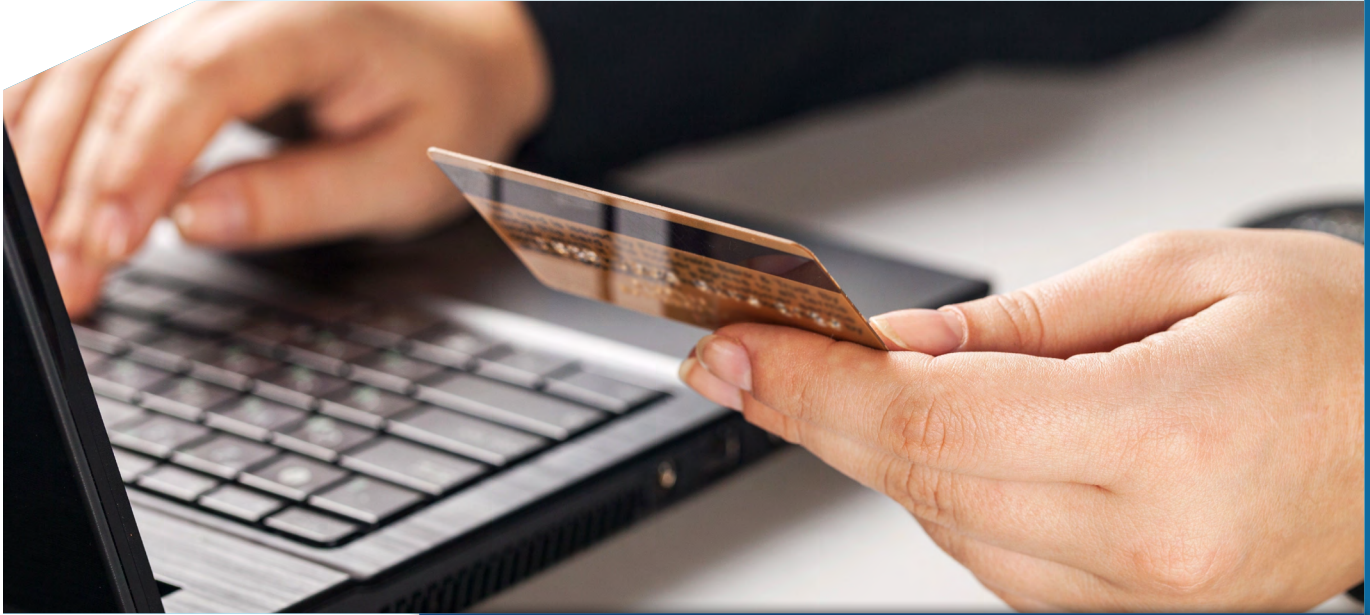


Case Study

Top 5 Canadian Bank Implements Doxim CCM For Secure Electronic Communications



- 8M users enrolled in Doxim CORE360 for communications
- 2.4M users receive at least one message monthly

Doxim CCM allows all lines of business in this financial institution to communicate securely and consistently with their customers.

All Digital Communications & Channels

- Statements
- Automatic payment confirmations
- Alerts and notifications
- Email
- SMS
- Interactive voice response

A leading Canadian-based global financial institution uses Doxim CCM as the key solution within the Doxim CCM Platform, as the basis for their customer communications offering. Through its major businesses – including Retail and Business Banking, Wealth Management, and Wholesale Banking – our client provides a full range of financial service products and **services to over 11 million individual, small business, commercial, corporate, and institutional clients in Canada and around the world.**

Challenge

The bank required a customer communications solution to solve both an immediate need and to fulfill their long-term strategy of integrating all lines of business within a single, scalable customer communications platform. As a pioneer in the Canadian banking industry, this client continually implements cutting-edge solutions, so they sought a software partner that could offer security, innovation, and scalability.



Solution

In 2005, the bank deployed Doxim CCM Digital Business Messaging as a solution for all secure electronic communications between the bank and its customers. For every line of business, Digital Business Messaging delivers statements, automatic payment confirmations, alerts, and notifications by web presentment, email, SMS text messaging, and interactive voice response. The bank also provides support to customers using the Doxim CCM Customer Service Messaging center, and customers user interface, and customers access their information through the Online Banking system, which communicates through Doxim CCM public interfaces.

Today, they process approximately 250,000,000 documents through Doxim CCM annually for over 60 different internal applications.

Benefits

- **Secure, consolidated communications** to all customers document templates.
- **Integrated with lines of business** which reduces cost of licensing, implementing, and maintaining silo communication products.
- **Provides tracking** for presentment and delivery of all forms of communication.
- **One solution for all customer communications** provides consistency, easier management, and one vendor relationship.
- **Improves customer satisfaction** with new channels of communication
- **Integrated with online banking website** using documented Doxim CCM APIs, which allows them to maintain customer facing, web user interface.

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Doxim is the customer communications and engagement technology leader serving financial and regulated markets, providing omnichannel document solutions and transforming experiences to strengthen engagement throughout the entire lifecycle. The Doxim Customer Engagement Platform helps clients communicate reliably and effectively, improve cross-sell and upsell opportunities, and drive increased loyalty and wallet share through personalized communications. The platform addresses key digitization, operational efficiency, and customer experience challenges through our suite of plug-and-play, integrated, SaaS software and document technology solutions. Learn more at www.doxim.com.