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Regulated Industries Are Simplifying How They Manage Communications in 2025: Here's How



Siloed Data Is Hurting Your Customer Communications

Customer data can be complex – coming in different forms from different systems. So if you want to stay competitive and deliver customer experiences that build loyalty, your goal should be to make sure your data is actionable and accessible within your organization.

However, many organizations struggle with fragmented systems and outdated processes that delay data-driven decision-making and communication updates.

If that's the case for your organization, then a [unified customer communication management \(CCM\) platform](#) is your path forward – enabling your teams to act faster, and enhance customer experiences with personalized and relevant interactions.

As customer expectations grow, leaders face significant challenges:

- **Reliance on IT for communication updates.** In every organization, IT teams have multiple competing priorities. That means that reliance on IT departments for communication modifications will likely slow those processes down – affecting the agility needed to quickly address customer needs and market changes.



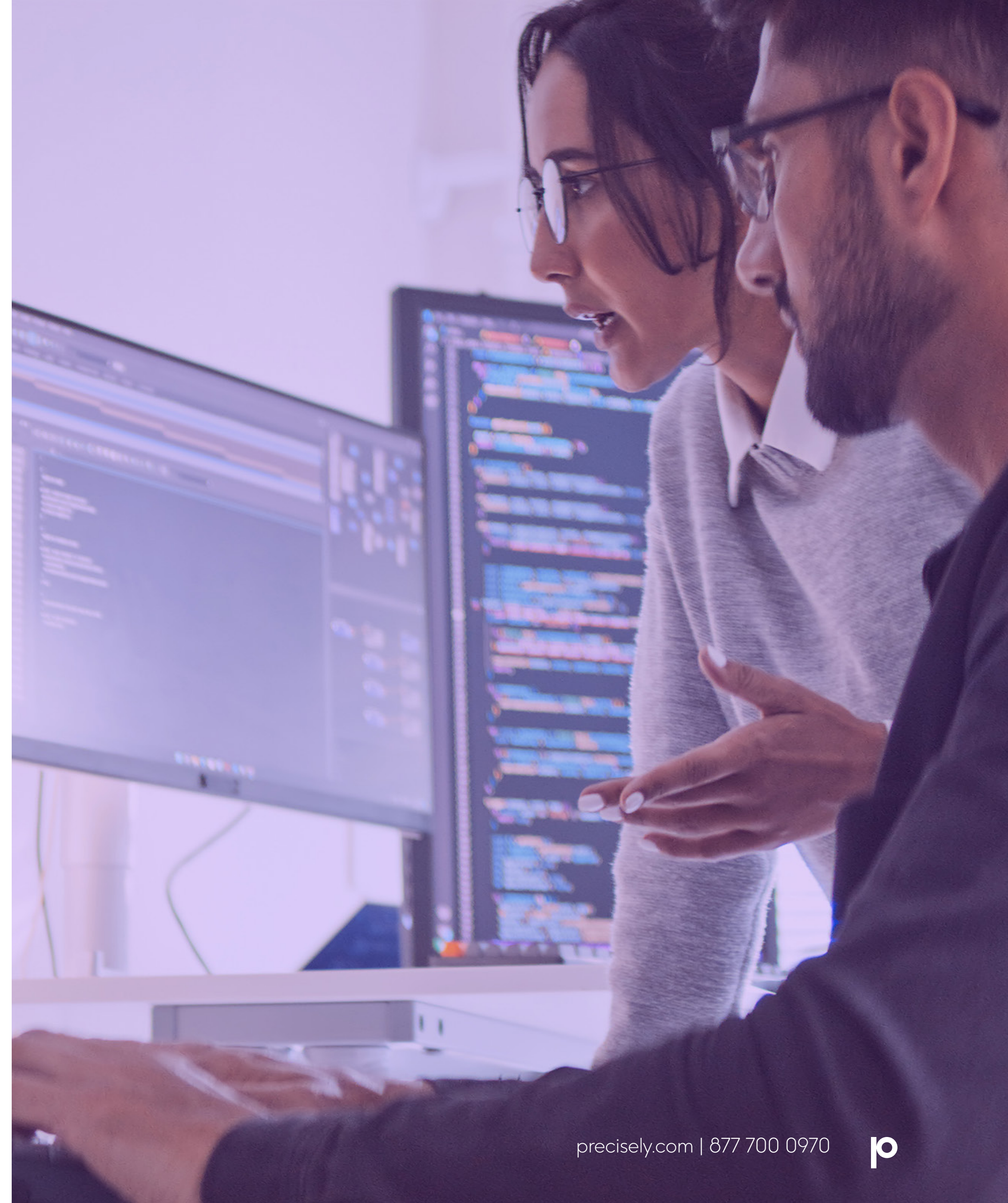
- **Fragmented systems.** Disparate communications systems often lack shared design, data, archiving, and approval workflows across channels. In fact, **it often takes up to 90 days** to make even the simplest updates to customer communications.
- **Lack of data-driven decision-making.** Without integrated systems, accessing data becomes increasingly challenging as information is often scattered across multiple platforms, siloed within departments, and stored in inconsistent formats, making it difficult to locate, analyze, and use effectively.

Businesses struggle to gather actionable insights and are often reliant on IT teams to make changes to communications, leaving frontline communications teams without the data they need to engage with customers effectively and efficiently.

Ultimately, a unified customer communication solution helps you overcome these challenges by making your customer data actionable and accessible, enabling you to:

1. Be relevant: accelerate data-driven decision-making
2. Act faster: speed up communication creation and delivery
3. Stay compliant: simplify brand consistency and adherence to regulations

Read on for a deeper dive into these three top priorities, and how unified CCM makes them a reality.



1. Accelerate Data-driven Decision-Making

Data is at the core of impactful decision-making. So, it's more important than ever to overcome your biggest data obstacles and enhance your ability to make those decisions in a confident and timely manner.

This is especially relevant today, when **76% of organizations say data-driven decision**-making is their top data strategy priority. However, the fear of bad data—data that is inaccurate, outdated, or inaccessible—looms large, threatening to undermine decisions and erode trust. It's clear that your data has the potential to be your organization's most valuable asset, but only if it's trusted and easily accessible.

The key to fast data-driven decision-making is seamless data access and visibility. A unified CCM platform connects your critical systems for CRM, billing, ERP, payment processing, and more – creating a seamless solution for managing customer communications.

It also centralizes content control and visibility into your customer interactions across channels and enables easy creation and management of all your customer communications.



Let's take a closer look at why this matters:

- **Centralized systems** give you the ability to replace manual, siloed systems to achieve seamless data flow and communication. All of your back-end systems come together in a single platform.
- **Centralized content control** empowers your teams to create, organize, and update personalized communications – fast. As a result, you reduce bottlenecks, improve your time to market, and feel secure knowing that you're using the right data, content, and channels at the right time.
- **Centralized visibility** into customer interactions across channels delivers the valuable insights you need to enable personalized and effective communications. By understanding customer preferences, you can deliver communications through their preferred channels – whether email, SMS, video, or mail – ensuring their needs are met effectively.

This is part of what makes unified CCM so powerful – it transforms how your organization accesses and leverages customer data. By breaking down silos, it empowers your teams to act quickly and decisively, turning your data into a strategic advantage.

Empower employee access

When your content creation teams – including those with no previous technical know-how – can quickly create personalized communications, it reduces your reliance on IT and shortens response times. That's a win-win that also supports more agile decision-making.



Simplify complex data

With the ability to present complex data through visual elements like transaction tables, charts, and icons, it's easier for your users to interpret information at a glance. This simplification enhances understanding, reveals gaps or opportunities, and speeds up decision-making.

Customer self-service

These days, reaching out to call centers often seems like a last resort for customers – especially when self-service options are available.

Rather than risk inconveniences like long wait times and dropped phone calls, they want the ability to help themselves quickly and effortlessly to the information they need.

By offering personalized self-service options, you not only improve customer satisfaction by empowering them to independently solve their problems – you also reduce the pressure on your call centers. Then, your teams can allocate resources toward more valuable strategic initiatives.

Reliable archiving

When it's time for critical decision-making or efficient inquiry responses, you never want to second guess the information available to you. Robust archiving capabilities ensure that your customer data is always accessible and well-organized.

Together, all of these capabilities deliver what you need to power data-driven decision-making that will keep your customers happy and keep your organization ahead of the competition.

Real-World Successes

- **Reduced the number of templates by 99.9%** – from 6,000 to just five core templates
- **Enabled over 300 users to self-manage** customer communications by consolidating multiple systems into a single platform
- **Replaced five communication systems,** creating a central place for gap identification and resolution

2. Speed up Communication Creation and Delivery

With the high standards set by tech leaders like Amazon, your customers now expect timely updates, responses, and personalized offers. This makes the gap in communication capabilities of many organizations more evident than ever.

In an ideal world, you'd be able to update or create communications content instantaneously, but the common reality is that it takes many organizations 2-3 months or longer to update a single communication and its associated business rules.

This lag can be traced back to factors like reliance on IT and/or outside vendors to make updates, along with complex and disparate approval processes. Every organization is different, but various elements often make it challenging to get the updates you need into production quickly.

Unified CCM helps you overcome these barriers and accelerate every aspect of your communication creation and delivery. That gives you the flexibility you need to meet customer demands head-on and seamlessly adapt when required – all while remaining compliant and minimizing disruptions.

One organization **saved over \$12 million annually** by streamlining over **4,000 non-IT changes** with Precisely

Empower content creators

Imagine being able to make **75% of communication template and business rule updates without relying on IT support** – how could that impact your customer experiences and satisfaction?

With a unified CCM solution, you enable your everyday business users to rapidly deploy communications, conserving IT resources and accelerating the update process. Your teams also gain the ability to:

- **standardize communications** with reusable templates and automated workflows
- **power faster approvals** with multilevel workflows that streamline editing and review processes
- **automate design and delivery** processes to ensure compliance and speed up production cycles

Precisely customers
have reduced have
reduced the time
needed to make a
change from **90 days**
to just **90 minutes.**

3. Simplify Brand Consistency and Adherence to Regulations

Let's talk more about the role of a unified CCM platform in your compliance efforts – both within your brand identity and the regulatory landscape at large.

Ensure a consistent brand identity

Inconsistent tones, visuals, and messaging across different platforms amount to a disjointed overall brand experience. This lack of cohesion can create confusion and frustration among your customers – and can even cost you their business.

Bring it all together by using a single platform that integrates online, email, video, and SMS communications to deliver a consistent customer experience, and reduce the need for branding approvals – ensuring compliance with brand guidelines.

Precisely customers self-manage, track, and record **over 1,200 changes across 30 million communications annually.**

Meet compliance requirements

The regulatory landscape is constantly shifting, and you must be ready to adapt with agility when needed.

As new regulatory mandates continue to arise, **end-to-end visibility** into content edits and rule changes becomes critical to ensuring compliance. You need to be able to view content statuses, request changes to print, email, web, and mobile communications, and audit changes quickly and easily.

Automated tracking is also essential. When **every communication across customer touchpoints is automatically tracked**, reported, and archived, you're able to more easily prove compliance – who sent each document? And to whom, when, and in which version? Having ready answers to these questions is particularly crucial for highly regulated industries.



Empower Your Organization with Actionable, Accessible Customer Data with a Unified CCM solution

When your communication systems work together seamlessly, your organization thrives. A unified customer communication management platform transforms how your organization accesses and leverages customer data, ensuring it's accessible and actionable when and where you need it.

Unified CCM doesn't just simplify your operations – it enables you to deliver timely, personalized, and consistent communications that keep your customers happy, improving retention and reducing churn.

By overcoming reliance on IT, eliminating fragmented systems, and centralizing content control, a unified CCM platform empowers your teams to act quickly and decisively. This agility empowers you to:

- **be relevant:** accelerate data-driven decision-making
- **act faster:** speed up communication creation and delivery
- **stay compliant:** simplify brand consistency and adherence to regulations

Discover how Precisely can help you make your customer data more actionable and accessible with our award-winning **unified CCM solution**.



About Precisely

As a global leader in data integrity, Precisely ensures that your data is accurate, consistent, and contextual. Our portfolio, including the Precisely Data Integrity Suite, helps integrate your data, improve data quality, govern data usage, geocode and analyze location data, and enrich it with complementary datasets for confident business decisions. Over 12,000 organizations in more than 100 countries, including 93 of the Fortune 100, trust Precisely software, data, and strategy services to power AI, automation, and analytics initiatives. Learn more at www.precisely.com

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