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Advantages of professional customer
communication management

Success factor CCM

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Introduction

Transactional communication is crucially important because it affects every customer. You can't do without it. And — in contrast to advertising communication — it is usually read carefully. This means that if it fails, it immediately creates a negative impression. If it succeeds, it contributes significantly to a good customer experience. Especially as many companies have relatively few direct touchpoints with their customers. This is why a professional customer communication management system is so important and much more than just a hygiene factor. It is business-critical.

Competitive advantages in the customer experience

In contrast to most advertising communication, transactional customer communication is read carefully. This is because it is relevant per se. Use this opportunity for direct customer contact. Few touchpoints with customers are as crucial and offer as much potential to distinguish your brand from the competition as fast, target group-oriented, and comprehensible communication that effectively triggers the desired action from the customer. Excellent content is crucial here — the more individual the content, the more attentive the recipients will be.

In terms of a concerted omnichannel approach, it is necessary to use all analog and digital customer communication channels in a coherent manner. This can only be achieved with professional customer communication management. So that your content always reaches your customers with the right message, in the correct layout and via the desired channel.

What you should keep in mind: Professional customer communication management contributes to improved branding since it is the basis for a good customer experience. Content is crucial: the better the content, the more satisfied your customers will be. Because you already have their attention.

Ensure implementation of the corporate identity

Professionally implementing a corporate identity — from corporate design to corporate language — in customer communication on all channels continues to pose major challenges for many companies and organizations. Consistent, convincing communication is absolutely essential for the recognition and perception as a reliable company. And therefore for the success of the company.

The aim must be to implement the corporate identity with software support, both in terms of layout and wording. Regardless of who is currently communicating with your customer and how familiar this person is with the applicable corporate identity in detail.

What you should keep in mind: Only a professional CCM software can help you implement your own corporate identity adequately and efficiently in terms of layout, design and wording.

Efficient processes in customer communication

Professional customer communication management ensures efficient processes. This is essential for large volumes of communication. The aim must be to process as much customer communication as possible via a central platform. This requires consistent, conversion-free document processes from creation to distribution of the content, also enabling maximum freedom in choosing the desired output channel.

Also important: a modern CCM solution ensures efficient content creation and editing and therefore a fast time-to-market. It also relieves the burden on IT by enabling specialist editors to quickly transform knowledge into content. In turn, a smart, easy-to-use WYSIWYG editor ensures efficient workflows in interactive processing.

Optimum performance even during peak loads is important for automated processing. This requires a solution that is designed for performance from the ground up and can handle peak loads quickly, flexibly and reliably.

What you should keep in mind: The processes are noticeably shortened by a standardized, professional solution — in the design and maintenance of resources in the backend as well as in the interactive creation of documents in the administration.

Cost savings

A professional CCM solution can help companies and organizations to make their customer communication more digital and therefore more cost-effective. This is because the costs for paper, printing and postal services are eliminated. If physical mailing is still necessary, an end-to-end CCM system with integrated postage optimization automatically ensures that costs are optimized.

CCM solutions with a modern architecture also ensure a lower load on the servers and support scaling methods so that a certain computing power is only used when it is actually needed. This means that the maximum computing power, which may only be needed once or twice a year, does not have to be permanently available. In addition, with interactive document processing, the workload can be distributed to a large extent across the clients. This is good because there is usually a lot of unused capacity on the clients. This also saves server capacity in the end.

What you should keep in mind: In addition to savings through efficient processes, CCM can have a direct positive impact on your costs — for example, through more digitization or cost-optimized postal delivery.

Consolidating the IT landscape

The creation of company-wide customer communication is often characterized by inefficient isolated solutions that work and interact rather poorly. This means additional operational effort and higher costs due to higher license and maintenance fees. Professional customer communication management offers a great opportunity to consolidate the IT landscape by covering various functions with a single piece of software. If existing partial solutions need to be retained, a good interface concept is important.

What you should keep in mind: IT managers are delighted when a new solution replaces several old ones. Professional CCM software offers this opportunity.

Accessibility

Back in 2006, the United Nations defined unhindered access to information and communication as a fundamental human right. This right also extends to digital services. In the EU, the European Accessibility Act (EAA) aims to enable all people to lead a self-determined life. CCM systems help to ensure barrier-free communication for all users, because they can create and distribute accessible content as standard.

What you should keep in mind: Accessible customer communication is becoming increasingly important, but is anything but trivial. Professional CCM software can help here.

About kwsoft®

kühn & weyh Software GmbH (kwsoft®) develops, distributes and implements software for the creation and management of customer communication for companies and organizations (Customer Communication Management). The Serie M/ covers all processes from data transfer from the specialist system to the rule-based composition of content and output on various analog and digital channels. More information: www.kwsoft.com

We are looking forward to being your contact for CCM and barrier-free customer communication at marketing@kwsoft.de.

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We would be pleased to receive further suggestions or comments.

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