



The context

In a rapidly changing industry, the relationship customers have with their banks is changing rapidly and profoundly. It forces the latter to reconsider the tools of a successful customer journey.

Customer communication management plays a key role in this digital transformation strategy: At a branch or remotely, or at the customer's location, Proximity, Conviviality, Interactivity are becoming the essential rules of a relationship of trust.

Business Document's offer facilitates the implementation of your digital communication and supports you at all the key stages of this transformation.

Create a personalised and cross-media communication

With Bdoc Suite, your customers can access information that is up-to-date, personalised and adapted to the reading medium (paper, screen, smartphone, tablet...) any time, anywhere. Letters, testimonials, account statements or loan simulations are available on their computers and mobile devices and automatically adapt to each medium to provide an enriched and high-quality customer experience.

You increase the impact of your communication and create a unique bond of trust with your customers.

Simplified customer journey

Personalised communication

Interactive and innovative digital dialogue

Cross-media

Proximity



BANKING - FINANCE

Your customers play a role in their communication

Thanks to Bdoc Suite, your customers interact directly with the documents made available to them on their smartphone or via their online banking access: correspondence exchanges or appointment confirmations are immediate thanks to emails, while online bank statements are enriched with sortable transaction tables, graphs, explanatory videos and links to financial products adapted using SmartBdoc.

You offer an interactive and innovative digital dialogue within your current documents.

Reduce the costs of regulatory compliance

By using Bdoc Suite, contractual document templates such as credit offers, management statements or securities transactions are checked and updated centrally to meet the requirements of banking legislation. You avoid any risk of error or oversight, whatever the volume and the number of channels that you are dealing with.

You therefore reduce the costs and delays linked to making your documents compliant with regulations.

Anticipate the issues facing the bank of the future

The digital bank sees traditional players facing the emergence of new players and new approaches in the customer relationship (online banking, branch 2.0, etc.). These approaches take place via a thorough knowledge of each customer to anticipate their behaviour. This strategic challenge, driven by Big Data, AI and Machine Learning strategies, involves collecting and analysing customer data.

Whatever the channels, the dialogue established through customer communication management is a fundamental source of data.

With Bdoc Suite, this strategic capital, managed end-to-end from the customer to your information system, allows you to score a decisive competitive advantage.

Our partners



CREDIT AGRICOLE : « When it comes to creating new documents, we have to be highly responsive; we take full advantage of the development features offered by the Bdoc suite, which, in particular, enables elements common to several templates to be factorised »

OUR REFERENCES

