



ENABLE YOUR OMNICHANNEL STRATEGY WITH DIGITAL DOCUMENTS AND SIGNATURES

Although most companies support many channels such as voice, email, and web, they cannot share context across these channels. Without being able to synchronize multiple channels simultaneously within a single interaction or direct journeys in step-by-step sequences, companies are unable to manage the lifecycle of the customer journey to provide a personalized and context-appropriate customer experience.

For a customer to complete a single task – buy a product, service an existing product, resolve a query – it often requires multiple and disconnected interactions. In the case of voice, it's calling a contact center, following the voice prompts and explaining the issue. In the case of chat, it's starting a dialog with an agent without context. These time-consuming and disconnected “channel shift” experiences are a leading cause of missed sales opportunities, high operating expenses for companies and a frustration for customers.

Omnichannel is about true continuity of a customer's experience. Being omniscient is perceiving and understanding all things and the best way for a customer to perceive everything is to allow them to own their data

and experience, giving them the opportunity to use it to guide the creation and context of every future journey.

The ability to have a continuous experience across products, across format and across devices that is completely bespoke – that is the promise of a new way of thinking that has been long unnoticed.

What does a great omnichannel company look like?

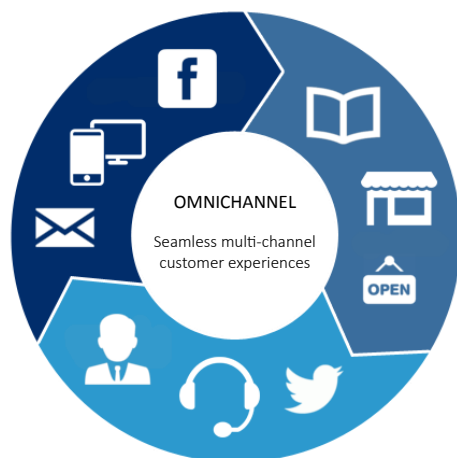
- It operates with digital at its core; everything from inventory to the sales floor is digital because it knows that's the most seamless way to engage with its customers.
- It gathers customer data transparently and uses that data to inform how, when, where, with whom it communicates because they want to build and maintain trust.
- It never bombards customers with communication. It has a holistic view of each customer and has mapped out journeys to know when communications are most appropriate and effective at each touchpoint.

Documents and Signatures: Key to your Customer Journey

Consider your current business processes and at some point you will more than likely encounter a document. In fact, a study has shown that between 80-90% of all potentially usable business data originates in unstructured form. Documents record the interactions and transactions between companies and their customers. Documents with signatures serve as proof of the consensual agreement to the content contained in that document. Documents and their contained signatures are therefore prevalent in most customer journeys and are highly visible to the customer - in fact it is typically the only artifact that the customer retains after the completion of the transaction.

Applying the tenets of omnichannel, documents and their contained signatures should provide the customer with a continuous, consistent experience across products, formats and devices; achieving this with traditional posted mail, email or a single channel delivery is no longer viable. Customers are more tech savvy and are demanding more of the companies that they interact with. Those that are unable to keep up with digital trends will be left behind and its happening now.

Impression™ is committed to helping companies become omnichannel leaders by building digital document delivery and signature solutions that are customer focused, easy to use and multi-channel.



Direct Customer Communication

- Communicate directly with your customers via the *Impression*™ platform.
- Push important notifications and documents directly to customers' mobile devices.
- Spam and phishing attack free messaging channel.

Origination & Self Service

- Facilitate smooth, cross-channel, onboarding on any device.

Mobile & Document Management

- Advanced mobile and cross-device analytics. Track a single user as they navigate between devices.
- Complete audit trail of document delivery and return events.

Mobile Application Development

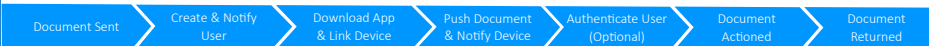
- Deliver great and consistent experiences on any device.
- Complete native mobile SDK and mBaaS platform.
- Open and standards-based integration points.

Digital Signature & Certificate Security

- Biometric handwritten signatures captured directly from the device.
- Tamperproof documents are secured with digital certificates.
- GPS location, device IMEI identifier evidence embedded in document upon signature.

Introducing the *Impression*™ Digital Document Delivery and Signature Platform

The biggest obstacle blocking the successful transformation of customer journeys is paper-based and manual processes. The *Impression*™ platform harnesses the power and convenience of personal smartphones and smart devices allowing companies to push documents in digital format directly to their customers. *Impression*™ sets itself apart by eliminating the need for customers to have to regularly check (and maintain) a virtual mailbox. Companies can build trust with their customers by providing an efficient and reliable experience that is free of spam and phishing attacks. All communications and data are encrypted with digital certificates for added security. Customers' documents are always at their fingertips and they can electronically sign and return the digital paperwork in just a few swipes of their device's screen. *Impression*™ saves the company and its customers, time and money, eliminating the need to sign documents in person.



The *Impression*™ Platform: Extensible and Reliable

Great customer journeys eliminate the redundant and manual business processing steps. They are also designed to be flexible and customisable, keeping up with the ever-changing business landscape and customer demands. The *Impression*™ platform helps to achieve this through Service Oriented Architecture principles and interfaces that are open and standards-based. The extensible architecture allows new and existing application connectors to be deployed with ease, satisfying many business use cases and scenarios.

Hosted on reliable and inexpensive cloud computing services, *Impression*™ can be quickly deployed and scaled depending on the organisation's needs. Start small and grow quickly with the comfort that you will benefit from a data center and network architecture built to meet the requirements of the most security-sensitive organisations. The entire lifecycle of your document delivery and/or signature



request is tracked and audited. Real-time updates are available to the company on the notification, delivery, opening, signing and return of the document.

The *Impression*™ platform coordinates the delivery and return of documents across all of the customer's devices - allowing the document to be actioned on any device and at any time. All of this complexity is managed on behalf of the company through the simple *Impression*™ API and Software Development Kit.

Customers Are Already Using *Impression*™ Signatures

The *Impression*™ Signatures app is free to download from the Google Play Store, Apple App Store and Windows Store. With a simple swipe of their finger or stylus, customers can sign their personal documents and share them with any of their favourite apps like DropBox, Google Drive and Whatsapp. Push mails received from registered companies on the *Impression*™ platform are displayed in a secure container within the app. Optionally, a customer can be requested to provide additional credentials when opening documents to prove their authenticity.

Companies can decide if they want to use the standalone app process, brand their own version of the app or embed it into their existing apps and processes.



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