



NEWGEN

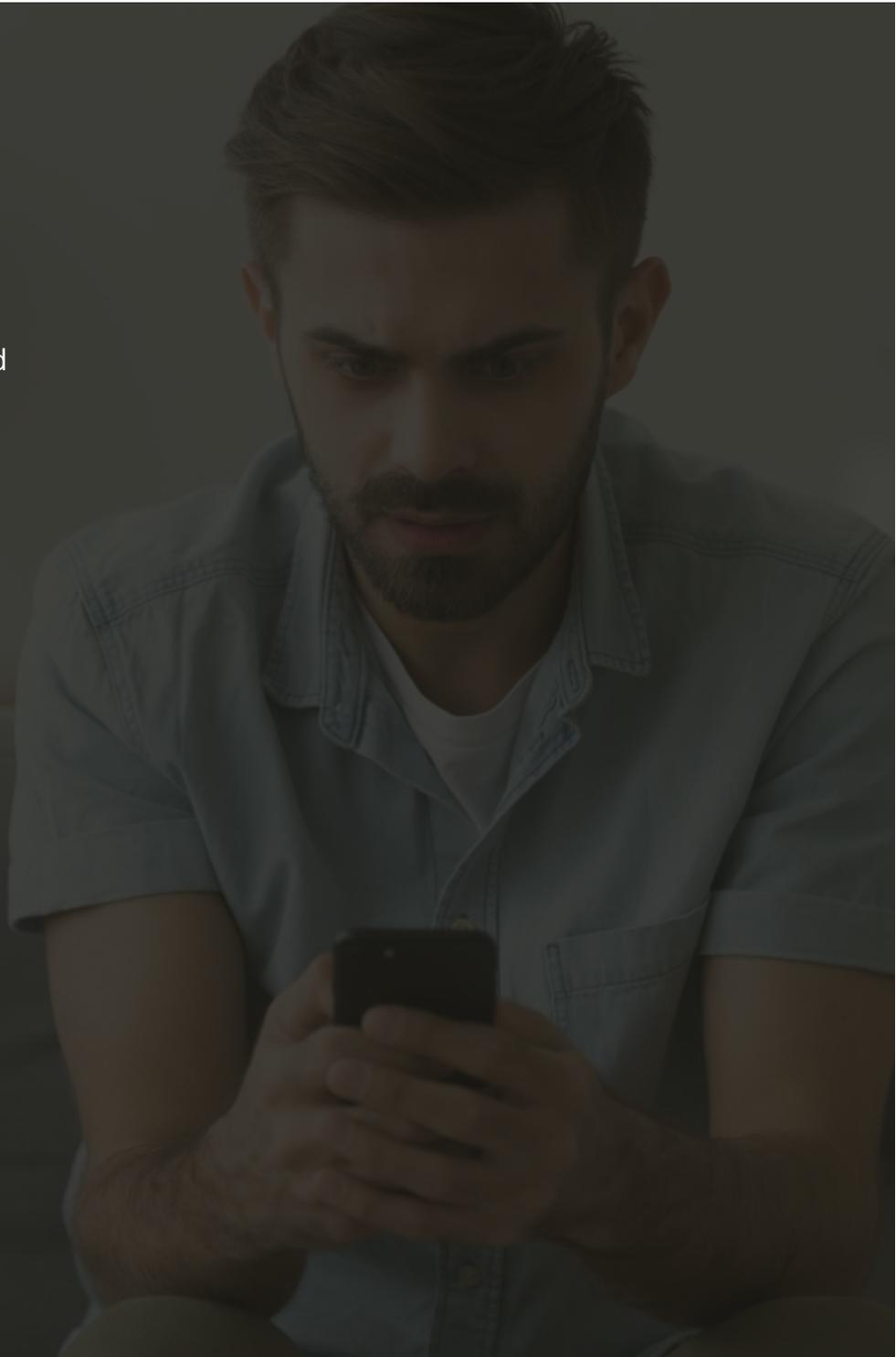
OmniOMS
Omnichannel
Customer
Engagement
(CCM)

Newgen's omnichannel customer engagement (CCM) product suite - OmniOMS (Omni Output Management System) product suite reinvents customers' experiences by delivering personalized, content-rich communications, while tapping into various cross- and up-sell opportunities across touchpoints, such as e-mail, SMS, web, and print.

The CCM suite automates and standardizes end-to-end processes, empowering users and customers to generate communications as and when needed. It allows organizations to maximize selling opportunities by leveraging customers' data and preferences. Furthermore, it enables seamless integration with legacy systems and core enterprise applications to bridge content, process, and communication silos.

Business Challenges

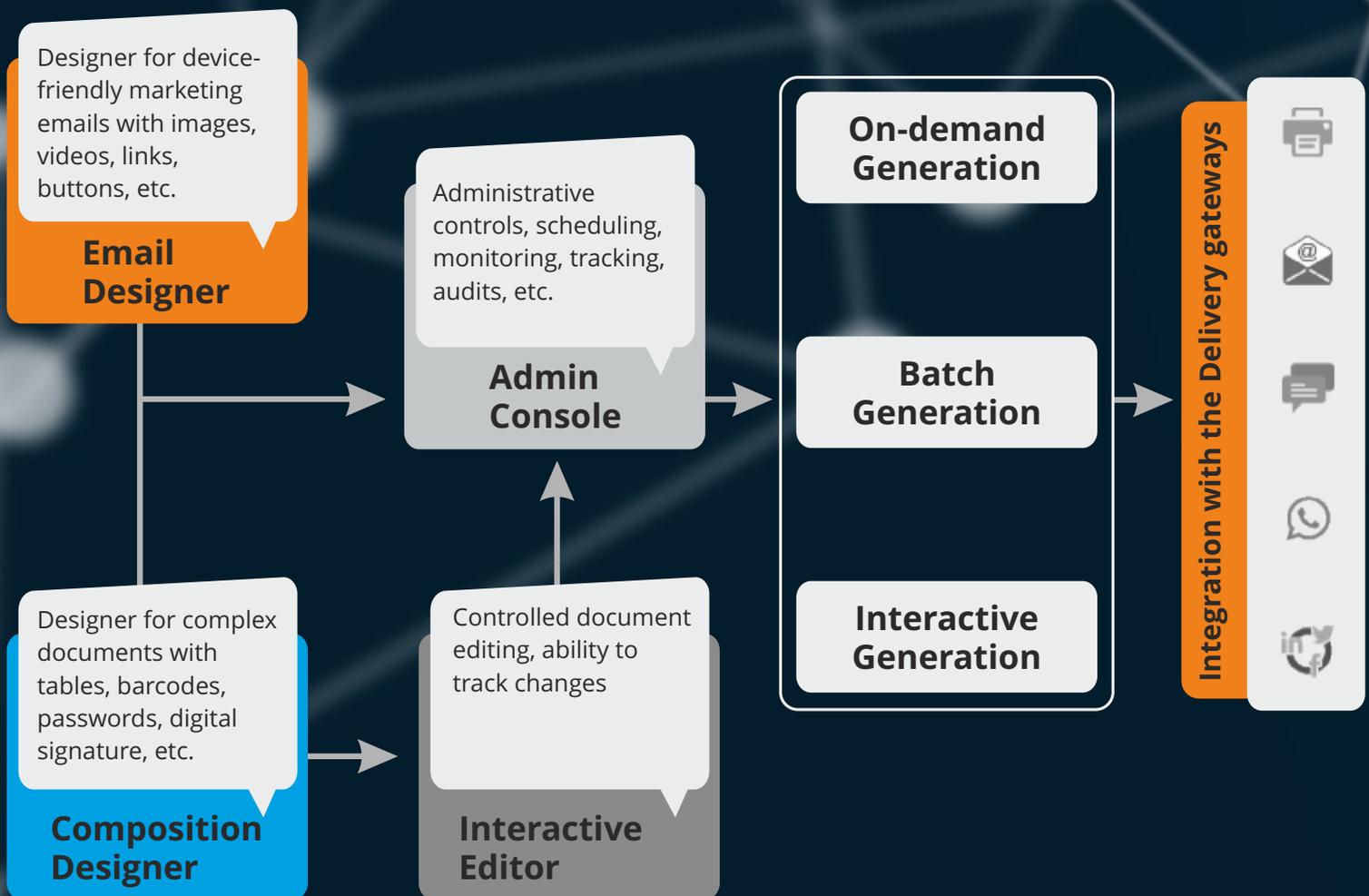
- Lack of consistency in communications
- IT-dependent, time-consuming, and rigid communication designing
- Lack of personalized and targeted communication
- High operational costs and turnaround time due to manual communication
- Risk of non-compliance



Omnichannel Customer Engagement (CCM)

OmniOMS enables organizations, by connecting with disparate systems and applications, to engage customers through back office, front office, and self-service channels, while streamlining their communications across various digital and print mediums.

Newgen CCM Modules





Deliver All Types of Communications

Batch Generation

Enable structured, scheduled, and consistent communications processed in large volumes

- Transactional communications, such as account statements, credit card statements, phone/utility bills, and more
- Non-transactional communications, such as e-mail/SMS reminders, notifications, and more

On-demand Generation

Deliver communications in real time with triggers from enterprise business applications

- Online policy or statement generation and transactional confirmations/OTPs
- Instant issuance of ID cards, benefit statements, and more

Interactive Generation

Add a human touch to communications by arranging variable data and content in a structured template

- Welcome kits and negotiated documents, such as group insurance policies or derivatives
- Appeals and grievances communications

Core Capabilities of Newgen OmniOMS

Communication Designer

Design highly personalized and engaging communications while ensuring consistency and standardization. Embed various types of graphs, charts, tables, images, and barcodes, and leverage multi-lingual capabilities.

Flexible Designing and Authoring

Enable component-based designing of communications for consistency, compliance, and standardization

- Import Microsoft Word/Adobe PDF files to create templates
- Define reusable designs, including images, text, tables, company policies, and disclaimers, to be used across templates
- Insert graphs, tables, annotations, barcodes (standard, QR Code, IMB), and watermarks
- Gain insights into various stages of the extraction journey with web-based reports

Extensive Template Management

Facilitate security, collaboration, and content sharing with extensive template management capabilities

- Leverage versioning, check-in/check-out, approval, and role-based access across templates
- View external data sources used in templates from the data gallery
- Import and export templates

Efficient White Space Optimization and Rule-based Personalization

Enable marketing teams to configure and send relevant, targeted communications based on customers' profiles and preferences, thereby increasing the effectiveness of offers

- Utilize white spaces and maintain the relative positioning of templates
- Use the web-based content repository for marketing images and content
- Configure business rules to personalize offers and promotions



Secure Communications

Ensure secure document creation and delivery with various security features

- Mask and encrypt data during rest and transition, thereby ensuring compliance with HIPAA and PCIDSS standards
- Enable digital signatures and leverage hardware security modules
- Create secure PDFs and prevent forgery by using password protection and user-based access to copy, paste, and print

Communication Generation

Generate highly personalized batch, on-demand, and interactive communications. Enable job-based generation and scheduling of output cycles based on customer preferences.

Automated Document Generation

Generate documents without coding for batch, interactive, and on-demand outputs

- Facilitate priority-based communication and auto-scale up or down
- Track the output generation status in real time
- Generate operational reports with graphs, charts, and drill downs

Faster Letter and Contract Generation

Shorten document generation time, deliver personalized, multi-channel communications, and reduce errors by providing a controlled, editable interface to users

- Reduce errors with controlled and permission-based editing rights

Strong User Management and Extensive Audit Logs

Empower the IT team to configure user access and rights based on roles and responsibilities

- Monitor user performance with detailed audit reports
- Provide role-based access, rights, and privileges based on IT policies
- Leverage support for LDAP and active directory-based authentication

- Increase collaboration with approval workflows and review comments

- Integrate with core systems for automatic data population

Diverse Integration

Access Newgen OmniOMS from any enterprise application or system

- Integrate with third-party applications through web services, such as REST (JSON), and SOAP (XML). Ensure database connectivity with ODBC/JDBC connection
- Leverage support for XML, spool files, flat files, and RDMS
- Facilitate integration with any BPM and CMIS-compliant ECM system

Communication Distribution

Track and send communications via e-mail, SMS, and WhatsApp. Ensure timely communication with customers through the channel of their choice using the dynamic distribution engine.

Multi-channel Distribution

Distribute content across various social media platforms, such as Facebook and Twitter, as well as digital and print channels

- Configure preferred modes of communication per customer needs
- Generate samples and proofs for validating each output before the actual distribution
- Track the delivery status of communications, such as delivered, clicked, undelivered, bounced, etc.

Communication Monitoring

Get a 360-degree view of the customer communication lifecycle through comprehensive dashboards and reports. Meet compliance and audit requirements by capturing and archiving detailed communication logs.

Communication Tracking

Generate reports in real time and track delivery of communications across various channels, including print, e-mail, and web

- Utilize a batch communication dashboard with filters for cycle, job, and timestamp
- Monitor read, unread, or bounced communications, as well as click rates of promotional offers
- Export monitoring data to various formats, including Microsoft Excel



Why Newgen OmniOMS?

- **Reduced operational costs through streamlined communications**
- **Increased revenue through improved cross- and up-sell opportunities**
- **Enhanced multi-channel delivery**
- **Personalized and enhanced customer experience**
- **Seamless integration with legacy systems and core enterprise applications**



About Newgen

Newgen is a leading provider of low code digital automation platform. Globally, successful financial institutions, insurance, government, and shared services organizations rely on Newgen's industry-recognized products and applications-to manage their processes (BPM), content (ECM), and communications (CCM)-for connected operations. From customer onboarding to service requests, from loans and deposits to underwriting, and many more, Newgen's industry applications transform business-critical operations with agility. Newgen's cloud-based platform enables digital transformation initiatives for superior customer experience, optimized costs, and improved efficiencies.

For more details, visit www.newgensoft.com

FOR SALES QUERY DIAL

AMERICAS: +1 (202) 800 7783

CANADA: +1 905 361 2824

AUSTRALIA: +61 290 537 174

INDIA: +91 11 40773769

APAC: +65 3157 6189

MEA: +27-11-461-6497

EUROPE: +44 (0) 2036 514805

WRITE TO US

info@newgensoft.com

