doxim®

HTML Communications

Beautifully Rendered Digital Communications

The shift toward digital transactional communications continues to gain momentum.

92%

In 2024, approximately **92% of Americans have smartphones.**

87% of account holders say **mobile is the primary way** of accessing their checking accounts.

The adoption of **digital transactional documents has grown 10%** between 2016 and 2024.

Digital-first communications strategies are no longer an option, but a requirement. While customers are embracing a variety of digital formats, HTML documents are ideally suited to mobile devices, providing anytime, anywhere access to information and engagement.

Customer Experience Management is Your Key to Success

HTML communications offer significant customer experience benefits over both PDF and print. HTML documents are mobile-responsive and adjust to the size of the display being used. They can also include HTML links and video content, for a rich and engaging experience. Rich content allows the user to become more self-sufficient, reducing unnecessary calls to the call center while leaving the customer feeling satisfied.

Include Targeted Marketing Campaigns

Personalized experiences are essential to keeping your customers engaged and loyal. Marketing messages can be embedded within the HTML document and automatically updated to present the latest campaign – reducing operational costs while driving up-sell and cross-sell.

Reduce Operational Costs

In addition to providing a modern customer experience, HTML communications offer significant cost-saving benefits over print because of reduced production requirements, paper, and postage.

HTML format provides flexibility to create and deliver thoughtfully designed statements via channel of choice

- Responsive to all digital platforms
- Transactional content with promotional messaging
- Support for rich, interactive content with hyperlinks and video
- Dynamic content reflects the latest marketing campaigns
- Support for accessibility
- Easy template designs

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Doxim HTML Communications
Statements, notices, emails, bills & other documents

Key features	Included
Point-in-time official record (when stored in ECM)	✓
Viewed on mobile	✓
Print-at-home friendly	✓
Text alternatives to video and images	✓
Mobile-first design and information layout	✓
Embed rich media & video	✓
Tracking engagement analytics through your company's analytic tools	✓
Mobile app friendly	✓
Seamless browser experience	✓
Standard HTML5 tagging	✓
Integrate digital assets	✓
Accessibility	
WCAG 2.0 AA or higher	✓
Meets ADA compliance requirements	✓
Meets section 508 compliance requirements	✓
Compatible with assistive technology	✓
Administration	
Supported by portal	✓
Available to all users	✓
Document types supported (Examples)	
Statements	✓
Emails and notices	✓
Tax documents	✓

The time to act is now! See How HTML Documents Can Increase Customer Engagement

Book a meeting and we'll show you how Doxim can enhance your digital communication strategy with Doxim's HTML Solutions

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Doxim is the customer communications management and engagement technology leader serving highly regulated markets, including financial services, utilities and healthcare. We provide omnichannel communications and payment solutions that maximize customer engagement and revenue, while reducing costs. Our software and technology-enabled managed services address key digitization, operational efficiency, and customer experience challenges through a suite of plug-and-play, integrated, SaaS software and technology solutions. Learn more at www.doxim.com.