Broadridge®

Digital Adoption Consulting Services

An analytical approach to increasing digital engagement with your customers

Many companies are struggling to maintain ongoing increases in digital adoption. Adoption and paperless rates have plateaued, along with anticipated cost savings. Our Digital Adoption Consulting Services provide an analytical approach with specific recommendations based on your environment to increase digital customer engagement. The program starts with a baseline module—Analysis and Strategy Development—supplemented by additional modules that you pick to best meet your needs.

The program is designed to address the challenges that companies experience most frequently and provide the tools to drive the return on investment expected from deploying digital communication solutions.

ANALYSIS AND STRATEGY DEVELOPMENT

In the baseline module, we thoroughly analyze your business. We gain an understanding of your current environment, including current adoption rates and future goals, communication channels, support resources, customer demographics, legal or compliance requirements, and more. We work with you to build a proactive and practical plan to grow your digital adoption. You will walk away with:

• Well-defined digital adoption, paper suppression, and savings goals

• Budget requirements and timeframes for achievement

• High-level customer demographic analysis results and recommendations for targeted messaging

• A customer communications plan, promoting your digital offering

• Messaging and media recommendations

• Executable strategies for program rollout

MEASUREMENT DEVELOPMENT AND MONITORING

Within this module, we establish a detailed measurement framework for evaluating digital adoption and paper suppression and for monitoring your progress. This module is a critical component for success. As with all processes, you "get what you measure." The initial messaging and media approaches defined within the onboarding strategy will be documented, including avenues for data capture. You will receive:

• Defined measurement framework in order to measure effectiveness of the program

• Processes to gauge and review adoption and paper suppression levels on an ongoing basis

INTERNAL CHANGE MANAGEMENT

Your program must also be supported internally in order for it to be successful externally. This module, Internal Change Management, focuses on getting all stakeholders on board and working in harmony toward a common goal. We will provide you with:

- Internal messaging about the initiative and goals
- Scripting to enable your customer-facing teams to promote digital offerings at each customer touchpoint
- Continuing communications plan to outline steps underway, success being achieved, and changes to internal procedures necessary to support the program rollout
- Feedback mechanism for concerns or ideas on how to make the program more successful
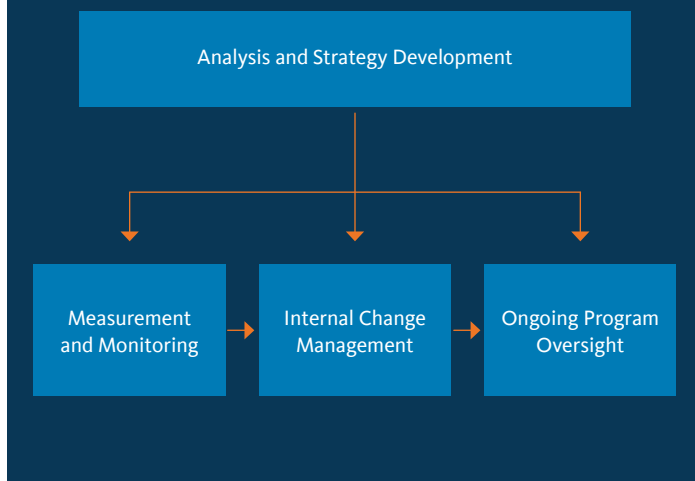
ONGOING PROGRAM OVERSIGHT

Congratulations, you've made it this far—but you are not done. Digital adoption and paper suppression campaigns are not a "one and done" effort. To ensure your program remains vibrant and successful, we also provide ongoing program oversight to ensure your adoption rates continue to meet or even surpass your goals. Through this program, we work with you to:

- Measure success, review results, and refine approach every two weeks during the first six months of the campaign
- After six months, migrate to monthly meetings and continue to tweak campaign structure and approach as necessary based on results achieved

Achieving your digital adoption and paper suppression goals is just a click or a phone call away. Contact us today by visiting broadridge.com or calling +1 (800) 353-0103.

Broadridge's Digital Adoption Consulting Services

Analysis and Strategy Development

Measurement and Monitoring → Internal Change Management → Ongoing Program Oversight

ABOUT BROADRIDGE CUSTOMER COMMUNICATIONS CONSULTING SERVICES

As the leader in customer communications, we pair our subject-matter expertise with best practices to implement solutions with measurable results. Clients across multiple industries trust us to help them achieve their omni-channel communication, digital transformation, and customer engagement objectives.

Broadridge, a global fintech leader with $4 billion in revenue, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

broadridge.com

Ready for Next

Communications
Technology
Data and Analytics

Broadridge®