quadient
Because connections matter.

Inspire Flex

Inspire Flex: The world's most powerful end-to-end CCM solution

The only fully integrated, any-premise CCM solution

Today's customers have elevated expectations. They've gone digital, demanding convenience and flexibility. Delivering exceptional customer experiences (CX) through personalized, omnichannel communications is now key to competitive positioning, building customer loyalty and driving revenue. However, enterprises often face challenges when implementing CX initiatives including departmental silos, legacy systems, distributed workforces, and changing government regulations.

Quadient's award-winning Customer Communications Management (CCM) solution, Inspire Flex, helps companies around the world design, manage and deliver personalized, accurate and compliant communications across all channels, from one centralized platform. Customer communications are often the only interaction point that customers have with brands, making your CCM strategy a connected journey of critical moments in the customer lifecycle.

Inspire Flex is the only fully integrated, any-premise, end-to-end CCM solution that empowers enterprises to exceed expectations with customer communications that drive value.

BACKED BY THE EXPERTS
Gartner, Forrester, IDC, Aspire, and Quadrant Knowledge Solutions

EXPERIENCE
A rich, 20-year history of world-class leadership from SMB to enterprise

PROVEN RESULTS
97% customer satisfaction rate

EXPERTISE
Over 7 trillion personalized experiences delivered

> **With Inspire Flex, we have leading edge capabilities in terms of how we present customer data and deliver content to our customers. Historically, we have served a demographic that preferred receiving paper documents. Going forward, our clients expect to receive correspondence and access their account information over a variety of communication channels. Inspire Flex's robust capabilities and the company's excellent professional services and support teams are making that transition extremely smooth. Inspire has been a real game changer for us.**
>
> **— Randi Gordon, Director, Customer Communications Management, Pacific Life.**

Inspire Flex – latest release

300 game-changing enhancements powering the digital-first CX of the future Communications for all channels

R15 highlights:

- Drag n' drop responsive email creation
- WhatsApp delivery
- Easier mobile communications via 60 most popular bootstrap components
- Multivariate testing to optimize omnichannel delivery
- Universal email & SMS connectors
- Faster cloud deployment -- reference apps & accelerators for Azure and AWS
- Import design content from InDesign & QuarkXpress 2021

> **As always, Quadient places significant R&D into their products. Each release reveals new opportunities!**
>
> **— Dave Schuller, IT Director, Venture Solutions**

INSPIRE FLEX SOLVES YOUR CCM PROBLEMS AND LETS YOU:

ENHANCE CUSTOMER EXPERIENCE

Drive value through meaningful experiences delivered where and when customers demand. Empower your non-technical users to create human-centric, compliant 1:1, on demand or one to many communications in minutes, not days.

SPEED DIGITAL TRANSFORMATION

Reduce data migration time and effort by 90% with rapid AI-powered migration technology. Speed your transition and optimize customer data intake with two-way, HTML5-based forms by migrating existing and creating new dynamic forms with little IT involvement, no matter your maturity level.

ACHIEVE AGILITY

Ingest almost any data format and seamlessly integrate with complex legacy and core systems to create personalized communications delivered across any print or digital channel.

INCREASE VALUE

Reduce operational costs with efficient, streamlined workflows for content generation and approval.

ELIMINATE SILOS AND REDUCE IT DEPENDENCE

Inspire Flex is the only centralized solution that makes it easy to create, approve and deliver omni-channel communications from a centralized hub – eliminating the need for multiple siloed teams, and reducing strain on IT.

IMPROVE CUSTOMER JOURNEY FASTER

Inspire integrates seamlessly with Quadient Inspire Journey, the only cloud-based journey mapping tool that incorporates your customers' digital and physical touchpoints into your journey maps. With Inspire Journey, customer experience teams share feedback with business users directly while AI and machine learning orchestrate real-time improvements to make every meaningful connection a positive one.

REDUCE COMPLIANCE RISK

Compliance and legal staff can easily and quickly manage, track, audit, and approve regulatory language while subject matter experts handle personalization in pre-defined templates.

FLEXIBLE DEPLOYMENT FOR CCM ANYWHERE

Any-premise deployment options (cloud, hybrid, and on-premise) ensure companies don't get locked into infrastructures that don't grow with their business. Containerization with Kubernetes technology provides portability, scalability, and high availability for your applications.

INSPIRE FLEX KEY CAPABILITIES

Communications for all channels

- HTML5 email, SMS, print, WhatsApp, web & mobile
- Dynamic & interactive communications
- On demand & batch communications
- Synchronized omnichannel preview

Flexible deployment options

- On-premise, hybrid cloud, private cloud or as a hosted managed service
- Manage containerized deployments using industry-leading methods including Docker, Kubernetes, and OpenShift

Digital forms (or eForms)

- HTML5-based forms for web & mobile apps
- Data pre-population
- Modernize forms, speed workflow

Empower business users

- Customizable approval workflows
- Business user content authoring
- Web-based collaboration
- Enable customer-facing staff to efficiently personalize 1-to-1 communications

Lightning speed digital transformation

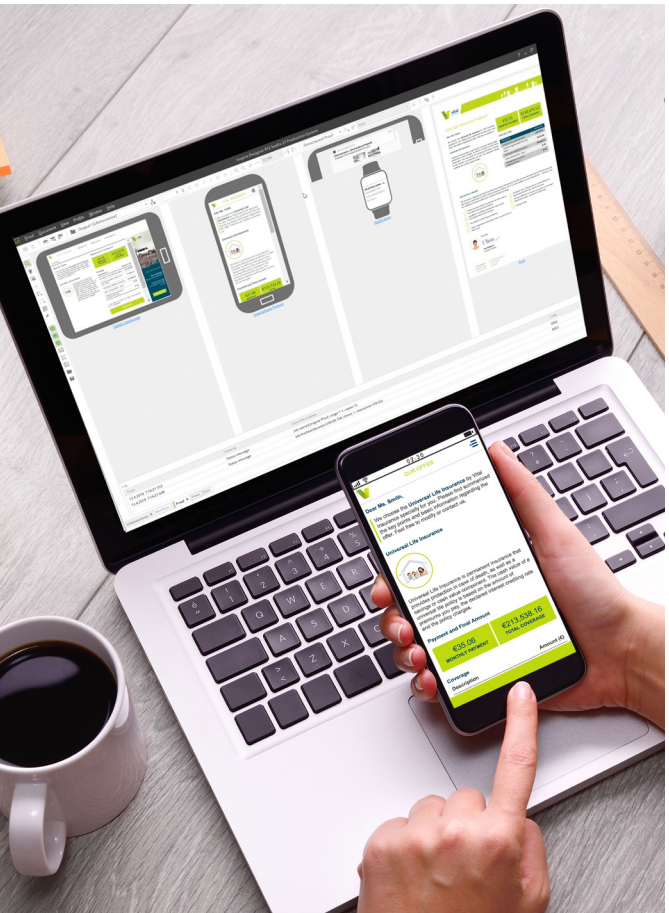
- Legacy system integration
- AI-powered template migration & consolidation
- CCM platform consolidation

Data ecosystem integration

- eSigature integration
- Duck Creek Insurance Suite integration
- Guidewire Insurance Suite integration
- Integration with Salesforce Sales & Service Clouds

TRANSFORM YOUR BUSINESS, DELIGHT YOUR CUSTOMERS.

ENHANCE YOUR CX BY POWERING INTERACTIVE AND COMPLIANT EXPERIENCES AT SCALE FOR WEB, MOBILE AND DIGITAL.



ONE PLATFORM, UNLIMITED CHANNELS

Inspire Flex is the only CCM solution that allows you to easily create human-centric, responsive, interactive and compliant omnichannel experiences (at scale) including in mobile apps, SMS, WhatsApp, and secure web portals. Synchronized omnichannel preview, track open rates, and assure engagement with automatic next-best-channel delivery in the event of delivery failure.

PERSONALIZED, INTERACTIVE EXPERIENCES

Leverage existing templates and data from your core systems to create highly personalized, relevant customer communications and forms for delivery when and how customers prefer. Dynamic digital experiences make it easy for your customers to understand via interactive charts, graphs and sliders that are optimized for viewing, while powerful HTML5 form creation and electronic signature capabilities make the customer experience seamless and efficient.

DRIVE LOYALTY, DRIVE REVENUE

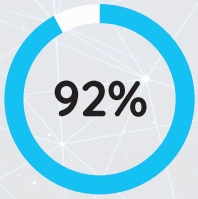
Inspire Flex powers the meaningful connections your customers demand consistently and conveniently – building the trust and loyalty that drive value.

COMMITMENT TO SUCCESS

Quadient customers have repeatedly affirmed our best-in-class customer enablement and success initiatives. With the industry's highest NPS score, we have extensive resources to drive your success like the Exchange marketplace with sample accelerators and apps; The Quad customer advocacy group, Quadient University for continued learning and Electronic Knowledge Portal for certifications.

> By 2023, over 75% of all CCM implementations will be cloud or hybrid.
>
> Source: 2021 Gartner® Market Guide for Customer Communications Management

75% of surveyed organizations saw a return on their investment in Quadient Inspire Flex in less than 18-24 months



92% of surveyed organizations rate Quadient's customer support as better than the competition

More than 80% of surveyed organizations rate the following Quadient Inspire Flex features as significantly better than the competition

- Omnichannel design and proofing
- Performance and scalability
- Scope of available features

> Companies with well-defined omnichannel customer experience management achieve a 91% higher year-over-year increase in customer retention rate, compared to companies without omnichannel programs.
>
> Source: Aberdeen Group, "25 Amazing Omnichannel Statistics every Marketer Should Know," Jan 9, 2021

> The global customer communication management market is valued at $1.38 billion in 2020 and is expected to reach $2.16 billion by 2025.
>
> Source: Quadrant Knowledge Solutions, SPARK Matrix: Customer Communication Management (CCM), 2021

THE WORLD'S ONLY END-TO-END CCM SOLUTION

- Simplify and speed digital transformation
- Improve the customer journey faster
- Reduce cost inefficiency
- Enhance employee productivity and experience
- Reduce IT involvement
- Powerful Integrations

Duck Creek Technologies

salesforce

GUIDEWIRE

quadient
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About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadient, visit quadient.com.