



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.

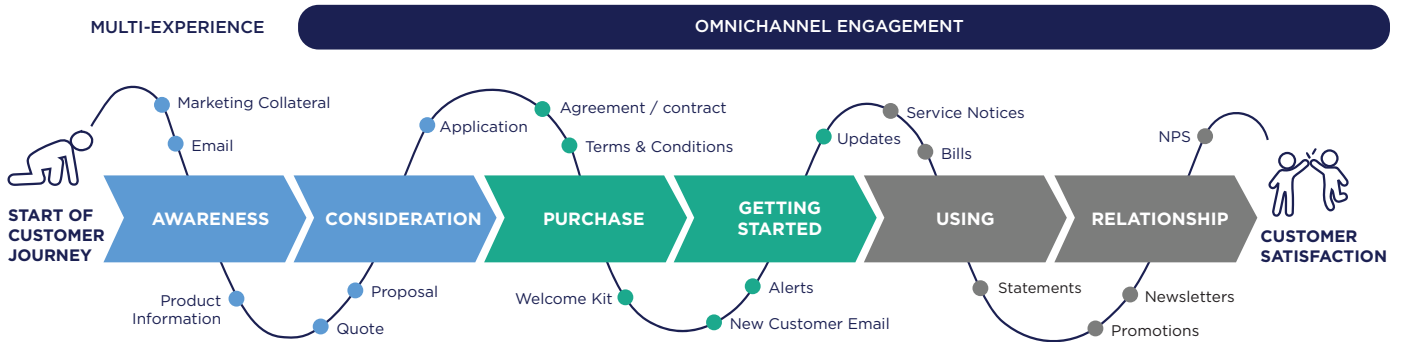


What is CCM?

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 Hybrid including managed and professional services. With a proven track record and industry leading customer satisfaction NPS score of 68.

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, and Hybrid



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 instil trust and increase share of wallet with every customer touchpoint.



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

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.

Listen to pain points to understand business needs



Tailor solutions to match business objectives and processes



Design & implement software solutions



People training and maintenance



Revenue collaboration



Communication is part of our DNA

Some of our valued customers



Department: Government Pensions Administration Agency
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN RESERVE BANK

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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