



**COMMUNICATION
GENETICS**

Communication is part of our **DNA**

Cloud Solutions
tailored to
your customer
communication
management needs

Communication Genetics are a professional team of trusted advisors for a holistic 360-degree view of your customer through innovative and tailored Customer Communication Management solutions to suit your business needs.

We've partnered with global experts in each field of essential customer communication management technologies, so you don't have to deal with a variety of suppliers – We manage it all for you with your objectives and revenue targets in mind. That's what makes us different from the rest, our total commitment to your organisational goals.

Established in 2008, we're a **BBBEE Level 1** owned business based in Johannesburg. Our experience with Customer Communication Management tools coupled with our technical knowledge allows us to advise you on the best solution to suit your needs. The planning, implementation and management thereof is done side by side to ensure you get the best results from your investment.



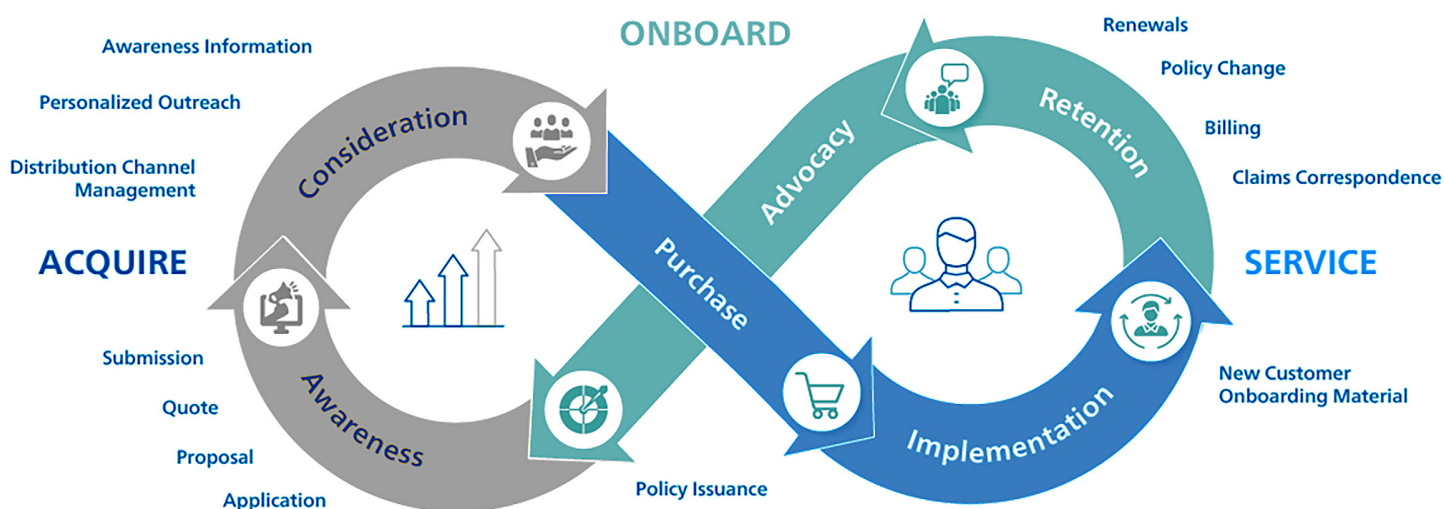
What is an Omnichannel engagement approach?

We facilitate an omnichannel approach with our clients, to help them communicate better with their customers. We ensure that the communication strategy focuses on creating a near-seamless transition between channels by blending them and managing them from a single, unified platform. With Communication Genetics as your trusted advisors, this journey will instil trust and increase share of wallet with every customer touchpoint.



Navigating Customer Communication management (CCM)

Our team have the passion, knowledge, and experience in setting up the best CCM SaaS solution for business. Helping to overcome any concerns you may have of implementing a complete CCM SaaS solution.



Achieve highly personalised, engaged customer conversations in today's enterprise.

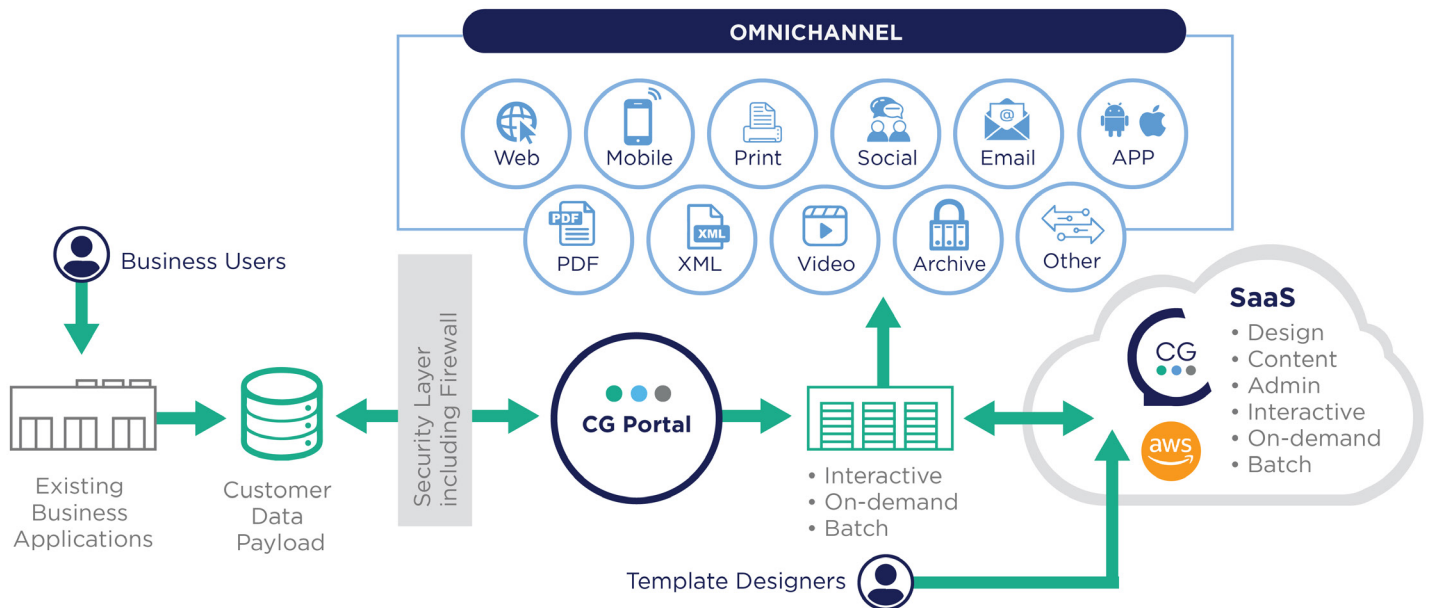
To achieve fluency in enterprise customer communication management, the tools we use are very different from 5 years ago. Consumers expect personalized, relevant, interactive communications on their terms and through their preferred devices. Business can achieve fluency with their customer communications management (CCM) platform

built in the cloud with the promised security customers have come to expect. You can do so much more than just inserting a name in your communications. Our CCM platforms are designed to support all digital channels, with highly personalized messages, and interactive communications.

Communication Genetics works with your existing infrastructure to better simplify your customer and business communications, while making those communications work harder for your bottom line.

CCM SaaS Solutions designed with your customer in mind

There is no denying it, today there is a software solution for almost any pain point in business, however not every solution is suited for your business. **We're different!** We get to know your business and objectives first, through in-depth conversations and analysis with your team. Thanks to our expert experience and world-class partners, we will help you unlock significant value and return on investment.



SaaS Cloud offers you:

● Efficient On-Demand Communications

It only takes one simple click directly from within the customer care interface, while your customer service team can efficiently produce relevant, personalized communications meeting your corporate identity. Keeping all touchpoints on brand and trustworthy, improving brand sentiment.



● Secure Collaboration

Should your communications require review and negotiation, the cloud solution gives you full control over who can review, edit, and approve copy. Using the Docbox capability, a full audit trail is maintained of all changes and comments, making it easy to securely trace the lifecycle of a single copy between parties.

● Flexible Interactive Communications

Ensure that across your organization, anyone who communicates with your customers can access the cloud platform from within a customer care environment, to create targeted and highly personalized conversations in real-time, using either freeform or pre-approved text, branding and content.



● Omnichannel preparation and delivery

Automate the selection and personalize the customer communications with intuitive, browser-based template design. Design a single template to be used across all output channels. Test and troubleshoot across multiple channels to ensure error-free communications. Gather data through an intuitive flow and use your data to build highly personalized communications.

● Efficient Production of Batch Communications

Allow your team to personalise conversations based on your data, and share communications how and where your customers want to receive them. With the high-performance batch generation tool, it makes it easy to address and assemble large volumes of content in real-time.



● Secure Cloud Storage

Data and Documents are stored in a customer owned AWS archive storage solution offering long term retention, compliance, and digital preservation. Customers have control of their data and determine where their data will be stored, including the type of storage and geographic region of that storage.

Our solution is the only one like it in the marketplace where you can securely deploy in both Cloud or a Hybrid environment.



Our partner in SaaS Technology

Globally recognised as one of the leaders, SmartCOMM™ from Smart Communications™ is the provider of SaaS Customer Communications Management (CCM) software solution. Recognized as the strategic leader by leading analyst firms including IDC, Forrester, Gartner and Aspire, SmartCOMM was designed to meet the digital needs of the 21st century customer, delivering the most advanced customer communications more efficiently and securely than ever. With SmartCOMM and Communication Genetics, you'll collaborate better with stakeholders, gain greater flexibility in deployment, while lowering the total cost of owning an enterprise CCM solution.



With us by your side, you have a solution to scale your customer conversations:

1

A trusted advisor with 100% focus on CCM communication technology with expertise in technology and processes.

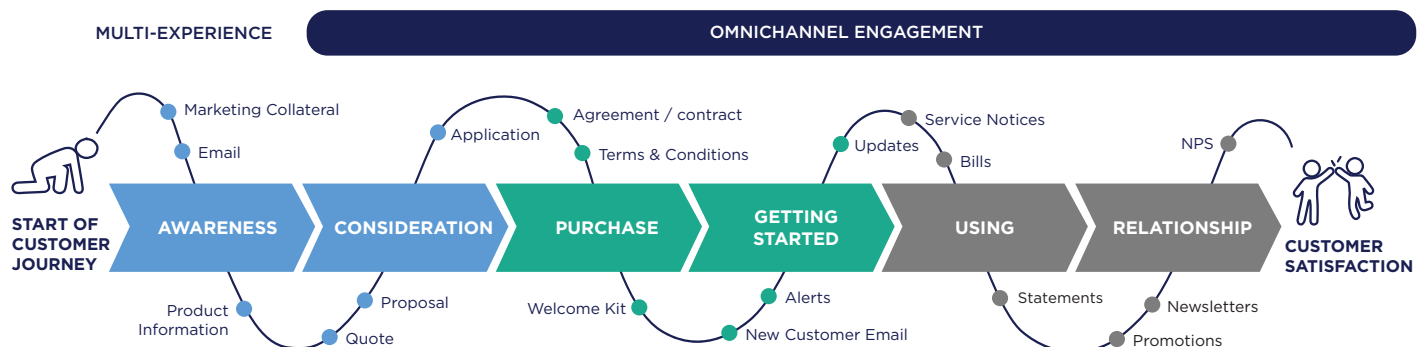
2

Support - we're by your side to simplify your communications and customer management, using drag and drop design. Easy to use interfaces allows for real-time previews, approvals and editing.

3

True cloud capabilities that significantly reduce costs and add value to your strategies. Your team will respond faster, and your operations will be scaled to operate efficiently without sacrificing security or compliance.

Improve your customer journey with digital transformation that makes sense:



Communication Genetics ensures the technology you use helps with your customer journey.

Less time and effort!

Does this sound like something every team could do more with? Using our controlled template design, your team will reduce the time and effort needed to create effective messages to send to clients. By utilising browser-based template authoring, which offers a user-friendly interface and easy access to shared content, style sets, layouts, and shared data. We believe a “one template many communications” approach, with each template offering multi-channel, multi-brand, multi-jurisdictional and multi-language capabilities, helping you to eliminate the frustrations of juggling hundreds of old templates.



Outdated options include:

- Waiting for software upgrades
- Paying for patches
- Waiting for hardware to be upgraded
- Waiting for access to new features to achieve success
- Only access full capacity / scalability once you've paid and it's been configured
- Never planning for disaster recovery

VS

SaaS solutions that offer you:

- Biannual automated upgrades
- Monthly patch cycles
- Access to immediate patches
- Access to new features and functionality as part of your payment model
- Scalability on-demand
- Disaster recovery built-in
- Versioned engine

What do you want to do?



Move to digital fast

Get your team and data loaded to the cloud within weeks. There is no need for expensive custom programming or coding.



Cut your IT costs, save time and empower your team

The SaaS solution is tailored to suit your customers and internal processes, saving time, and impressing your customers with an improved overall communication experience.



Connect to core data sources

Seamlessly integrate into backend records, preserve data securely and make it accessible to the right people at the right time and within seconds.



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Future proof your business with these advantages:

- **Tailored solutions** that are easy to implement
- **Increased profits**, due to better teams and client confidence
- Nurture your business in the **new way of working**
- **Accessibility 24/7** from any device
- **No installation**, equipment updates or traditional licensing management
- Cost effective maintenance & **flexible payment models**
- **Easily scale** a solution
- **Reduce your IT costs** without expensive updates
- Cloud-based **data storage**
- **Analytics** – data reporting and intelligence tools
- **Increased security** protocols
- Overall improved **brand recognition**

★
**We understand its never
easy to try something new**

Our team can implement a
Proof of Concept for a
**30 day Free of Charge
(FOC) trial.**

Let us demonstrate how
our solutions can fit your
business objectives, with
no need to change your
business to fit a solution.

Take advantage of our Cloud Solutions tailored
to your customers' communication management needs.

Contact us to start the conversation to improve customer experiences,
open revenue streams, increase staff productivity and reduce costs.



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