

Lexmark Improves the Customer Experience with Customer Communications Manager

New Version of Customer Communications Manager software empowers businesses to personalize real time communications to better engage with customers across multiple channels

LEXINGTON, KY

News Facts

- Lexmark International, Inc., a global technology leader, today launched Kofax Customer Communications Manager™ 4.4, a customer communications management solution that enables organizations to better engage with customers, citizens, partners and other stakeholders across multiple channels to better meet their preferences. Customer Communications Manager 4.4 produces, delivers and manages personalized correspondence (such as new account opening documents, loan applications and disclosures, draft and final legal contracts, quotes and proposals) across a wide variety of channels including e-mail, print and online formats.
- New features in this version of Customer Communications Manager include a browser-based designer for communications templates, styling and content, and a new interactive front-end that enables easier integration with other web and mobile applications.
- Communications can be generated through a fully automated or interactive process. The software's template engine automatically combines information from various sources and converts it into tailored, engaging and attractive communications, producing output in email, PDF, HTML, and XML formats. Customer Communications Manager requires little IT effort to install, and is easy to use and integrate with existing systems.
- Customer Communications Manager is also a key component of the Kofax TotalAgility® smart process application platform. It provides closed-loop customer communications, deeply integrating inbound and outbound capabilities. TotalAgility combines award-winning capture, process management, data integration, mobile, e-signature, customer communications management and analytics capabilities into a unified platform for developing and deploying smart process applications and enabling digital transaction management.

Supporting Quotes

"In today's world, it's essential for organizations to connect to each customer in a personalized manner on his or her own terms. Customer Communications Manager provides the means to interact with timely, branded, customized communications that keep customers informed and engaged," said Reynolds C. Bish, vice president, Lexmark International and president, Lexmark Enterprise Software. "This release automates and customizes customer communications as an integral piece of the straight-through digital process, saving time, improving efficiency and increasing loyalty."

According to Gartner, the Customer Communication Management market segment "Supports the production of marketing collateral, new product introductions and transaction documents (renewal notifications, insurance claims, and correspondence and payment notifications). Its worldwide size in 2015 is approximately \$980 million, an 11% increase from 2014." ¹

¹ Gartner, Market Trends: New Mandates and Market Structures for Content Management Drive Growth in 2015 and 2016, 28 July 2015

Supporting Resources

Learn more about [Customer Communications Manager](#).

About Lexmark

Lexmark (NYSE: LXX) creates enterprise software, hardware and services that remove the inefficiencies of

information silos and disconnected processes, connecting people to the information they need at the moment they need it. Open the possibilities at www.Lexmark.com.

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