



## COMMUNICATION GENETICS

Communication is part of our DNA

Technology experts  
who improve the  
way you engage with  
your customers



More meaningful  
communications  
that match customer  
expectations

Create more  
meaningful  
customer  
communications  
and make  
every customer  
touchpoint count.



More adaptive,  
personalised and  
relevant two-way  
conversations

Ensure your  
customer  
communication  
is omnichannel  
ready, consistent  
with relevant  
customer data.



Automation and  
transformation of  
business systems  
and processes

Automate,  
digitize, and  
transform your  
business to be  
future ready.



Exceptional  
end-customer  
experiences

Build a customer  
journey that  
builds trust and  
adds to your  
360° view of your  
customer.



Increased value  
via cost and time  
savings

Lower your costs  
and improve  
efficiencies  
within your  
processes without  
upgrading your  
infrastructure.

**The world has changed,  
and the way your  
customers want to engage  
with your business has just  
got a lot more complicated.  
Is your business ready for  
this change?**

By putting more control into the hands of consumers and engaging them in interactive, two-way conversations, companies can provide exceptional engagement experiences that lead to deeper customer loyalty and increased Return on Investment (ROI).

## About us

Communication Genetics was **founded in 2008** and is a leading provider of customer communication management (CCM) solutions. We are a proudly South African **level 1 B-BBEE** company.

We are a technology company at heart and partner only with best-of-breed technology partners. With more than **150 years' experience**, our people are known for their world class expertise and skills within the CCM market.

We are a specialist CCM boutique company that prides ourselves with the "personal touch", helping our customers successfully navigate their way through the complex world of CCM engagement.

Our customers are never just a number to us, as is the case with many large organisations. We always provide enterprise grade, affordable and cost-effective solutions that focus on reducing total cost of ownership (TCO) and improving ROI.

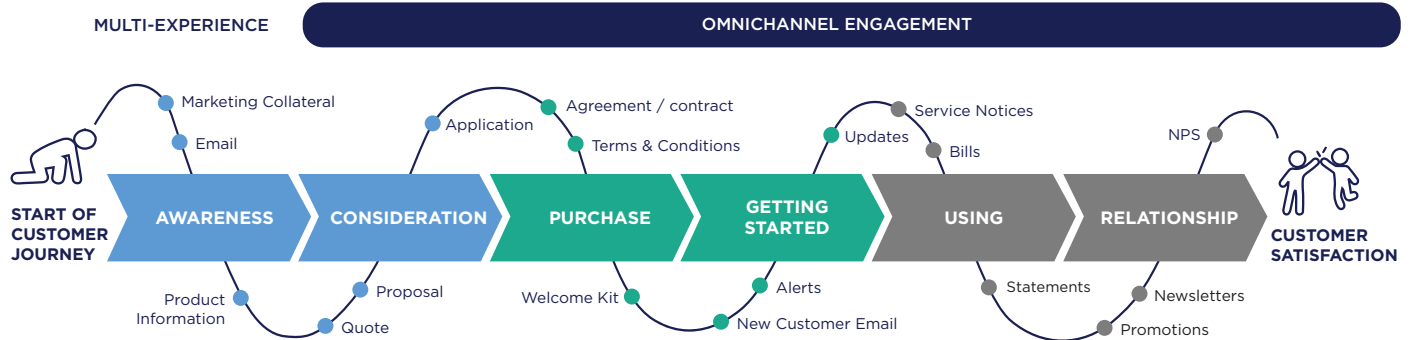


## What is CCM?

**Customer Communication Management (CCM), is more than just communicating with customers. It's about creating a digital relationship and building trust at every touchpoint.**

It's so much more than digital documents, consistent branding, and utilising data correctly to create a personalised experience. An effective technology tool helps increase the efficiency of communication and helps businesses to better engage with their customers, enabling companies to strengthen customer relationships and increase their profit share. Upselling to engaged customers is far easier and more profitable than finding new customers.

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



We offer flexible solutions like Prem, cloud and SaaS including managed and professional services. With a proven track record and industry leading customer satisfaction NPS score of 45.

## Where we add value in your CCM strategy

We work with the best technology partners and we're the experts in matching the technology with your customer communication omnichannel strategy.

Working with world class technical experts, our focus is to seamlessly drive customer communication in Africa, across a variety of channels, which offers us an unique opportunity to really change the way business speaks to their customers. Our trusted advice and expertise helps you engage smarter with your customer.



### Our solutions include:

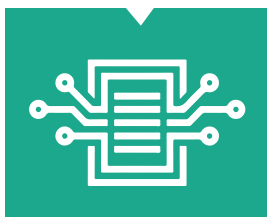
1

Omnichannel document composition



2

Storage and Archive



3

Content distribution and output management across all channels



4

Data security and email encryption



5

Prem, Cloud, SaaS and Hybrid



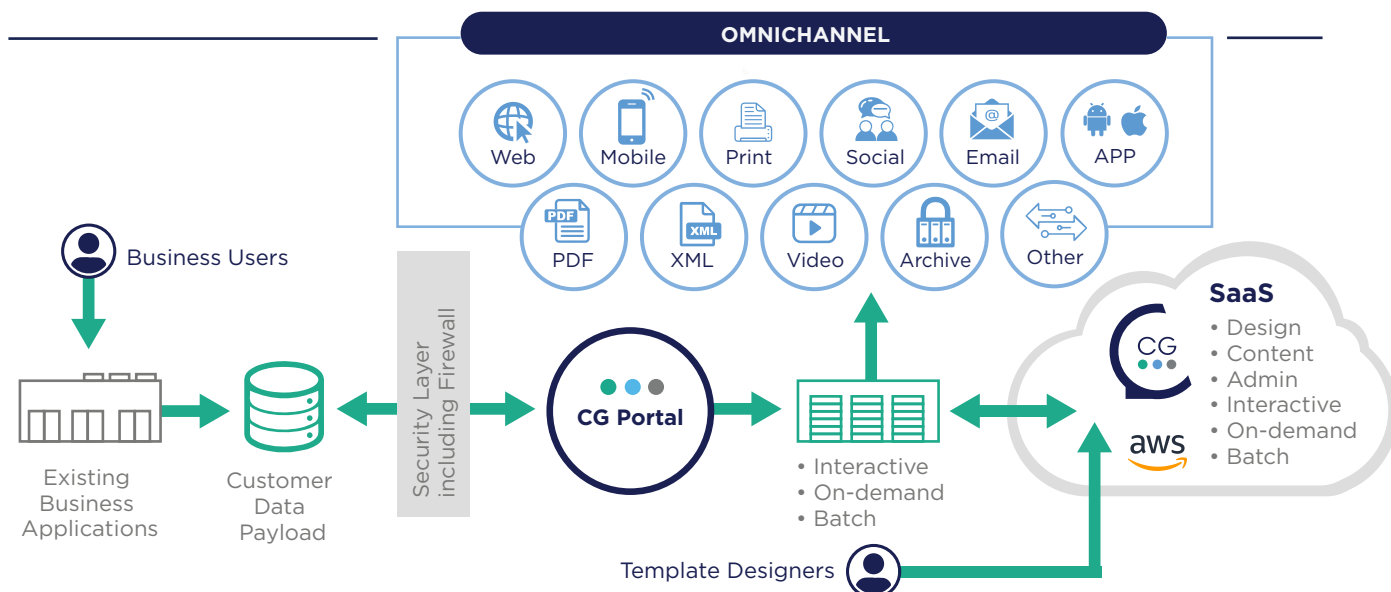
[www.communicationgenetics.com](http://www.communicationgenetics.com)

## What is an Omnichannel engagement approach?

We facilitate an omnichannel approach with our clients, to help them communicate better with their customer. 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 instill trust and increase share of wallet with every customer touchpoint.



## Why SaaS?

### 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:

- Bi-annual 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

## Communication Genetics can keep your business future proof.

### The digital transformation has resulted in new business challenges.

There is increased competition with decreased customer loyalty due to the inability to scale with customers' expectations.

Organizational departments have siloed views of customer needs and with the increase in competitive pressures a cloud solution makes the most sense to save costs, improve efficiencies and build better relationships with your customers

Move your customers' communication in the cloud to achieve:

**Cloud approach** - Multi-tenant SaaS

**Extensibility** - Extensive open API's adapting to your unique business needs

**Business user control** - Achieve an agile business-control with tight measures

**Cost effective** - Lower your total costs through flexible payment models

**Speed** - Be quick to market with your customer communications

**Scalability** - Scale your volumes and throughput

**Elasticity** - Capacity added on demand and scaled back down as needed



We have a solution to help take your customers seamlessly through the customer communication lifecycle.

## Our track record:

- **630 million** documents composed annually
- **52 million** customer statements processed every month
- **Over 500** terabytes of data archived
- **66 million** formats converted annually
- **10 billion** documents archived

## The sectors that will benefit:

We're on a mission to keep communications and document management smart and effective. Freeing up your time to really do what you're good at.



**Financial Institutions**



**Insurance Market**



**Health Care**



**Tele-Comms**



**Retail Enterprises**

## How we work:

## 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 and maintenance
- Cloud-based data storage
- Analytics - data reporting and intelligence tools
- Increased security protocols
- Overall improved brand recognition

## Some of our valued customers



**Momentum Metropolitan**

**strate**



**the gpaa**

Department: Government Pensions Administration Agency  
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN RESERVE BANK

We're not a large impersonal corporation that pushes out projects. Communication Genetics has communication as part of our DNA, and we become part of your business. Training your people, engaging with stakeholders and constantly being your trusted advisor in technology.



**Communication is part of our DNA**

**Contact us to change the conversation with your customers.**

Our team has the passion, knowledge, and experience in setting up flexible customer communication solutions that suit your needs.



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