# VIEWPOINT

> ONLINE VIEWING AND DELIVERY OF CUSTOMER COMMUNICATIONS

FACT SHEET

## Enhance your customer communications using an online communication management system that caters for customer service representatives, customers and intermediaries.

Vital to the success of any customer-focused company is the ability to effectively manage multi-channelled customer interaction.

Computershare's Viewpoint is a fully hosted online communication management system that enables fast and convenient access to all inbound and outbound customer communications.

Viewpoint is highly flexible and can be configured to your business requirements within four to ten weeks (depending on the complexity of your requirements).

### REDUCE YOUR COSTS

Reduce your communication costs by enabling customers to access their communications and other information via a convenient online self-service channel. Providing customers with multiple communication channels, such as mail, email, fax and web delivery, can significantly reduce your print and mail costs while offering greater choice. Viewpoint also uses a single formatting application for both print and online delivery, saving you money and reducing risk.

### IMPROVE YOUR CUSTOMER SERVICE

Enable your customer service representatives to instantly view outbound and inbound customer communications online. By viewing the identical communications received or sent by your customers, your staff will resolve issues faster and more effectively, reducing call times and non-call activities (eg. resending documents). Your staff can also re-send communications instantly via mail, fax or email.

### A PROVEN TRACK RECORD

Avert the need to create and maintain your own costly and time-consuming applications and technology – allowing your IT department to focus on your core business. As a proven and successful Application Service Provider (ASP), Computershare can deliver a fully-scalable and accessible web-based communication solution that can be easily integrated with your existing internal applications.

### SECURE AND LEGALLY COMPLIANT

All information is stored in compliance with record retention laws, while full hot-site data and system redundancy and the ability to set permissions for your staff ensures your customer data is secure. We also guarantee uptime and responses through our Service Level Agreements, and use open standards for the storage of data in preference to using proprietary formats.


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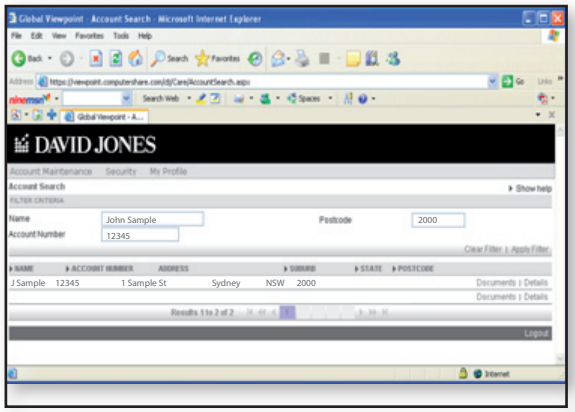


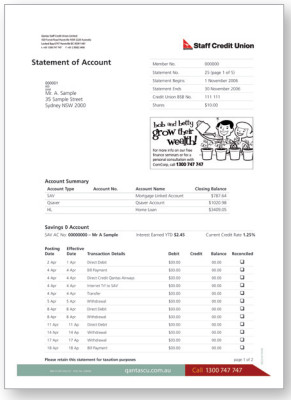

*David Jones uses Viewpoint for the retention and retrieval of statements and selected letters.*

## 1. VIEWPOINT CARE.

**Improves customer service and lowers the cost to serve**

Accessible by internal staff members, Viewpoint Care enables you to:

- quickly retrieve and view all outbound and inbound (scanned and loaded into Viewpoint by Computershare) communications, including inserts and direct marketing materials
- re-issue documents to customers instantly via their preferred channel - fax, email, or mail
- view an audit trail of all activity (such as customer and staff viewing, re-issuing documents etc)
- print documents on demand



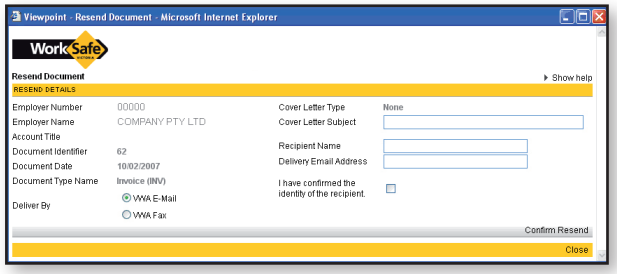

*Qantas Staff Credit Union (QSCU) uses Viewpoint to deliver electronic documents to its members via their own client portal. In addition, the QSCU customer care centre can view all documents whether they are printed or accessed electronically.*

## 2. VIEWPOINT DIRECT.

**Provides customers with choice and lowers communication costs through self-service**

Customer access to personal communications, accounts and transaction information, made available via your company's website and incorporating your company's brand. Through Viewpoint Direct, your customers can:

- receive targeted email notifications and SMS messaging of document availability
- securely login to access their communications and attachments 24/7
- download documents and transactional data in a variety of formats
- pay bills online




*Worksafe uses Viewpoint to store all employer documents online. These are available internally at Worksafe as well as externally, allowing the relevant insurance agents to access the documents pertaining to their employer base.*

## 3. VIEWPOINT INTERMEDIARY.

**Reduces cost of issuing printed communications to intermediaries and more efficiently provides them with support**

Through Viewpoint Intermediary your intermediaries (such as brokers and agents) can :

- receive targeted email notifications and SMS messaging of document availability
- securely login to access their communications 24/7
- view communications sent by you to them
- view communications sent to their clients / portfolio; as well as inbound documents

## ADMINISTRATION

Viewpoint requires minimal administration. If you have existing systems for logging in (such as client portals) these can be leveraged using Computershare's token login technology. Therefore no additional login is required, making access simple, secure and a good user experience. Nominated staff (administrators) can quickly add new users and assign them roles – which governs their level of access and capabilities.