

Media alert

Saint-Ouen, France, 22 September 2022

Inetum issues an e-book on customer communication management in partnership with Archimag

Customer relationships today are mutating radically, and organisations have to find new ways to build loyalty and manage the customer experience. Inetum, European leader in digital services and solutions, provides the keys to building a relationship of trust with customers by putting the human aspect at the centre, in an e-book produced in partnership with Archimag, the benchmark magazine for information professionals.

Within the scope of an Archimag survey, Inetum takes stock of recent mutations in customer relationships. The study looks at new customer relationships, which are undergoing a veritable digital shift today, and describes some of the latest solutions that address new needs and uses.

Manage data more effectively to adapt your communication and improve your image

In this survey conducted among Archimag readers, several important findings came to the fore:

- More than 50% of all communication today is in paperless format, 90% via email;
- 54% of all organisations are equipped with a customer data platform (CDP);
- Although digitalisation is speeding up, more than half of the organisations do not have customer-communication management and desktop-publishing solutions and do not plan to acquire any;
- More than 7 out of 10 organisations would be interested in setting up a complete platform capable of managing communication (with customers or citizens), electronic document management (EDM), archiving, and document processes;
- 26% of the organisations agree that the primary benefit of this type of solution is the positive impact on their image (26%).

The survey summary reveals the importance for brands to listen and show empathy in these new omnichannel relationships so that they can provide a more human and personalised customer service.

A solution dedicated to customer/user communication holds many benefits. Centralised document production facilitates coordination with other tools – business applications, CRM, claims management tool, reimbursement statement tool, etc. – and is therefore of prime importance for organisations.

Business Document Unity – a solution to these challenges

While this inventory allows us to understand the new challenges of customer relationships through customer communication, we must now be able to adapt and respond to them. Public and private organisations today must be able to manage, produce, distribute and archive a wide variety and volume

of documents that are vital to their business in order to remain efficient and competitive and communicate better with customers and partners.

To meet these challenges, Inetum's Software division created the Business Document Unity platform, a content management solution that combines desktop publishing, electronic document management (EDM), and archiving. Business Document Unity is one of the few platforms on the market that can help companies and public institutions optimise the management of document processes and digital communication.

To find out all about the survey, download the complete e-book:

<https://share.hsforms.com/1hWzvqp5RSHObIPyRWtIuDA4gsvj>

More information on **Business Document Unity** on:

<https://www.inetum.com/en/presse/inetum-lance-business-document-unity>

About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectoral organisation, and solutions of industrial quality. Operating in more than 27 countries, the Group has nearly 27,000 employees and in 2021 generated revenues of €2.2 billion.

About Inetum, Software division:

Inetum Group's Software Division is the leader in multi-industry software with 27 R&D centres and more than 50 software products in the fields of Human Resources, Insurance, Finance, Public Sector, and Document Management. With the industrialization of components from Inetum's FabLabs (mobility, chatbots, RPA, Flex Office and more), its business expertise and its technological upgrades (Move-to-Cloud), innovation is the main driving force in the development of its solutions.

For information, contact:

Inetum Press Relations

Claudine Morel Le-Berre
VP Group Communications Director
Tel.: +33 (0)6 68 01 22 56

Marion Latapy
Group Communications Manager
Tel.: +33 (0)6 60 13 50 71

Find Inetum on social media:

Facebook / Twitter / LinkedIn / YouTube / Instagram

