer satisfaction.
- A communications company redesigned their statement and saved \$20,000 each month in postage. By adding color to their printed statement, they increased take rates of 100,000 households in one month—equating to nearly \$1 million.

4. OPTIMIZATION & EXECUTION

As costs and customer expectations increase, so does the pressure of managing omni-channel communications. We can help you navigate the changing communication landscape and determine the best channel mix for your customers and organization, including evaluating your operations and technology readiness, leveraging the best of each channel's unique capabilities, and gaining access to a team of professionals that can implement your vision.

The following Optimization & Execution services have helped our clients achieve their omni-channel communication objectives:

- Channel Efficiency
- Implementation Services
- Content Development Services
- Strategic Resourcing



MEET OUR COMMUNICATIONS CONSULTING PRACTICE LEAD

Matt Swain is a recognized communications industry thought leader. From delivering keynotes around the world to defining best practices, hundreds

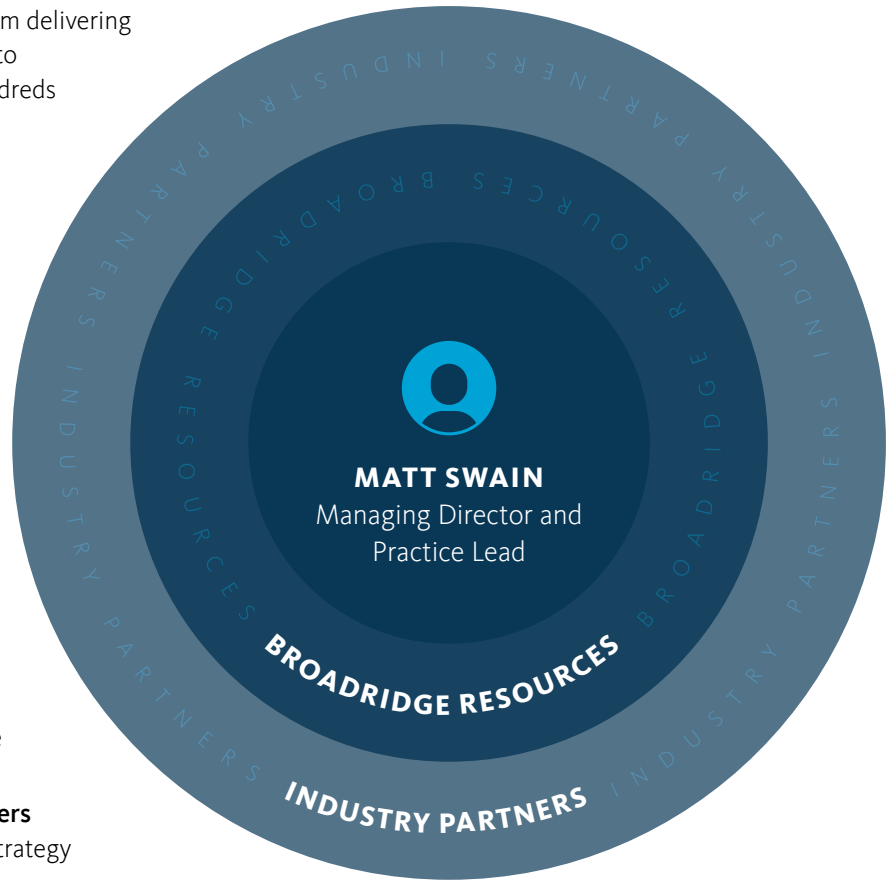
of well-known companies have relied on Matt's expertise and research for their current and future omni-channel communication initiatives.

As Managing Director and Practice Lead for Broadridge Communications Consulting, Matt brings invaluable market research and consulting expertise to clients relative to benchmarking, customer experience optimization, and digital transformation.

THE STRENGTH, RESOURCES, AND EXPERIENCE TO DELIVER

We take a three-tiered consulting approach for reimagining your essential communications.

- Dedicated industry **consulting expert**
- Supported by **Broadridge resources** with deep and wide subject-matter expertise across multiple industries
- Connected to a global network of **industry partners** to ensure you receive first-rate solutions—from strategy to execution



You have the opportunity to tap into the power of your essential communications to build more interactive, meaningful customer relationships while applying data and analytics that will improve the customer experience, reduce costs, build brand loyalty, and create revenue opportunities.

Let's talk about how you can make every communication more valuable.

Contact us today by visiting broadridge.com or calling +1 844 447 7694.

Broadridge, a global fintech leader with over \$4 billion in revenue and part of the S&P 500 index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

broadridge.com

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Communications
Technology
Data and Analytics

