



KEYPOINT
INTELLIGENCE

| *InfoTrends*

Prospectus

**ENTERPRISE CUSTOMER
COMMUNICATIONS —
TRENDS & STRATEGIES FROM
AROUND THE GLOBE**



Report Introduction

The customer communications market is in a state of flux in many regions of the world. New channels and technologies promise innovative ways for enterprises to reach their customers, while traditional communication channels demonstrate staying power. Consumer expectations are driving demand for more relevant messaging and a uniform experience across channels, but companies must weigh these advancements against data security concerns and regulations that are growing more complex and unforgiving. To keep pace with these changes and to remain competitive, some enterprises are investing in advanced customer communications technology platforms while others are turning to their outsourcing service providers for strategic guidance and for comprehensive communications solutions.

Over a span of five months in 2017, InfoTrends conducted interviews with over 60 providers of customer communications services and other market stakeholders—**representing more than 50 billion communications** delivered last year.

Project Objectives

- Explore current state of the customer communications market, business dynamics driving growth, and the obstacles challenging it
- Nuances of outsourcing, electronic delivery adoption, multi-channel messaging, as well as innovative solutions by geography and vertical
- Evolving enterprise needs influencing investment decisions now and in the future

Geographies Covered

- North America
- Europe
- The Middle East and Africa
- Latin America
- Asia Pacific

Figure 1: Sampling of Companies Interviewed



Customer Communications Advisory Service

The *Enterprise Customer Communications—Trends & Strategies report* is part of the Insights module in InfoTrends' Customer Communications advisory service. This service focuses on the business-to-consumer market, including tracking of transactional and marketing communications. This modular service includes four major areas of support—Insights, Annual Research, Forecasts, and Analyst Access.

Insights

Insights represent the content that is published on an ongoing basis into the service, exclusive of annual research studies and forecasts. This includes a daily news feed, event summaries, presentations, webcasts, and topical analyses.

Annual Research

InfoTrends has been conducting research in the Customer Communications market for more than 20 years. In recent years, we have standardized a core set of questions that will be asked annually in the transactional and marketing communications segments. In addition, these annual surveys create opportunities for clients to influence question development to align with marketing/strategy priorities each year.

Forecasts

InfoTrends' customer communications coverage includes market sizing & forecasts on various aspects of the customer communications market. These include a focus on related software technology revenues, the retail value of the market, and the volume of bills and statements.

Analyst Access

Analyst access allows for ongoing interaction with the Customer Communications team. For many clients, Analyst Access is an important part of their services as our analysts can act as an extension of the team.

For a limited time, InfoTrends is offering 12 months of access to its **Insights module**, which includes the *Enterprise Customer Communications—Trends & Strategies report*, at a discounted rate of \$6,995.

Act now to get this \$500 savings!

About InfoTrends

InfoTrends has over 25 years of experience providing leading worldwide market research and strategic consulting for the digital imaging and document solutions industry. InfoTrends products include research, analysis, forecasts and advice to help clients understand market trends, identify opportunities and develop strategies to grow their businesses.

About Keypoint Intelligence

Keypoint Intelligence is built upon two brands: Buyers Lab and InfoTrends. Both brands have deep histories and strong presence in the document imaging industry, and will continue to be supported as product brands under the Keypoint Intelligence umbrella, which has been created to accentuate everything these respected properties have to offer.

Enterprise Customer Communications Trends & Strategies from Around the Globe

Enterprise Customer Communications—Trends & Strategies Around the Globe Report	\$4,995								
Report includes:									
<ul style="list-style-type: none"> • Executive Summary • Recommendations for Enterprises, Outsourcing Providers, and Vendors • Customer Communications Delivery Trends • Customer Communications Market Trends • Customer Communications Strategic Trends • Predictions for the Future of the Market • Market Insight by Geography 									
Insights Module (12 Month Access), including Enterprise Customer Communications—Trends & Strategies Report	\$6,995								
Access includes:									
Insights	Analysis, event summaries, company profiles, news, presentations, webcasts								
Annual Research	Transactional (Business)		Transactional (Consumer)		Marketing (Business)		Marketing (Consumer)		
Forecasts	Customer Communications Technology Software Revenue			Value of Customer Communications Delivery Market			B2C Bill and Statement Delivery Forecast		
Analyst Access	Up to 5 days		Up to 4 days		Up to 3 days		Up to 2 days		Up to 1 day
Greyed out areas are part of our Customer Communications advisory service, however, these modules are not included in this special offer.									

Authorization Page

- Enterprise Customer Communications—Trends & Strategies from Around the Globe (\$4,995)
- Insights Module (12 Month Access), including Enterprise Customer Communications report (\$6,995)

Purchase order number: _____

Signature: _____

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Country: _____

Telephone: _____

E-mail: _____

Please E-mail completed form to sales@keypointintelligence.com