

HTML COMMUNICATIONS

PERSONALIZED DIGITAL COMMUNICATIONS

There is a trend to shift to digital communications in North America.

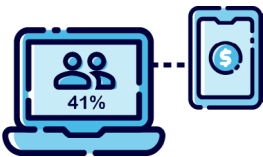


In 2019, approximately **81% of Americans have smartphones** and increasing.



10% decline in the volume of transactional mail sent/received since 2016

Customers are embracing all forms of digital communications such as HTML because it offers flexibility, on-demand access and it's easy to use and read. Organizations are responding to customer needs through their digital-first communications strategies by offering digital experiences. It's not an option anymore, it's a requirement.



41% of new account holders said the mobile experience was a key factor in their banking choice.

Business Insider Intelligence, 2019

Customer Experience Management is Your Key to Success

HTML communications offer significant customer experience benefits over paper-based communications. Not only are HTML documents mobile-responsive so customers can access critical information anytime and anywhere, they provide a clean and easy format that presents content logically. This allows for the reader to segment their data so it's not overwhelming. Rich content optimizes user experience to allow the user to become more self-sufficient, reducing unnecessary calls to the call center while leaving the customer feeling satisfied.

Connect with Your Customers Through Personalization

Personalized experiences are essential to keeping your customers at the forefront of your business. Highly personalized marketing communications messages are dynamic and embedded within the HTML document. They can be targeted based on specific needs during a customer's buying cycle – allowing for upsell and cross-sell.

Reduce Operational Costs

Digitizing communications offers significant cost-saving benefits because of the reduction in operational requirements to manage print and production. HTML documents are designed as a seamless delivery option as they are mobile-responsive. To increase efficiencies, HTML allows content to be updated on an as-needed basis and delivered to customers on-demand when required. Rich dynamic content allows marketers to leverage existing communication channels to generate more sales, grow revenue, and reduce costs to market.

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

- Responsive to all digital platforms
- Dynamic content
- Interactive– directly and immediately
- Accessibility features
- Easy template designs
- Transactional content with promotional messaging
- Low storage and reduced operational demands
- Drive upsell and cross-sell



<https://www.businessinsider.com/mobile-banking-market-trends>
<https://www.gsma.com/r/mobileeconomy/northamerica/>
<https://www.valuepenguin.com/banking/statistics-and-trends>
[Statista.com](https://www.investmentexecutive.com/news/industry-news/online-banking-preferred-by-canadians-cba-survey/)
<https://www.investmentexecutive.com/news/industry-news/online-banking-preferred-by-canadians-cba-survey/>

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

[Request Demo](#)