CONTENT COMPOSER

SUMMARY

Content Composer by Hyland provides a complete customer communications management (CCM) solution. By creating and managing personalized communications and omni-channel delivery, Content Composer helps organizations increase engagement with external parties. Designed to integrate with enterprise applications and office productivity software, Content Composer features powerful creation, distribution, and management tools to improve efficiency, productivity and consistency.

BENEFITS

- Improves customer engagement with timely, personalized communications designed for the customer's preferred format and device.
- Consolidates communication applications with a single, enterprise-ready tool able to manage high-output volumes, complex document formats and omni-channel delivery.
- Supports the creation of communications through direct integration with core business systems and familiar screens, providing communication in context.
- Promotes data integrity by pulling information values directly from multiple systems, eliminating errors and leveraging the most up-to-date information from the primary source.
- Eases administrative burden by decentralizing template authoring, editing and allowing business units to participate in the creation of their correspondence.
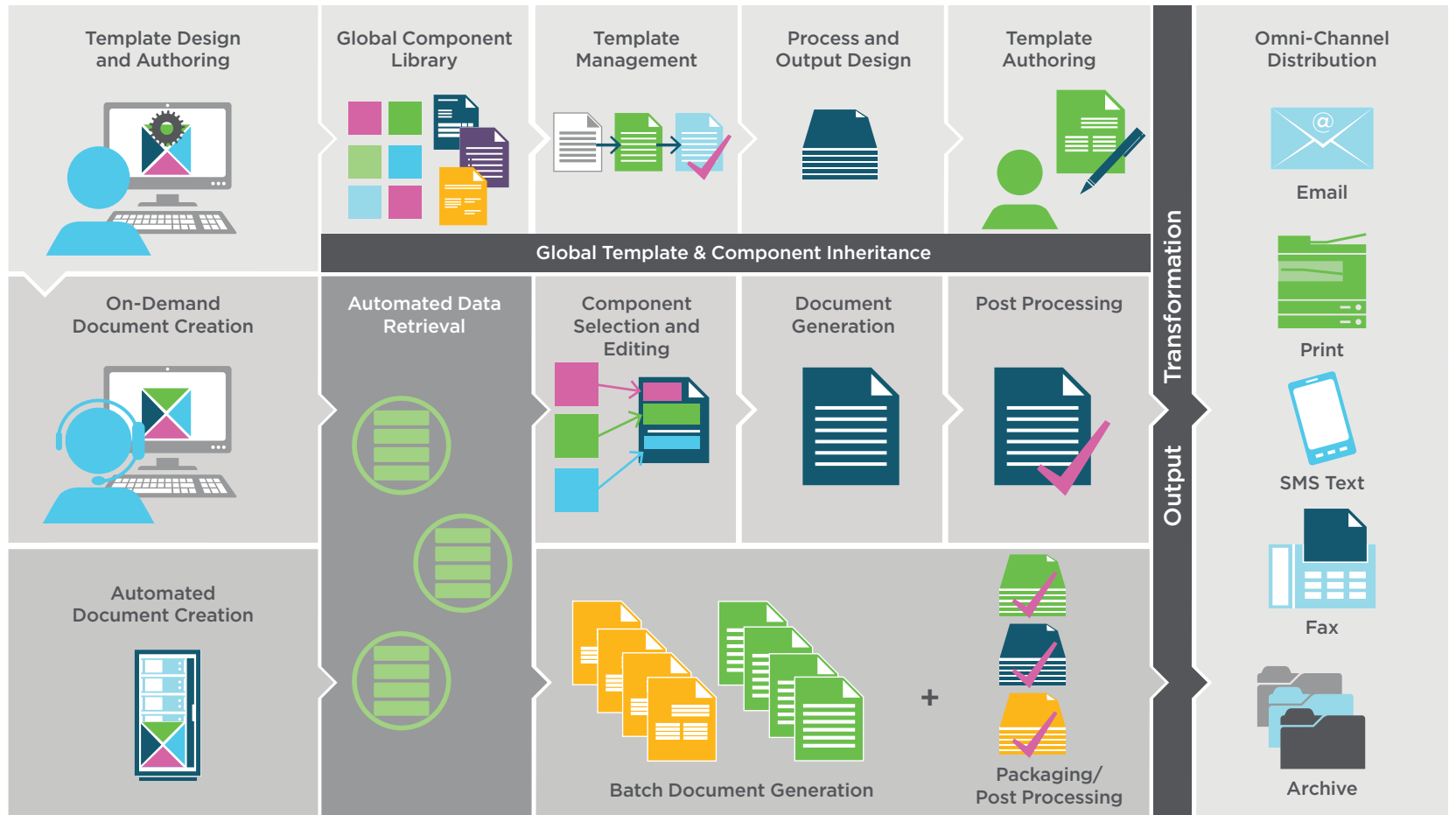
APPLICATIONS

- **Contract Management (all industries) –** An employee can dynamically create customized contracts, edit the previewed contract and send the final version to individuals or partner organizations. Advanced logic and customizable document packaging allows Content Composer to support a complex contract process that may involve many variables or require users to make decisions about the final document(s).
- **Policyholder Communications (insurance) –** Empower business users and reduce departmental silos from new business and underwriting to customer service and claims by connecting with policyholders. An insurance representative can create a claim package and all associated documents. Content Composer populates the documents with available data, and the representative can optionally provide missing data, or personalize the claim package as needed. Once finalized, the claims package is archived and distributed to the customer.
- **General Communications (all industries) -** Content Composer has applications in human resources, health and human services, financial services, healthcare, higher education and more.

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DESIGN

Template Design and Authoring — **Global Component Library** — **Template Management** — **Process and Output Design** — **Template Authoring** — **Omni-Channel Distribution**

Global Template & Component Inheritance

On-Demand Document Creation — **Automated Data Retrieval** — **Component Selection and Editing** — **Document Generation** — **Post Processing**

Automated Document Creation

Batch Document Generation + Packaging/ Post Processing

Transformation / Output

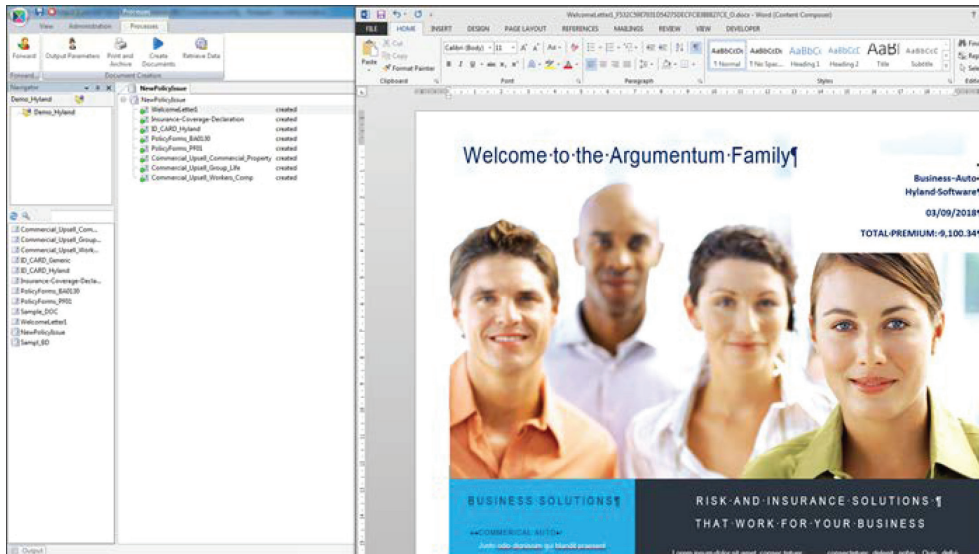Email / Print / SMS Text / Fax / Archive

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- **Template Design and Authoring:** Content Composer Studio creates a robust environment for administrators to create and manage complex components in a global library, providing central management for text blocks, processes, scripts and more. Templates can be authored by business owners in Microsoft Word, allowing business users to create and update their own templates. Component inheritance allows downstream templates to receive updates when the base component is changed.

- **On-Demand Document Creation:** User-initiated document creation provides interactive controls to personalize, package and approve the final composition.

- **Automated Document Creation:** Fully automated composition can be triggered by a third-party system or automated process. The composition of the documents, packaging, output transformation and distribution can all be pre-configured so that no user interaction is required.

- **Output:** Document transformation and omni-channel distribution is configurable and flexible to allow for the desired outcome.
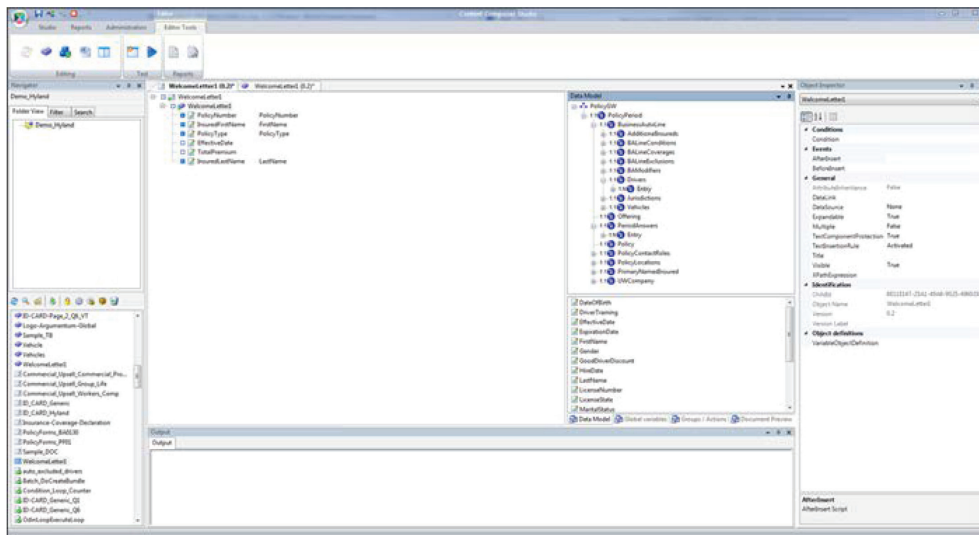
KEY FEATURES

- Utilize data from multiple sources to create the most accurate and up-to-date correspondence
- Integrated data designer provides easy data modeling
- Document designer provides intuitive interface for business process owners to author and manage document content
- On-demand document generation provides interactive experience for users to create critical documents
- Automated document generation provides batch capability and frees up resources
- Output design options provide document packaging, business logic, document transformation and configuration of distribution channels

INTERFACE

On-Demand Generation: Content Composer streamlines the creation of documents

Sophisticated Configuration: Content Composer Studio provides advanced component libraries, data modeling, output design, and more.

Learn more at **Hyland**.com

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