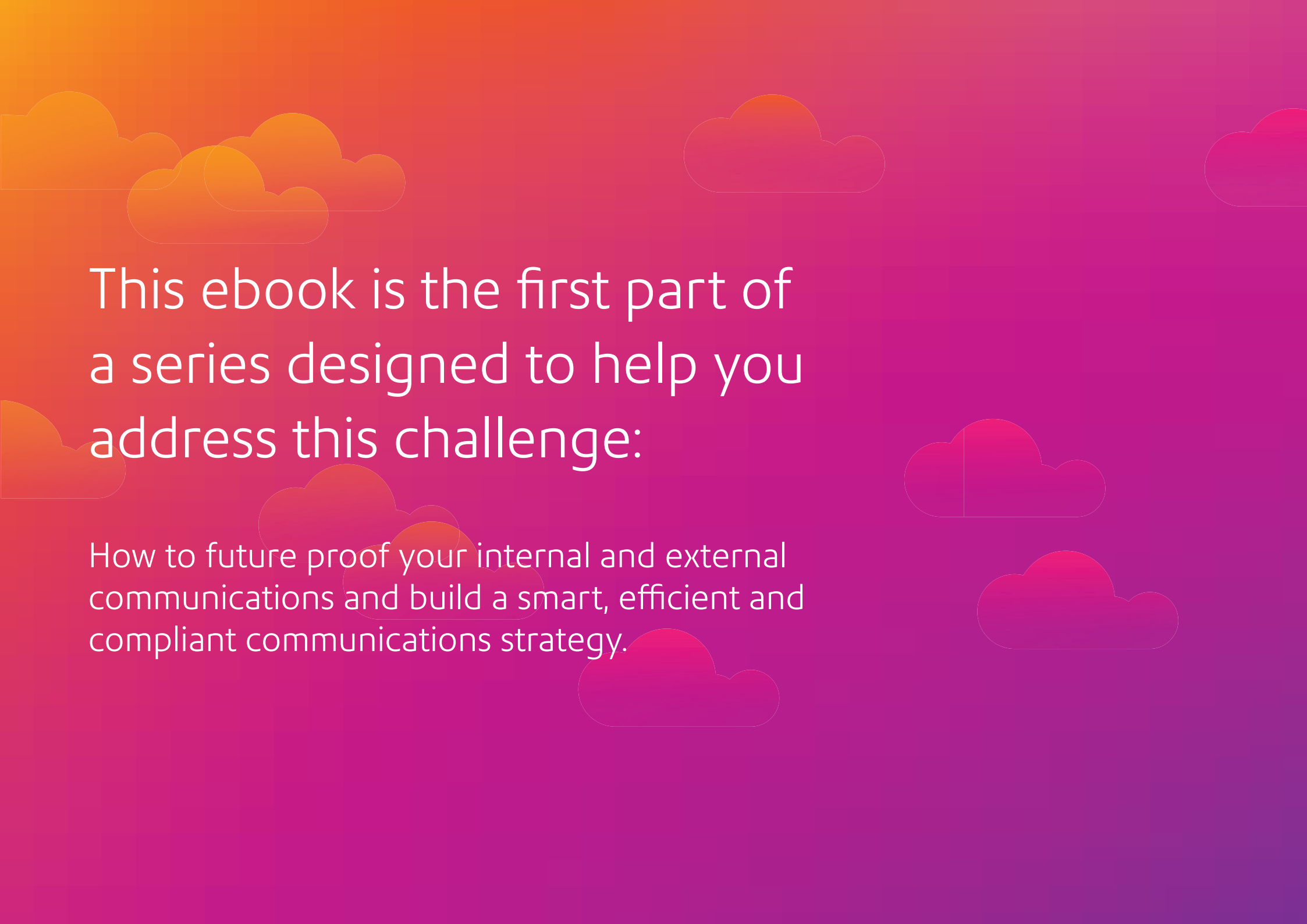



Are you getting through?

How to build one-to-one relationships with physical and digital communications

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This ebook is the first part of
a series designed to help you
address this challenge:

How to future proof your internal and external
communications and build a smart, efficient and
compliant communications strategy.



Everyone's talking about digitisation

But the future of your organisation's internal and external communications isn't just about 'going digital'. It's about sending the right communication at the right time – whatever the channel.



To build strong relationships you need the ability to deliver one-to-one communications on a one-to-many basis...



Two new factors to drive
your communications strategy:
need and preference.

Every day we make choices about how we
communicate with organisations.

We request 'paperless' bank statements; we get
hospital appointments confirmed by post; and we
interact with local government through online portals.

Even as employees we expect more efficient and
flexible ways to communicate at work.

It's time to be smarter with communications



Today, you have vast opportunities to share information and create engagement – both within your organisation and outside it.

But your success depends on taking a smarter, 'blended' approach to physical and digital communications.

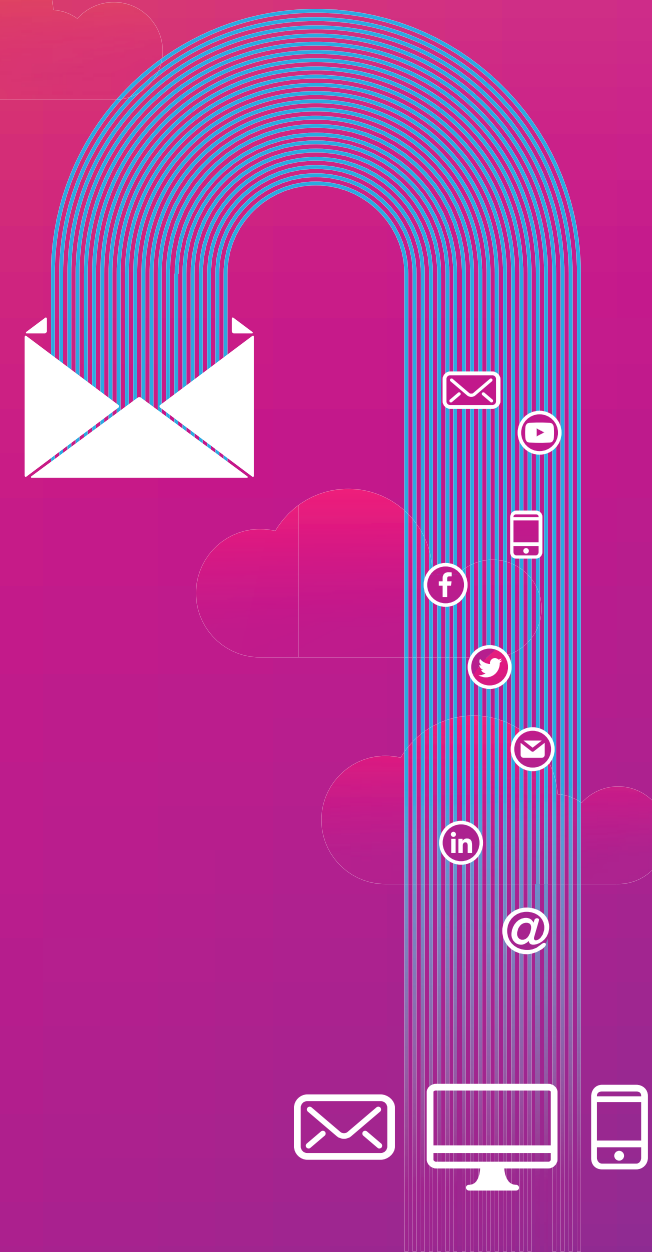
It's now crucial to understand which communication channels people prefer and use this insight to increase engagement.



The one-size-fits-all approach is no longer an option

Giving people the means to communicate with you through their preferred channel is critical for your organisation.

And helping your employees manage internal communications more flexibly and efficiently is key to boosting performance and maintaining compliance.






Now you've reached a
crucial fork in the path to
communications excellence...

Two roads are ahead of you:

The first is the easy (but ultimately flawed) route. You change nothing; you do communications as you've always done them.

The second is the road for switched on, forward-thinkers who know communication needs are changing. It's a more challenging journey...



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But it's the second road that can help lead you and your organisation to future-proofed, efficient and compliant communications.

And an effective and flexible communications strategy that bridges the gap between physical and digital communications can save you money.




But what about the
challenges you'll
meet on this road?



5 key challenges you'll face...

- 01. Maintaining compliance
- 02. Improving data security
- 03. Building operational excellence
- 04. Enhancing customer experience
- 05. Embracing digital transformation



You'll be familiar with these challenges. But how will you overcome them?

You've taken the first step by reading this ebook. But it's just the beginning...

We will help you and your organisation build better communications strategies

Our research teams are already blazing a trail through your industry, to hunt down the latest news and innovation, including:



The impact regulation and compliance has on your industry



The communication needs and challenges your audience faces



How best-in-class organisations bring successful physical and digital communication strategies to fruition



How you and your partners can improve engagement with your audience and build long-lasting one-to-one audience relationships

It's a journey of discovery...

And the ultimate goal is to give you a clear picture of how your communications strategies can evolve – right now and in the future.

[Click here to download the ebook](#)

Don't be a slave to compliance

Get your organisation on the road to smart, efficient and compliant communications

