



## One of Americas Largest Customer Contact Centers Streamlines Customer Communication with Napersoft CCM

### Background:

One of America's largest Customer Contact Centers for AARP and its membership.

### Goal:

To improve contact center support services, reduce costs, simplify business processes, and meet the demands of their customers for real-time communications.

### Solution:

Napersoft CCM for real-time, interactive letter generation.

### Results:

Streamlined operations with improved customer satisfaction, increased employee productivity, and reduced operating costs.

**“Napersoft CCM integrated seamlessly and easily with our Siebel customer management application. Its ease-of-use ensured less time creating and maintaining document templates and training people.”**

-Project Manager, Customer Contact Center

### About the Customer Contact Center



One of America's largest Customer Contact Centers provides support for a global leader in insurance, asset management and health insurance products. They provide contact center support for AARP membership, serving over 40 million members as well as those inquiring about AARP services.

### Customer Communications Management

The Customer Contact Center has been using Napersoft CCM to streamline communications with their customers for over 5 years. They implemented a complete customer management solution including Siebel CRM for contact management and Napersoft CCM for powerful document creation, distribution and archival functionalities. With Napersoft CCM, the customer contact center employees can create and distribute personalized customer documents in seconds – a big improvement over the labor-intensive processes of their previous solution.

### The Solution

Napersoft CCM is used by many organizations to automate the creation and distribution of all types of documents such as customer correspondence, applications, policies, agreements, explanation of benefits and other forms of personalized documentation. Featuring an easy-to-use interface and a template-authoring tool based upon Microsoft Word, non-IT personnel can create document templates and personalized customer documents quickly and with minimal training.

**Contact us today for more information:**

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### Project Success

Recently, Napersoft and the Customer Contact Center team worked together to upgrade their entire customer contact solution. Due to the critical nature of the contact center support service, all upgrade work had to adhere to strict scheduling and maintain the highest standards of reliability.

Napersoft and the Customer Contact Center team worked closely together to plan, test and deploy the integration of Napersoft CCM with Siebel to minimize risk and ensure the overall success of the project.

Napersoft's professional services team provided ongoing support by identifying any changes that were necessary to the Siebel application, advising on testing procedures, and providing user training and documentation.

The flexibility and ease of integration of Napersoft CCM was key to ensure a smooth implementation. The project was successfully completed in less than 3 months and without any interruptions to service.

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**“By using Napersoft CCM to automate our letters, we have been able to quickly recover the cost of our investment. After automating just the first most commonly used 10 letters, it basically paid for itself.”**

-IT Manager, Customer Contact Center

### The Results

The seamless integration of Napersoft CCM with Siebel, enabled the Contact Center employees to continue to use their familiar Siebel interface to efficiently create, distribute and archive personalized customer communications.

Through the use of pre-approved document templates and content, contact center employees can more efficiently respond to customer requests – **Reducing manual errors and improving customer satisfaction.**

Since Napersoft CCM uses Microsoft Word for authoring and editing of documents, a tool most of their employees already know how to use, less time was needed to train their more than 1200 users, and they did not have to rely upon IT resources to create and maintain document templates – **increasing employee productivity and reducing operating costs.**

With approximately 2500-5000 letters created each day, the Contact Center relied upon Napersoft's advanced distribution management functionality to sort and group letters to ensure a more efficient use of resources – **eliminating the need for manual processing and reducing postal costs.**

The successful integration of Napersoft CCM and Siebel enabled the Contact Center to smoothly deploy a complete customer contact center application – **improving response times and increasing customer satisfaction.**

### An On-Going Relationship

Napersoft and the Customer Contact Center continue to have a close working relationship. Recently, as part of their periodic software review process, the Contact Center needed to upgrade their computing infrastructure and business applications, including both their Siebel CRM solution and Napersoft CCM. Napersoft's professional services team provided consulting services throughout the upgrade process to ensure a smooth integration customized to their needs.