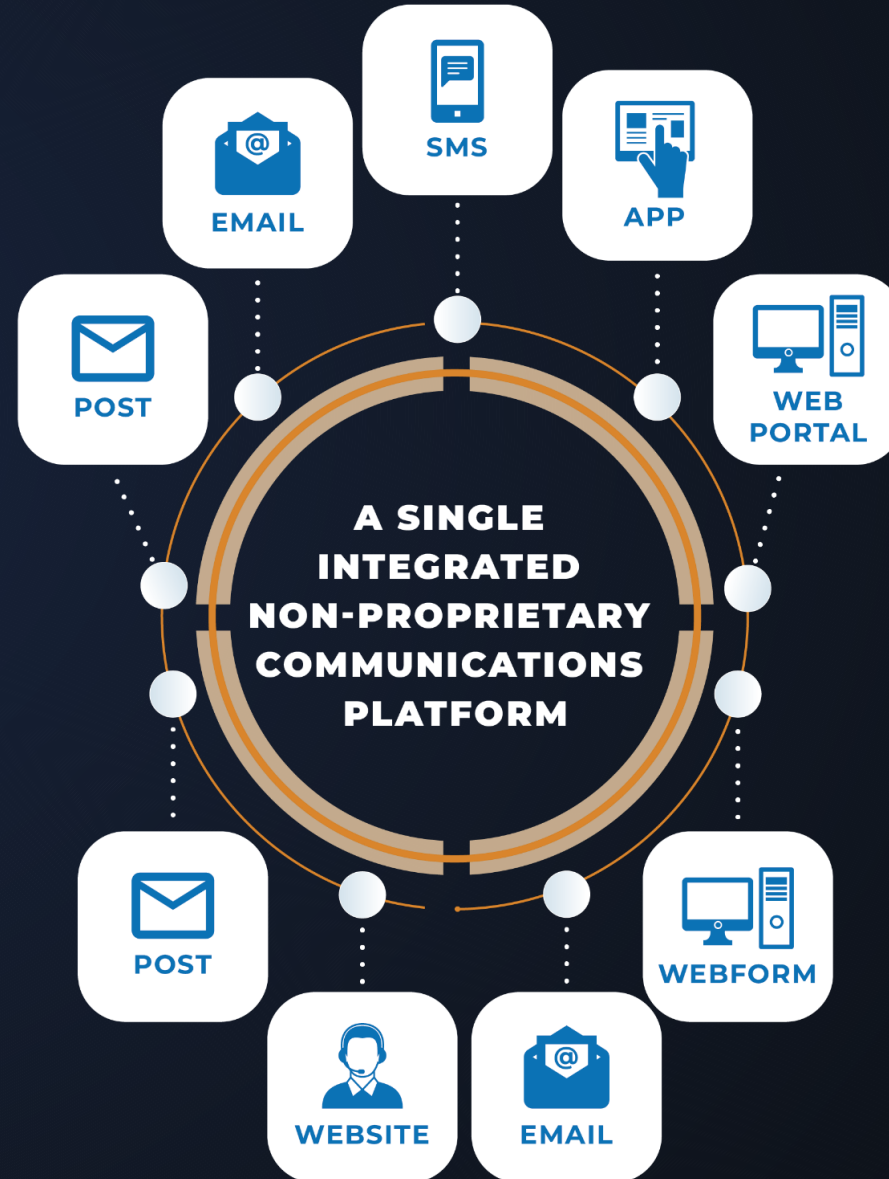



INTELLIGENT COMMUNICATIONS PLATFORM

P Publisure

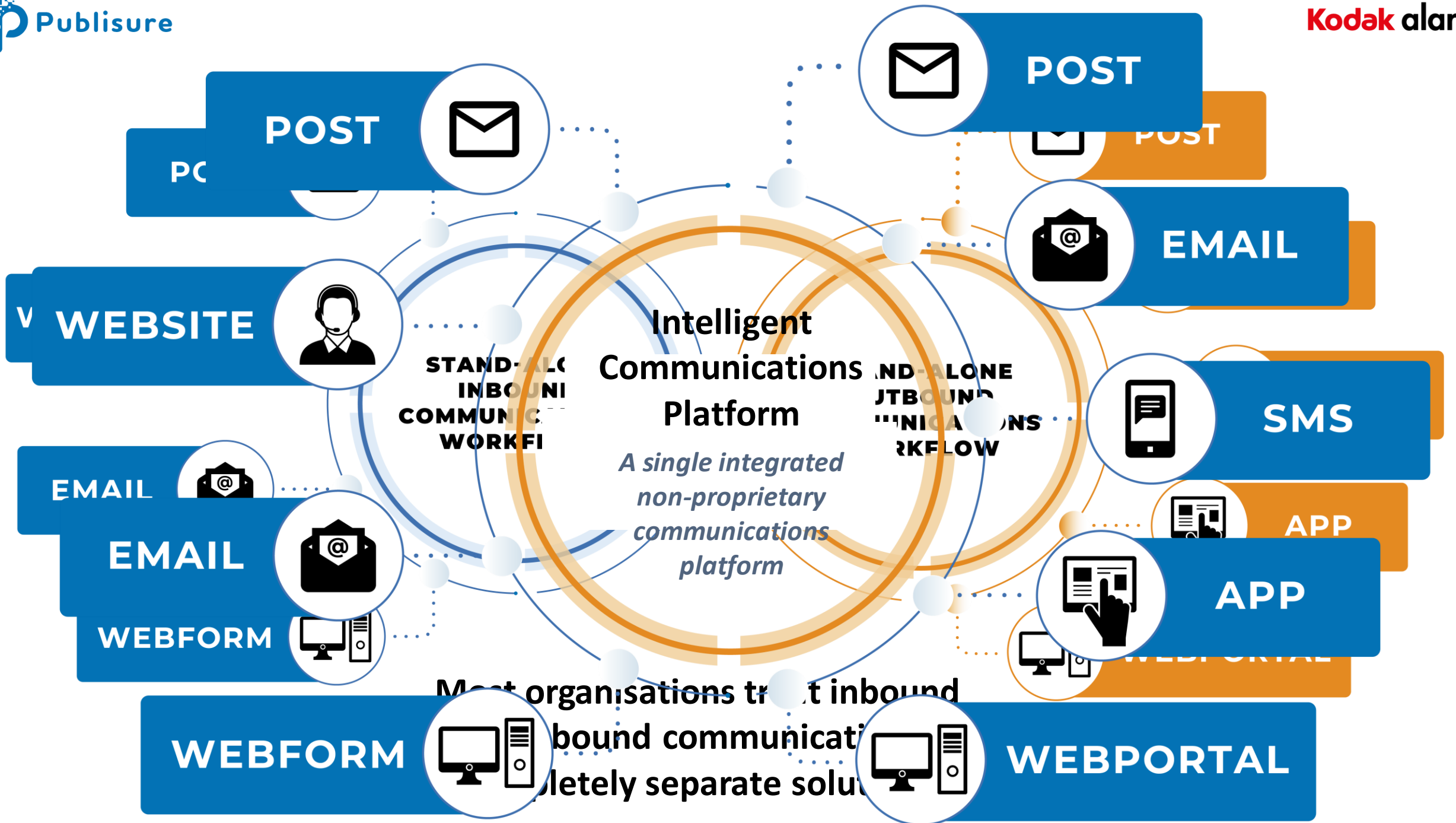


Kodak alaris

Integrating your communication strategy can be like a game of noughts and crosses



Too many suppliers and too many frameworks providing proprietary workflows and communications



POST

PC

POST

POST

EMAIL

WEBSITE

Intelligent Communications Platform

SMS

EMAIL

APP

EMAIL

APP

WEBFORM

WEBFORM

WEBPORTAL

Most organisations treat inbound bound communication as completely separate solutions

A PRACTICAL EXAMPLE OF THE INTELLIGENT COMMUNICATIONS PLATFORM IN USE



By adding intelligence to your outbound documents, the Intelligent Communications Platform eliminates the need to create hundreds of bespoke business rules to identify, index, archive and deliver your inbound documents to their intended recipient.

The Intelligent Communications Platform

1



User prints document via Publisure POD, automatically adding questionnaires and posts directly from the desktop

2



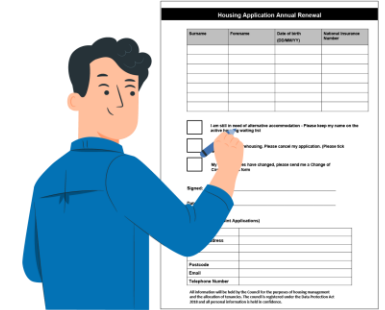
POD populates Kodak Alaris Intelligent Data Capture barcode to the questionnaire

3



Document pack is automatically printed, enveloped and despatched

4



Recipient opens letter, completes questionnaire and returns the letter back to the NHS

5



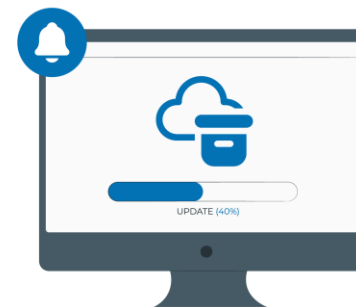
Letter is scanned and data is automatically identified, extracted and indexed by Kodak Alaris Info Output

6



Recipients who have not sent back their forms will be sent a gentle reminder via their preferred SMS or email

7



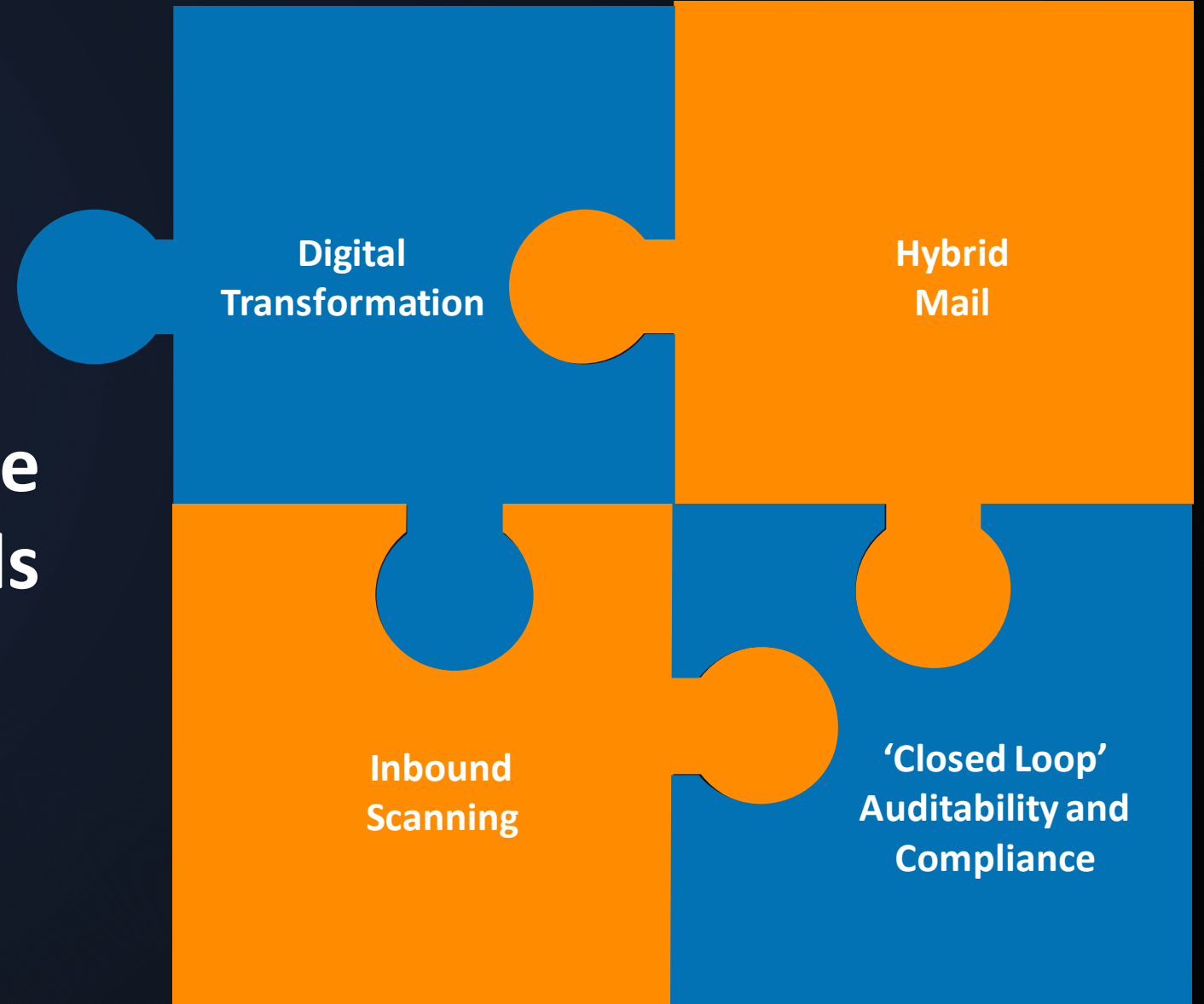
Database is automatically updated, user is notified and documents are digitally archived

8



Auditability & Compliance

The Intelligent Communications Platform seamlessly integrates your disparate communication channels into a single unified interface



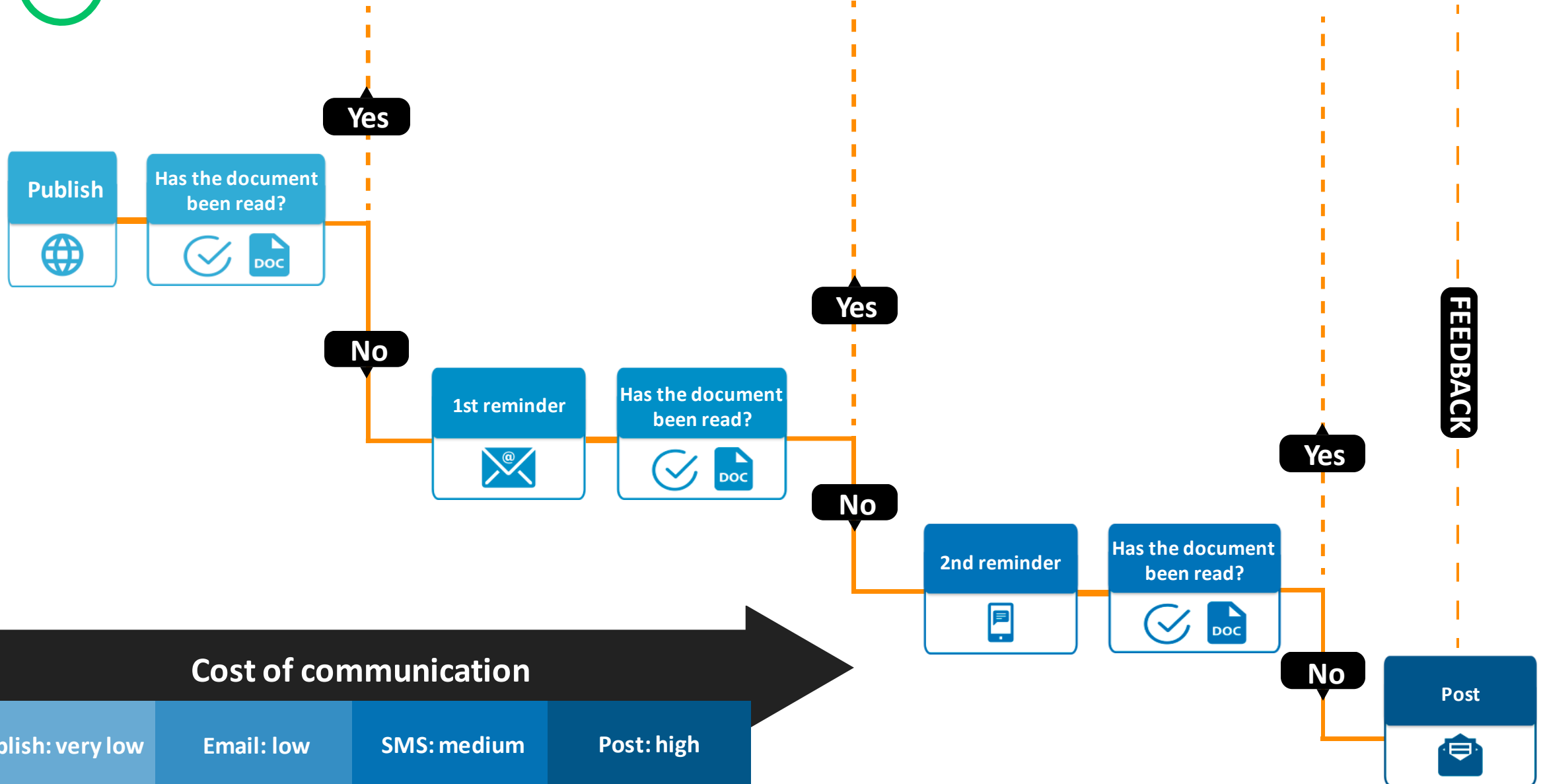
A typical problem with outbound communications



 Template based docur

 Ad Hoc letters

Enables you to implement a 'least cost' strategy for outbound and inbound communications



Intelligent Communications Platform



Turning
communications
into conversations

Visit us on Stand I14