

# OmniOMS

## Customer Communication Management Suite



## Newgen OmniOMS CCM Suite

Contextual, timely, and consistent communication based on customer's profile and preferences is key to a great customer experience. Legacy systems, various business applications, fragmented document creation systems, and changing regulations make communications difficult and ineffective, leading to errors, compliance risks and unhappy customers.

An end-to-end customer communication management (CCM) solution, Newgen OmniOMS is a unified communication platform that helps organizations connect with every customer by delivering personalized, targeted and consistent communications across all touch points.

### Business Benefits

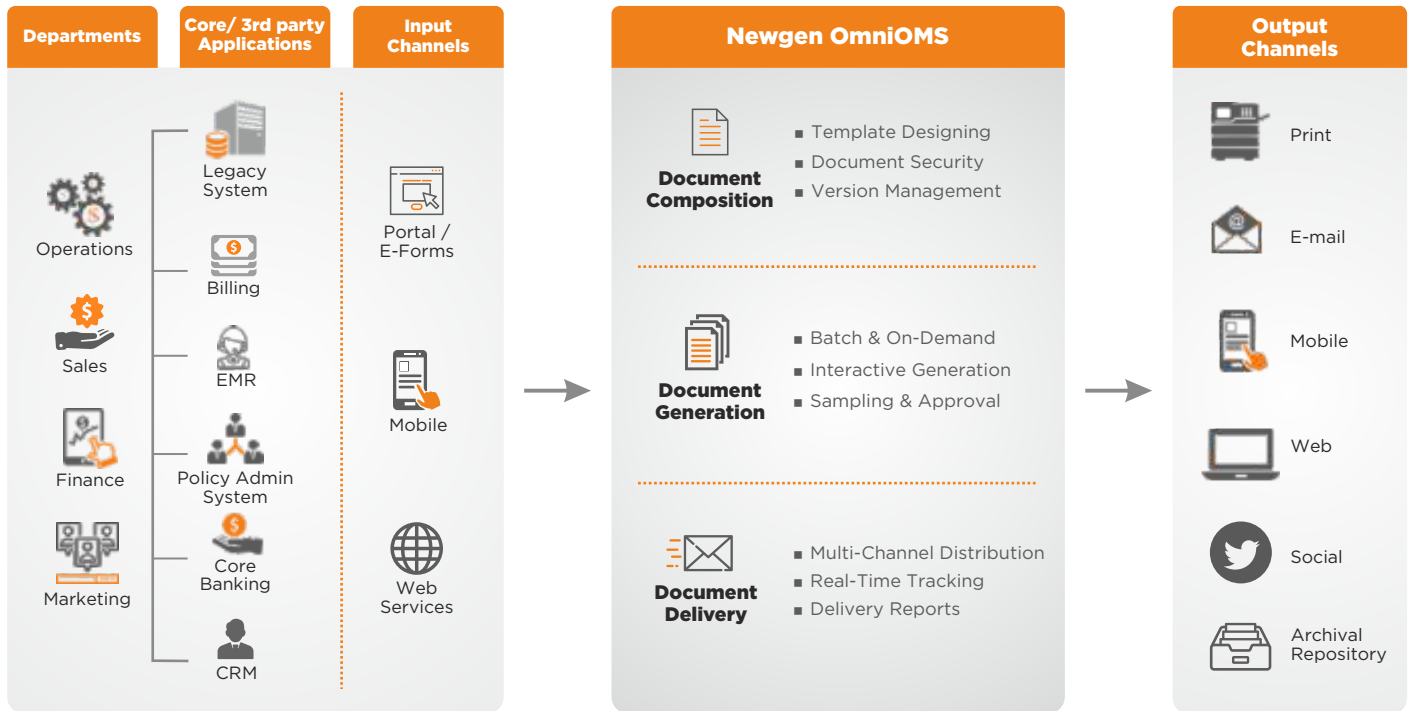
- **Reduced Operational Costs** through streamlined communications enabled by end-to-end automation and standardization
- **Compliance with Agility** through rules-driven, yet highly customizable customer communications delivered across multiple channels
- **Enhanced Customer Experience** through a differentiated, highly personalized customer service program that attracts and retains more customers
- **Maximized Return on Investment** through seamless integration with legacy systems and core enterprise applications, overcoming the challenge of overlapping technologies

“Newgen’s proven CCM solution helped us streamline our digital communications strategy. The implementation provided us the necessary agility to scale up while keeping costs low. We can now generate 20,000+ letters per day, enabling us to quickly meet the customer demands.”

**AVP Technology**  
Leading Insurance Provider in Asia

# Robust Unified Communication Platform

OmniOMS, the unified communication platform, enables organizations to engage customers through back office, front office and self service by connecting with disparate systems and applications for streamlining communications and communicating across digital and print channels.



## Deliver All Communication Types

**Batch Communications** Scheduled production runs that process vast amounts of variable data in large volumes:

- Phone/ Utility Bills
- Financial Statements, such as account statements, credit card statements and others

**Interactive Communications** Communications that require human touch for completion by providing variable data in a structured template:

- Negotiated Documents, such as group insurance policies or derivatives
- Welcome Kits
- Appeals & Grievances

**On-Demand Communications** Real-time communications based on triggers by customers or service agents, in the form of events from web, phone, e-mail, transactional systems, or enterprise applications:

- Online Policy or Statement Generation
- Order & Transaction Confirmations
- Instant issuance of ID cards, Benefit Statements and others

# Newgen OmniOMS CCM Suite Core Capabilities

## Flexible Designing and Authoring

OmniOMS Composition Designer is an easy to use, drag and drop tool that enables component based designing of communications for consistency, compliance and standardization.

- ▶ What-You-See-Is-What-You-Get with the drag & drop feature
- ▶ Import Microsoft Word/Adobe PDF files to quickly create templates
- ▶ Component based designing for reusing/sharing of content (images, text, tables, company policies, disclaimers etc.) across templates
- ▶ Consolidate data with smart linking data module
- ▶ Import business rules from Excel/CSV files
- ▶ Design tables and enable auto-adjustment of table height, facilitating white space optimization
- ▶ UTF-8 complaint multilingual communications
- ▶ Support for repeating data, conditional logic and arithmetic operators
- ▶ Support for design objects, annotations, barcodes (2-D, 3-D, IMB), QR codes and watermarks
- ▶ Drag and drop HTML designer

## Extensive Template Management

Extensive template management capabilities facilitate security, collaboration and sharing of content.

- ▶ Template management for versioning, check-in/ check-out, approval, and role-based access
- ▶ Import/export templates
- ▶ View external data sources used in templates using data gallery
- ▶ Central repository for all templates

## Rule-Based Offers

Enable marketing teams to configure and send relevant, targeted communications based on customers' profile and preferences, thus increasing the effectiveness of offers. Create personalized templates, achieve faster go to market and gain more visibility into offer responses.

- ▶ Web-based content repository for marketing images and content
- ▶ Design offers and promotions using drag and drop, intuitive interface of the composition designer
- ▶ Define business rules to personalize offers using decision table library
- ▶ Track and generate reports for insights into various offer responses

## Automated Document Generation

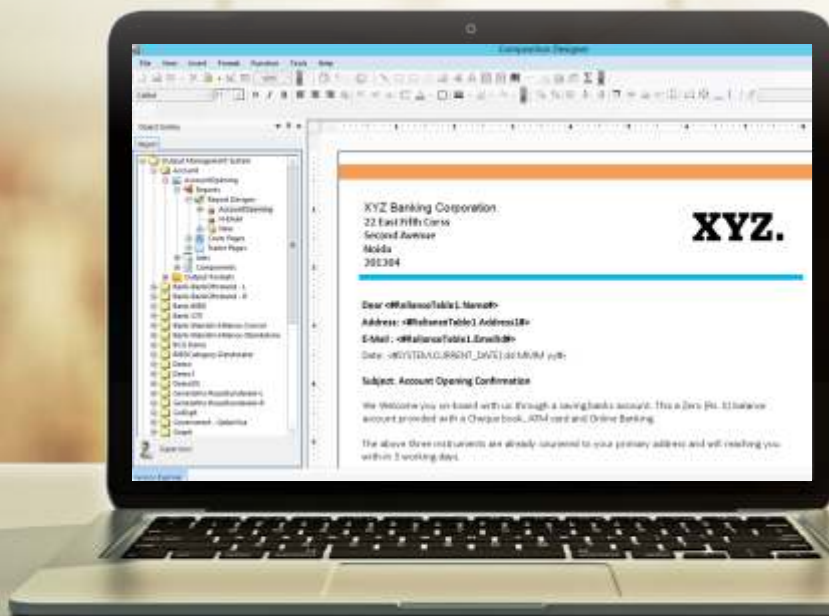
User friendly, no coding document generation for batch, interactive and on-demand outputs.

- ▶ Scalable multi-tiered platform built using Java and J2EE technologies for enterprise-class deployments
- ▶ On-demand generation based on request from external applications
- ▶ Schedule jobs and assign to multiple queues, which can be processed in parallel for faster outputs
- ▶ Sort and bundle documents for output optimization
- ▶ Enable real-time monitoring of output generation status
- ▶ Get job failure notification reports
- ▶ Generate detailed 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.

- ▶ Enable real-time editing and output generation through web-based editor with rich GUI and easy navigation
- ▶ Reduce errors with controlled editing; permission based editing rights, display and deletion of text
- ▶ Increase collaboration using workflows for review and approval and by capturing review comments
- ▶ Modify data values, text and add attachments
- ▶ Integrate with core systems for automatic data population from business systems
- ▶ Generate letters/contracts in MS Word format with controlled permissions on editing, and tracking redlined changes
- ▶ Import existing macro-enabled Word documents while retaining its color, formatting and structure



## Multi-channel Distribution & Tracking

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Empowered with ready-made adapters for various social media platforms, such as Twitter, Facebook and others. The Distribution Engine is adept at distributing content across social media platforms, as well as other digital and print channels.

- ▶ Configure preferred communication modes as per customer needs
- ▶ Supports digital and traditional channels - email, social media, web, SMS, mobile, print and fax
- ▶ Supports multiple print output formats - PDF, PostScript, AFP, and HTML
- ▶ Send email with or without attachment
- ▶ Enable sampling and proofing for output validation before actual distribution
- ▶ Track delivery status of communications, such as delivered, clicked, undelivered, bounced etc.
- ▶ Integrate with any third party DMS for real-time archival and retrieval of documents

## Secure Communications

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Ensure secure document creation and delivery with various security features.

- ▶ Ensure compliance with HIPAA and PCI DSS standards
- ▶ Mask data in all output formats while transferring through various channels
- ▶ Hard and soft copy authentications for secure document validation
- ▶ Encrypt data during rest and transit
- ▶ Support for security certificate file integrations
- ▶ Secure communications using digital signatures and password protected PDFs

## Strong User Management and Extensive Audit Logs

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Empower IT team to customize and configure user access and rights according to roles and responsibilities.

- ▶ Support for LDAP v3, Active Directory and SSO based authentication
- ▶ Generate detailed audit reports for each activity performed by users
- ▶ Support for users/groups/roles that can be assigned different rights & privileges based on IT policies

## Diverse Integration

Access Newgen OmniOMS from any enterprise application or system with its extensive integration capabilities.

- ▶ Integrate with third party applications through Web Services, such as REST (JSON), and SOAP (XML). Ensure database connectivity with ODBC / JDBC connection
- ▶ Ensure easy data extraction from staging systems by integrating with data systems. Extract data in various formats, such as XML, spool files, flat files and RDMS data access
- ▶ Facilitate integration with any CMIS compliant ECM system
- ▶ Supports Integration with SMTP and BPM platforms
- ▶ Enable seamless integration with business applications, core systems, portals and content management systems

### Why Newgen

- Homogeneous, well-integrated suite for agile and streamlined processes
- Social, Mobile, Analytics and Cloud capabilities for driving innovative and customer focused processes
- Global delivery model for shorter project cycles
- Lower total Cost of Ownership
- Highly customizable and flexible platform
- Proven for scalability

# Delivering Industry Specific Solutions



## Banking

- ▶ Account Statements
- ▶ Consolidated Statements
- ▶ Retail Individual Statements
- ▶ Credit Card Statements
- ▶ Brokerage Statements
- ▶ Welcome Kits
- ▶ Letter of guarantee
- ▶ Letter of Credit
- ▶ Stop Payment Advice
- ▶ Deposit Confirmation
- ▶ Loan Agreements



## Insurance

- ▶ On-Demand Policy Generation
- ▶ Critical Illness Policy
- ▶ Goods Carrying Vehicle Policy
- ▶ Passenger Carrying Vehicle Certificate
- ▶ Personalized Correspondence
- ▶ Group Insurance Policy



## Telecom

- ▶ Bill Presentment
- ▶ Duplicate Bill Generation
- ▶ Marketing Campaigns
- ▶ Welcome Kits
- ▶ Web Presentment
- ▶ Appeals & Grievances
- ▶ Corporate Contracts



## HealthCare

- ▶ Explanation of Benefits (EOBs)
- ▶ Welcome Kits
- ▶ Acceptance, Denial Letters
- ▶ ID Cards
- ▶ Wellness Check Up Reminder letters



## Utilities

- ▶ Monthly Bill Presentment
- ▶ Marketing Campaigns
- ▶ Duplicate Bill Generation
- ▶ Contract Documents
- ▶ Welcome Letters

## About Newgen

Newgen Software is a vendor/provider of Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communication Management (CCM), Document Management System (DMS), Workflow and Process Automation software. The company has a global footprint in over 60 countries with large, mission-critical solutions that have been deployed in Banks, Insurance firms, BPO's, Healthcare Organizations, Government and Telecom Companies.

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