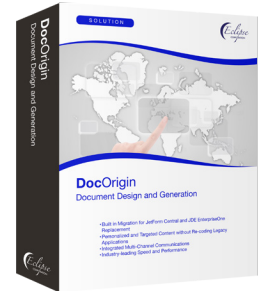


Customer Communications Center powered by DocOrigin

Media-driven departments can now transform transactional documents into marketing and messaging vehicles without IT support

Customer Communication Center provides a robust software solution which allows Marketing, HR, and Legal departments to create campaigns, messaging, and manage legal T&Cs without engaging IT for ongoing projects. Now, the design and delivery of transactional documents that serve as a vehicle for custom marketing and messaging are put in the hands of the stakeholders within the business. CCC is fueled by the data generated by any business software and works with legacy ERP, EMR, CRM systems, and current business software.



Put messages where customers can see them: in transactional documents

When using personalization and relevant targeted messaging, the statistics are indisputable: Transactional documents should be the primary focus for companies to provide marketing ads and custom messaging. Transactional documents are relevant because they represent a current transaction in which the reader has a vested interest. Everyday documents, such as order acknowledgments, packing slips and statements, are a perfect example of documents customers touch every day.

BEFORE CCC

AFTER CCC

1 Fixed White Space

2 Dynamic QR Code

3 Creative White Space

4 Lost White Space

CCC gives users control of all white space, even creating space dynamically in tables, based on data values or phrases!

DocOrigin Highlight your Brand with DocOrigin! Every communication with your customers is an opportunity to remind them of your brand! Scan here

Customer Communications Center

Provides Marketing and other departments simple and controlled access to documents for custom messaging while maintaining integrity and compliance

Customers are bombarded by communications through email, television, internet, social media, and more.

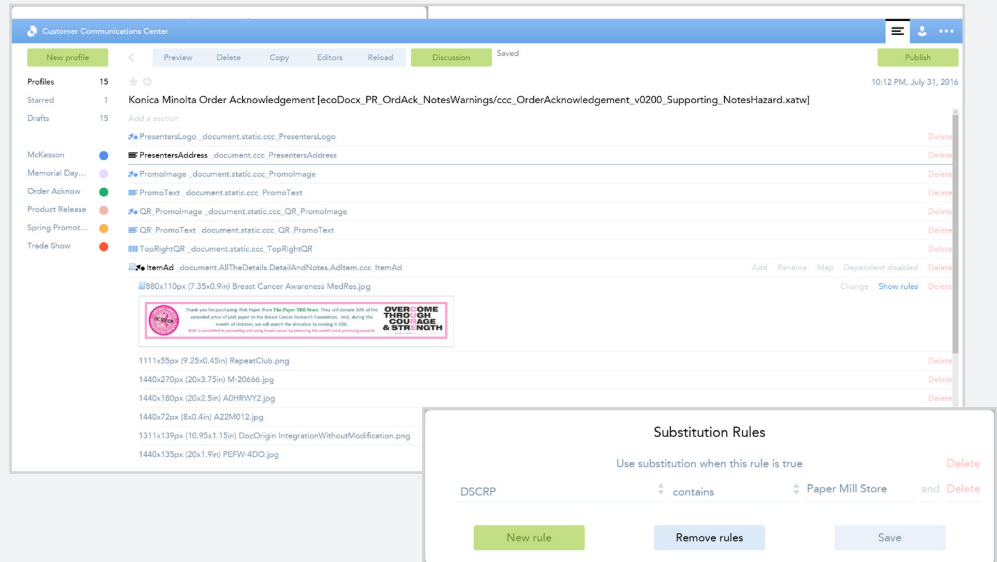
Experts confirm that more than 5,000 marketing messages cross a customer's path every day. Slowly, customers are "shutting down" to everyday marketing.

Fortunately, transactional documents are frequently used and reviewed by customers every day for important verification. Monthly customer statements or order acknowledgements are rarely considered key marketing assets, but they should be.

One recent study by research firm InfoTrends found that transactional documents are opened and read by 90% of recipients.

DocOrigin

*The Future of
Document Design
and Generation
Software*



CCC features a user-friendly interface, making it easy for any authorized user to place images, messages, data-driven QR barcodes, and text without IT intervention.

Let the IT team focus on building robust document & form templates

A major benefit of CCC is the reduced demand on the Information Technology team. Non-IT departments can now run campaigns and improve product and services messaging using transactional business documents with any ERP, EMR or CRM software, independent of their IT department.

Simple user-interface for non-IT users

CCC allows companies to easily provide relevant, data-driven communications to customers, employees, partners, and vendors quickly and easily without scripting or programming and eliminates the burden on IT. Specifically targeted ads can be placed in documents and forms based on their customer's buying history, industry, region, and more without any changes to existing business software. Integration Without Modification™, Eclipse's proprietary document technology, has delivered since 1992.

Don't change your business software, change your document or form!

Customer Communications Center

CCC reduces costs, provides rapid campaign creation, assembly and delivery of high-impact documents

Marketing teams are constantly evolving promotional campaigns based on industry trends, seasons, new product announcements, upcoming events and more. Impersonal, expensive, mass-produced form letters and bulk-delivered transactional documents are no longer relevant. Competitive enterprises must deliver value added, engaging correspondence - keeping one eye on costs and the other on revenue opportunities. CCC is not just for marketing teams, other departments such as Human Resources, Product Management and Sales need a method for communicating with employees and stakeholders. Legal teams need an easy way to keep T&C's and product safety messaging current in existing and new forms and documents.

CCC reduces costs, provides rapid campaign creation, assembly, and delivery of high-impact documents is easier, more secure, and improves customer communications management using the document and forms already produced by business software.



[Contact Eclipse Corporation](#)

today to set up a free demonstration.

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Controlled Access to Dynamic White Space Management (DWSM)

CCC provides controlled access to protect the integrity of the document or form template. Developers simply define areas as "hot spots" for inserting images and rich text messaging. Witness the power of CCC by clicking [here](#) to watch a 7-minute video. See the power and ease of use that empowers companies to deliver rich and relevant information in the documents and forms generated every day.

CCC allows companies to enhance transactional documents as an effective vehicle for relevant custom messaging targeted for customers, employees and partners. Now, IT can hand off production-ready forms and documents to business units so they can control the campaigns and regulatory messaging needed within any customer communications. Media-driven departments can test and preview their work in seconds and schedule the effective dates for the messaging.

With CCC, documents and forms come to life, wasted white space becomes valuable real estate and any product or service being sold can trigger communications or messaging without making any changes to your business software or database. No other product gives you more control of your transactional documents and forms!

Who We Do It For

