

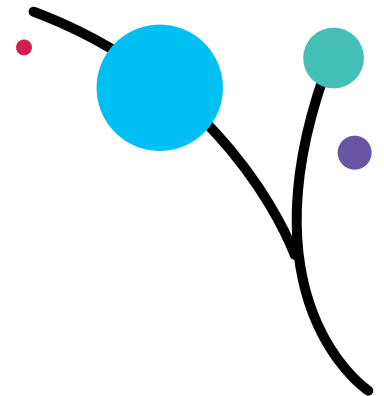
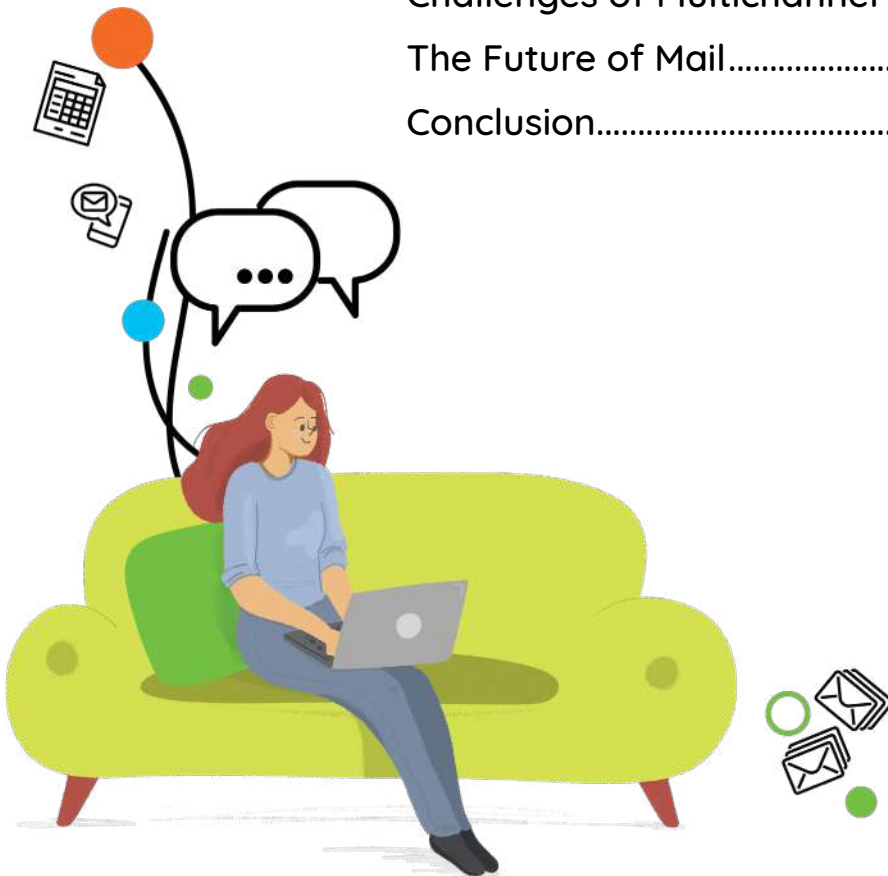


# HYBRID COMMUNICATION BENEFITS (AND CHALLENGES)



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# Introduction

Companies need to be able to reach out to customers across different channels, and many are struggling to find a way to implement an efficient hybrid communications solution. They need to understand client preferences and implement technology quickly to ensure communication matches preferences, and that the communications are regulatory compliant.

The biggest challenges today are:

- The complexity of managing mail successfully while focusing on their core business, stakeholders, and environmental challenges
- Understanding the options that are available to help innovate, to solve challenges and improve customers', partners' and stakeholders' communications

Quadient gathered insights from experts to examine how companies are turning these challenges into opportunities, with the use of customer preferences and hybrid communications.

Read on to find out how you can begin to adjust and enhance current mail methods and provide a great experience for internal and external customers.



**Jeff Crouse, Chief Solutions Officer**  
Mail-Related Solutions  
Quadient

HYBRID COMMUNICATIONS  
IS OUTREACH WHERE THE  
CUSTOMER CHOOSES HOW  
TO RECEIVE THE MESSAGE-  
WHETHER IT BE PHYSICAL,  
DIGITAL OR BOTH



# Acceleration Towards Hybrid Communications and Digital Transformation

Customer preferences are dynamic. It has been challenging for companies to keep up with and identify new methods to improve the effectiveness of critical communications to their customers.

One major effort is to move towards hybrid communications and digital transformation. Every company is at a different stage in the process. However, the goals remain the same:

- **Support employees**  
Both remote and in the office. Empower employees to work remotely and still maintain communication with each other, as well as clients and contacts.
- **Transform the mailroom**  
A digitally transformed mailroom requires a reduced number of staff to be physically present. Empower the mailroom staff to track and trace inbound items, from reception to delivery, with ease.
- **Deliver a better customer experience**  
Customers respond better to communications when they have a choice on how to receive them (physical, digital or both).
- **Drive efficiency**  
Make mail preparation easier, lower costs, and eliminate user error. Employees can then dedicate more of their time to their specific tasks and projects.
- **Ensure regulatory compliance**  
Guarantee mail is being sent per regulatory standards and mandates. Eliminate risk when sending communications to customers and be sure the right document is always sent to the right customer.

ROUGHLY 46% OF RESPONDENTS, REGARDLESS OF AGE OR TECHNOLOGY ADOPTER TYPE, HAD NO DESIRE TO “GO PAPERLESS”

Source: Annual State of Marketing Communications Consumer Survey, Keypoint Intelligence - 2020

WATCH THE WEBINAR REPLAY:  
THE IMPORTANCE OF  
PRINT IN THE HYBRID  
COMMUNICATIONS MIX



Moving communications to digital channels, where possible, greatly improves the effectiveness of communications. Deploying a solution that seamlessly selects the preferred delivery channel (whether it be physical, digital, hybrid, insourced, or outsourced) results in optimized mail workflows, reduced cost, and greater accountability, visibility, and reporting.

**DIRECT MAIL AND EMAIL ARE THE MOST PREFERRED COMMUNICATION METHODS, FOLLOWED CLOSELY BY SOCIAL MEDIA. PERSONALIZED, RELEVANT CONTENT FROM A FAMILIAR, TRUSTED SENDER HAS THE HIGHEST OPEN RATES**

Source: Annual State of Marketing Communications Consumer Survey, Keypoint Intelligence - 2020

For those focused on mailing, packages, and parcels, the first step is to consider a hybrid mail solution; one that combines the ability to digitize workflows and communications for customers who are set up to receive them, and optimize the production and delivery of physical communications for customers who prefer that form of communication.

The distribution of these communications may even be outsourced. That will make it easy for those who have not invested in an internal mail center and want to consider a blend of traditional mail and digital mail to reach their audience and adjust to their evolving preferences and requirements.



**“THE PIVOT IS ALREADY UNDERWAY TO MULTICHANNEL INTEGRATION. THE MOST EFFECTIVE CAMPAIGNS ARE AND WILL BE A COMBINATION OF PHYSICAL PIECES WITH DIGITAL TOUCHES, BOTH OF WHICH MARKETERS CAN PERSONALIZE TO INDIVIDUAL RECIPIENTS.**

**THE MOST SUCCESSFUL POSTAL CUSTOMERS WILL BE MARKETING SERVICE PROVIDERS THAT RUN COMPLETE, END-TO-END CAMPAIGNS ACROSS CHANNELS. THOSE COMPANIES WILL HAVE THE DIGITAL AND PHYSICAL COMPONENTS IN-HOUSE, WITHOUT HANDOFFS OR MULTIPLE THIRD-PARTY VENDORS. THE ONES THAT ARE BEST AT TIMING TOUCHES WILL GET THE MOST OPTIMAL RESULTS.”**

Bob Schimek  
Director of Postal Affairs  
Quad





## Benefits of Communication Based on Customer Preferences

The key benefit at the core of hybrid communications and digital optimization is that companies are able to deliver communications to their customers based on preferences, with ease. With a hybrid platform, companies are able to connect with anyone, anywhere, at any time. They are able to communicate quickly with the end user that will act on the communication.

Communication is vital – whether it be internal or external. How you communicate with customers matters. For most organizations, physical mail continues to be an important option, whether to support communications governed by regulations or to support customer or employee channel preferences.

Either way, physical mail is not going away. Companies have to be ready to adapt, on a whim, to ensure the customer remains a customer. Not every customer will want the same thing, and companies need to be able to serve their diverse needs.

**76% OF CONSUMERS RANK THE DECISION TO CHOOSE THE MEDIUM THEIR PROVIDERS USE TO COMMUNICATE WITH THEM OF THE UTMOST IMPORTANCE**

**Source: Annual State of Transactional Communications Consumer Survey, Keypoint Intelligence – 2019**

**“IT IS CRITICAL FOR ORGANIZATIONS TO TAKE A HOLISTIC APPROACH TO THEIR CUSTOMER COMMUNICATION MANAGEMENT (CCM) AND CUSTOMER EXPERIENCE (CX) STRATEGIES TO INCLUDE INTEGRATION OF PHYSICAL AND OMNICHANNEL MAIL DELIVERY. ORGANIZATIONS MUST ENHANCE THEIR CONSUMER SERVICE OFFERINGS TO REMAIN RELEVANT AND COMPETITIVE BY PROVIDING A COMPLETE AND FLEXIBLE SERVICE OFFERING TO THEIR CUSTOMERS. ONE THING IS CERTAIN, THE CONSUMER WILL DRIVE PHYSICAL AND ELECTRONIC MAIL STRATEGY AND TODAY, THE CONSUMER STILL EXPECTS AND DEMANDS THE ABILITY TO SEND AND RECEIVE PHYSICAL MAIL.”**

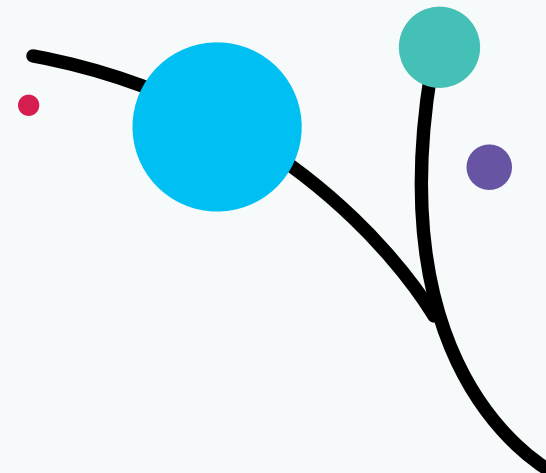
**Keith Woedy**  
VP of Research & Practice Lead  
Madison Advisors

The ability to communicate more efficiently and effectively with customers will result in better relationships, communications, increased ROI, and higher customer satisfaction. In today's competitive marketplace, offering customers a choice in how we communicate with them is an important differentiator.



EMPOWERMENT IN DECIDING WHICH CHANNELS THEIR PROVIDERS  
USE TO COMMUNICATE WITH THEM IS THE MOST IMPORTANT  
FACTOR FOR ALL CONSUMERS, REGARDLESS OF AGE

Source: Annual State of Transactional Communications Consumer Survey, Keypoint Intelligence - 2019



# Challenges of Multichannel Communications

The challenge that companies face is that there is no one-size-fits-all solution when it comes to managing mail and multichannel document automation. Most organizations are working with specific workflows (whether up-to-date or based on outmoded manual processes) or a set of disparate systems.

Additionally, managing mail is complex, and often, expensive. In certain circumstances, companies rely on expedited delivery services for critical documents in addition to digital channels.

Understanding how to manage and optimize physical mail and expedited delivery spend, whether through the USPS®, FedEx®, UPS®, or other carriers, is also paramount if you are to ensure a sustainable and predictable cost for servicing clients and meeting expected delivery times.

Companies that are prepared to make the move to hybrid communications frequently run into two main challenges:

First, they may have a limited number of customer email addresses (they have some but not all) and not all customers want to receive communications electronically.



“WHILE DIGITAL COMMUNICATIONS DELIVER SPEED, INTERACTIVITY, AND LOW COST, THE DRAWBACKS ARE DATA AVAILABILITY POST-GDPR, DELIVERABILITY, AND OPEN RATES. MAIL REMAINS A KEY PART OF THE COMMUNICATIONS MIX, PARTICULARLY FOR HIGH VALUE DOCUMENTS AND PEOPLE WITHOUT ONLINE ACCESS. MAIL HAS BECOME LESS COMMON OVER THE YEARS SO RECIPIENTS ARE QUITE INTRIGUED. I EXPECT THE MAIL INDUSTRY TO MAINTAIN A STRONG NICHE IN THE MIX.”

Phil Winfield  
Head of Communications  
Quadient



Additionally, companies may only have a trusted email address for a certain percentage of their customer base, making it necessary to communicate critical documents through direct mail. As a result, physical mail remains a necessity, even as companies transform digitally.

Secondly, for companies who look to develop their own internal systems, they often find it challenging to put enough development resources into creating a solution that can support a complex environment without sacrificing the user experience – for both internal users and the customer.

These challenges create a perfect environment for a true hybrid approach to communications – optimizing the use of both physical and digital communications.

**ALTHOUGH YOUNGER CONSUMERS ACCESS A GREATER SHARE OF THEIR COMMUNICATIONS ELECTRONICALLY, THIS TREND IS NOT INCREASING AS RAPIDLY AS ONCE EXPECTED**

Source: Annual State of Transactional Communications Consumer Survey, Keypoint Intelligence - 2019



**DOWNLOAD THE INFOGRAPHIC:  
WHAT CUSTOMERS WANT:  
CUSTOMER COMMUNICATION  
PREFERENCES**



There is little doubt that the future of mail includes multichannel delivery, hybrid communications, and digital transformation. It is important for companies to consider blending hardware and software platforms that will evolve to solve future issues, even while handling the current communication challenges.

## 40% OF CONSUMERS STILL ENJOY RECEIVING PAPER STATEMENTS

Outreach needs to grasp the customer's attention (digital or physical), be relevant, and connect with each of them. They may respond better to direct mail – just as some people like to read physical books and others prefer to listen.

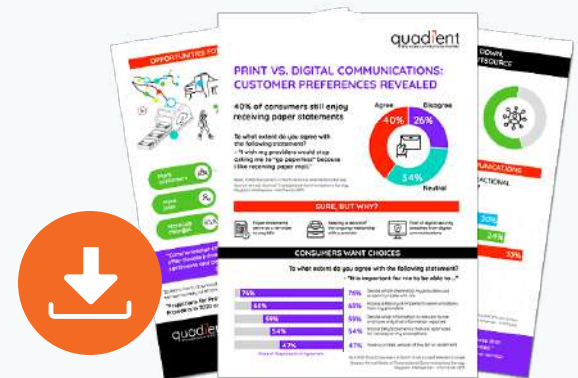
Today, companies need to have the ability to send physical and digital with ease, to give customers preference options, as well as assure data quality and address accuracy to ensure a positive customer experience. A true solution needs to address all of these opportunities for growth.

If companies can get a blend of physical and digital, they will be in a great spot moving forward.

“THERE WILL ALWAYS BE A PRESENCE OF PHYSICAL MAIL. THE SUPPLIER THAT CAN OFFER A BLEND OF OPTIONS FROM 100% PHYSICAL MAIL TO 100% DIGITAL - AND ANY MIXTURE IN BETWEEN —IS BEST POSITIONED TO BE THE SUPPLIER OF CHOICE.”

Michelle Legg  
Sr. Director  
Global Product Management  
Mail-Related Solutions  
Quadient

**DOWNLOAD THE INFOGRAPHIC:**  
PRINT VS. DIGITAL  
COMMUNICATIONS - CUSTOMER  
PREFERENCES REVEALED





## Conclusion

The biggest shift to digital and physical communications is happening now. Quadient collaborates with companies at every stage to empower them with innovation and technology, regardless of their size. Companies can leverage a suite of solutions that will give them control over the entire outreach process.

- **Reduce operational expenses:**

When it comes time to outsource your mail production or digitize your mail, Quadient mailing solutions enable you to seamlessly make the transition, reducing your operating cost at every stage.

- **Eliminate risk:**

By reading integrity codes printed on your documents, Quadient systems securely automate and monitor every step of the mail assembly process—even when envelope contents vary by customer—providing both peace of mind and absolute proof of compliance.

- **Create more opportunities:**

With detailed, accurate cost tracking and reporting, you can transform your mailing operation from a cost center to a profit center.

The user-friendly solutions support a multitude of global mail channels and automate the entire document workflow, providing the flexibility to send critical communications through multiple delivery channels—print, digital, or remote fulfillment.

Our best-in-class software and hardware solutions enable companies to respond and adapt quickly to changing regulatory requirements and environmental demands, to help surmount business challenges, now and in the future.

If you are looking for a better way to manage and automate outreach, know that a solution that fits your needs exists and we are here to help. Discover how you can bring your company forward, **visit [quadient.com](https://www.quadient.com)**.



**quadient**  
Because connections matter.

 **Info  
Intelligent**

## About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit [quadient.com](https://quadient.com) .