



Digital-to-Print Waterfall

SMART Customer Communications
Strategies in Regulated Sectors

Which50
By CustomerMinds

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This eBook is for:

Service providers in regulated industries aiming to combine digital and print communications in the same campaign through SMART automation.

Introduction

All services businesses today know that customer communications plays a critical role in their digital transformation processes.

By embracing a digital-first approach, service businesses can implement scalable, targeted communication strategies aimed at bolstering customer relationships, driving loyalty and ensuring competitiveness in the long-term.



While digital transformation represents an enormous efficiency gain, service providers cannot ignore the preferences of a large cohort of customers who still prefer to receive communications through the post.

With customers spanning multiple generations across wide demographics and varying levels of digital engagement, the typical organisation must account for numerous different communication preferences across its customer base.

This presents a customer communications challenge for organisations that up to now has required a hybrid approach across a combination of online and offline tools.

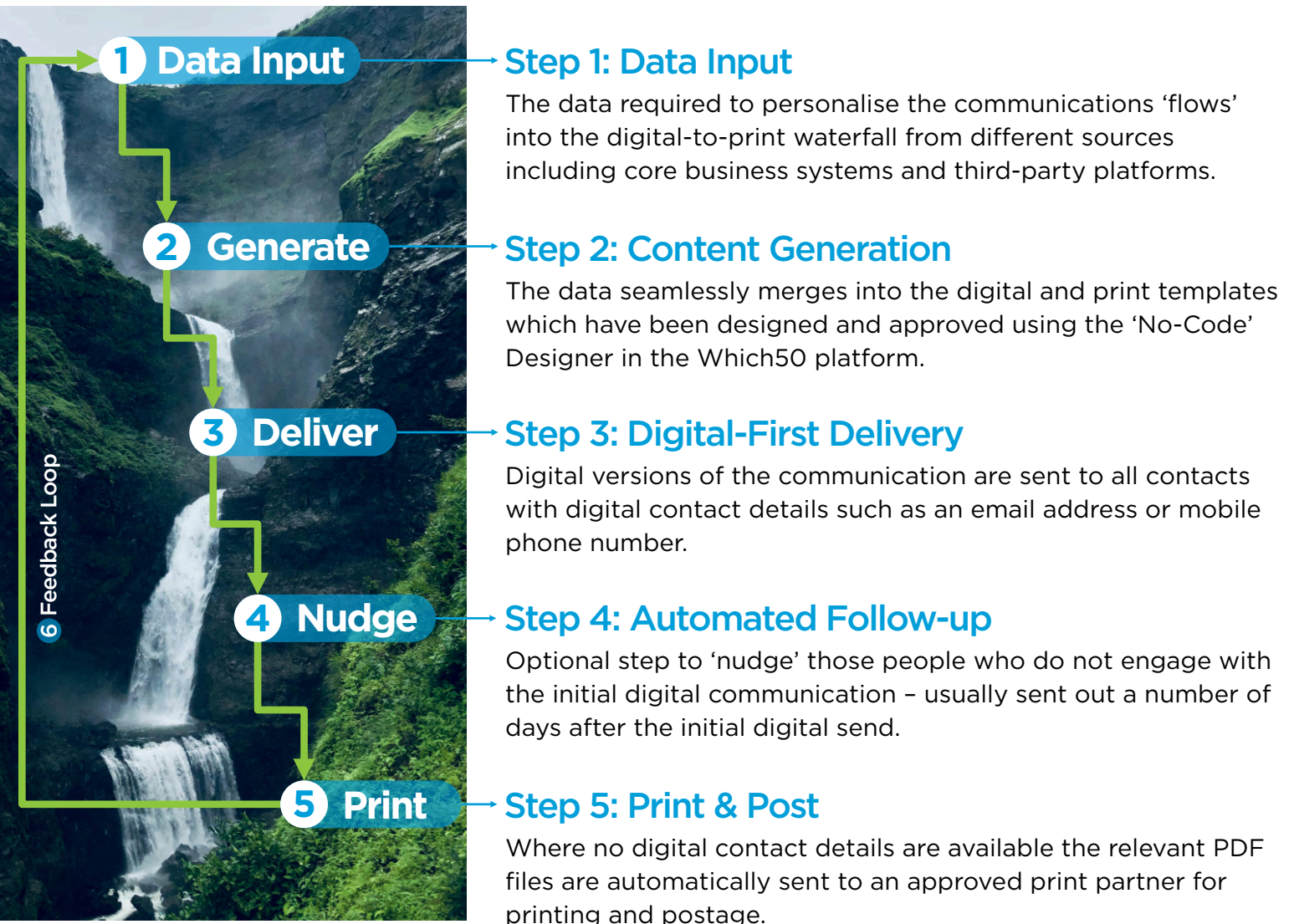
Adopting a truly omnichannel approach to customer engagement poses a significant operational challenge - managing data across different communication streams comes with its risks and also costs more as direct and indirect costs continue to accumulate across all of the key channels.

Digital-to-Print Waterfall

In this eBook, we will introduce you to a targeted solution to this problem - the Digital-to-Print Waterfall from CustomerMinds. We will illustrate how **a single flow of communication is possible** where all customer messaging cascades seamlessly through digital channels down to traditional 'print and post' - enabling service providers to drastically reduce costs, alleviate operational bottlenecks and simultaneously enhance the customer experience.

Digital-to-Print Waterfall

The Digital-to-Print Waterfall is unique to CustomerMinds and was created in response to a common need amongst customers at various stages of digital transformation – to combine the latest digital channels with traditional ‘print and post’. This fully automated process requires little human intervention as all communications flow seamlessly through the Which50 platform.



Step 6: Feedback Loop

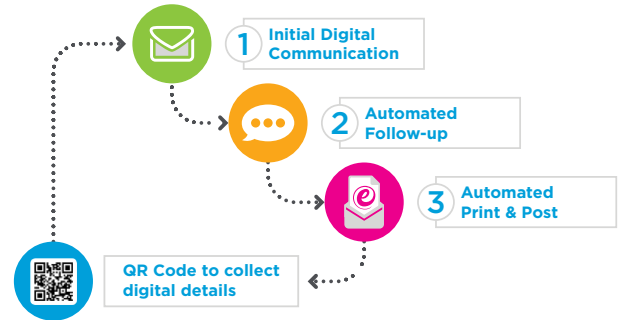
When digital communications ‘bounce’ or are not delivered for any reason the system automatically sends out Print versions to ensure all customers receive the communication. Printed letters can include personalised QR codes to guide recipients towards digital engagement for future journeys.

Circulatory System

The goal of the Digital-to-Print Waterfall is to see the flow to postal deliveries reduce to a trickle over time, as service providers evolve to a streamlined digital customer lifecycle. In practice, this can take time to achieve as organisations navigate the ebb and flow of customer preferences and incomplete customer data (e.g. missing email addresses).

The obvious incentive for the organisation is continuous cost saving as each additional customer opting for digital-first communication reduces the print & post overhead and, in the process, reduces the impact on the environment.

Digital to Print Waterfall



Personalised QR Codes

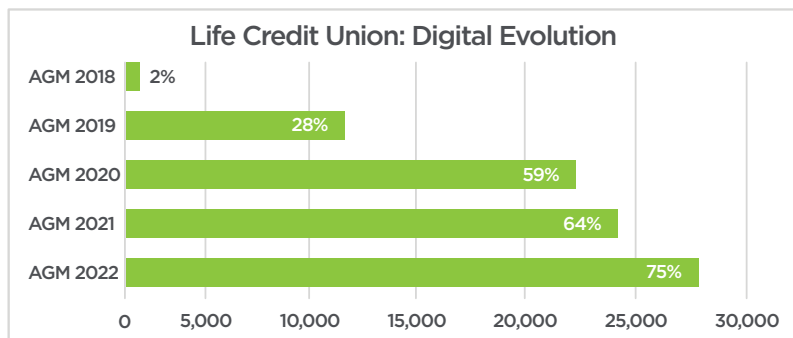
Personalised QR Codes in physical mail campaigns provide a simple, secure gateway for customers to embark on a wide range of customer journeys and ultimately migrate to digital at their own pace. The customer follows the QR code via their mobile device and updates their customer profile and communications preferences to opt-in to digital communications.

The net effect of using QR codes downstream in physical mail campaigns is a reducing balance of postal-only communications recipients in subsequent campaigns, with the added bonus of a correlated reduction in costs.

Financial & Environmental Benefits

The realisable value from transitioning postal communications to digital will be covered extensively in our next eBook - an overview of some of the benefits are highlighted below.

Life Credit Union are several years into their digitisation program and thus far have evolved to close to 75% of customer AGM communications going through CustomerMinds, achieving both Financial & Environmental benefits.



They have followed an iterative process that was only possible with a digital toolset and a gradual move away from traditional means of communication that did not impose on customer preferences. Since 2019, Life Credit Union has increased their digital AGM communications through the Which50 platform from only 726 members in 2019 to almost 27,000 members in 2023.

Undelivered emails in their member-base have to be captured by a seamless print-based communication and this was implemented in 2023 (for the 2024 AGM).



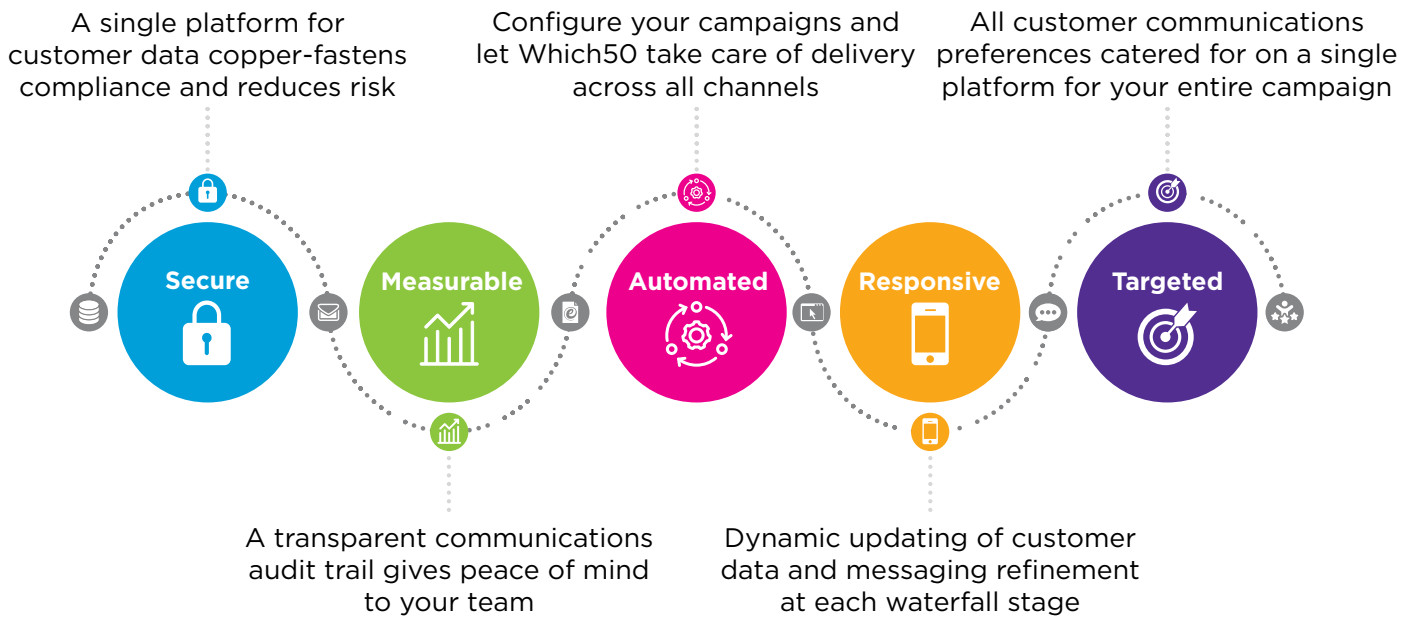
"We've run numerous exercises on our green proposition and our carbon footprint and obviously an e-communications tool like Which50 enables us to fulfil our ESG commitment."

Julie Thornton


Head of Marketing
Life Credit Union


A SMART Solution for Customers

The Digital-to-Print Waterfall exemplifies the CustomerMinds commitment to low-friction, multi-channel customer engagement - a Secure, Measurable, Automated, Responsive & Targeted customer communication solution facilitated by a single measurable communications pipeline across email, SMS, WhatsApp and print.



Stay tuned to CustomerMinds for the next eBook in this series on SMART customer journeys where we explore the 5 Key Benefits of Integrating Digital to Print Communications from the perspective of two long-term customers.

 [Learn more about the Which50 platform](#)

 [Learn more about SMART Customer Journeys](#)

