

Accelerating Digital Transformation



The world is changing. What if you could not only stay ahead of the change, but help drive it?

Changes in technology are disrupting the workplace and consumer expectations of service and communication. The proliferation of mobile, connected objects and the Internet of Things, as well as advances in machine learning, analytics and AI are presenting as many challenges as they are opportunities. The demand for communications that are personalised, interactive and real time is growing, as is the need for faster access to increasing volumes of documents and data – no matter where employees are working from.

NEW WAYS TO SIMPLIFY AND TRANSFORM HOW YOU WORK AND SERVE CUSTOMERS

We take a holistic approach to improving customer experience from acquisition to loyalty. We identify specific physical and digital touchpoints and reimagine a new and improved way to deliver a seamless journey. On the back end, our business process automation capabilities simplify management of customer communications across digital and print channels, and our analytics-driven customer insights further optimise your customers' experiences and drive growth.

Designing the most efficient hybrid work environment.



Leveraging cloud, security, analytics and digitisation technologies and software, Xerox® Managed Print Services delivers a seamless experience across paper and digital platforms so your workforce can be productive wherever they are.



XEROX® MANAGED PRINT SERVICES

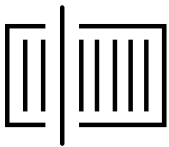
Organisations are looking to gain control over their print infrastructure – equipment, consumables, repairs, security and operating costs. But their workplaces are also rife with paper-based processes that impact employee productivity.

We help clients with a streamlined and secure way to accelerate digital transformation while optimising print processes and infrastructure. This is accomplished utilising the world-class Xerox® portfolio of software and technology – including analytics, workflow automation, content management, security solutions and print infrastructure optimisation – to help workplaces become more efficient, employees more productive and data more secure.

Streamlining core business processes and transforming experiences.



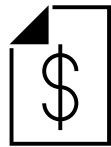
Today's fast-paced world leaves no time for inefficiencies, redundancies or roadblocks. We're designing the most efficient hybrid work environment to help you transform your employee and customer experiences across multiple parts of business and enable smarter ways of working and communicating.



XEROX® CAPTURE & CONTENT SERVICES

To compete in today's accelerating world, you can't afford to waste time with outdated processes. You need a digital filing system that's simple and efficient, instant access to information across your organisation and a trackable process that ensures nothing gets lost.

Xerox® Capture & Content Services automatically ingests multichannel data to feed to downstream processes – making it easy to capture, digitise and archive paper and digital documents quickly and efficiently and ensure all authorised stakeholders have secure, simple, 24/7 access.



XEROX® ACCOUNTS PAYABLE SERVICES

While innovations have brought digital transformation to nearly every other part of business, this department has remained consistently analogue. It's time to evolve the way you manage accounts payable.

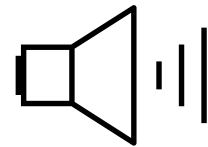
Xerox® Accounts Payable Services is a package of capabilities tailor-made to simplify back-office operations from automated processing to full e-invoice management – streamlining cumbersome processes with digitisation and eliminating human errors that drive up costs and slow operations.



XEROX® DIGITAL HUB & CLOUD PRINT SERVICES

The demand for customised and personalised materials that deliver on brand promise while meeting customers' needs has never been greater.

Xerox® Digital Hub & Cloud Print Services delivers a fast, cost-controlled way to design, produce and deliver a variety of on-demand digital and printed materials. A web storefront provides employees and partners with anytime access to customisable marketing materials, while giving you line of sight into costs and insights, and ensuring consistency from communication to communication both internally and externally.



XEROX® CAMPAIGNS ON DEMAND SERVICES

Executing cross-channel campaigns that effectively communicate one to one can be costly and time consuming.

Xerox® Campaigns on Demand Services makes it easy to create, manage and deploy campaigns with proven results. Advanced analytics and reporting give you line of sight to the cost and effectiveness of your campaigns and allow for ongoing optimisation. It's also designed to be streamlined, compliant and scalable to any size of audience.

Transforming the customer experience across industries.



Customer experience is everything. And everything you do affects customer experience. We help ensure your business processes are in sync with your customers' needs for consistent, engaging, personalised and positive interactions across every channel, touchpoint and interaction.



SERVICES FOR HEALTHCARE

The healthcare industry faces a population that's growing, ageing and demanding more from the organisations they rely on to stay healthy. Resources are stretched. Staff are spread thin. And in many cases, the technology that's supposed to make it all easier is getting in the way.

Our tailor-made services for healthcare organisations help them better connect with patients and anticipate their needs while creating a consistent, improved experience – and better outcomes.



SERVICES FOR INSURANCE

The insurance industry ranks among the highest in both volume and frequency of customer communications. That quantity can be a real asset in forging strong relationships. However, if the quality of these interactions isn't there, it only adds to a lacklustre, if not frustrating, customer experience.

With our services for the insurance sector, we convert customer data into actionable insights to enable successful customer acquisition campaigns and improved customer retention. From personalised quotations to self-service policy updates and streamlined claims management processes, we empower insurers to deliver a great customer experience.



SERVICES FOR GOVERNMENT

Addressing a broad and diverse range of audiences at different stages of technology adoption, maximising citizen engagement, improving responsiveness and citizens' experiences while reducing costs is no easy task.

We created a comprehensive suite of services for government agencies to help put citizens at the point of focus, and help those who serve them generate timely, accurate, highly personalised communications across channels to enable true connections.



SERVICES FOR RETAIL

Today's retailers are under increased pressure to drive brand engagement and "share of basket" through enhanced consumer experiences and effective customer communications and marketing campaigns. At the same time, they're tasked with reducing supply chain costs and accelerating speed-to-store cycle times.

Our services for retail provide end-to-end marketing operations services – including marketing and point-of-sale materials, direct mail, websites and customer loyalty programmes – to help retailers synchronise their communications and deliver a next-level customer experience that keeps customers coming back.

We can help you do what you do – even better.

Let us put our industry experience and technology expertise to work to free up your employees, improve outcomes, lower costs and drive more positive experiences.

Learn more at xerox.co.uk/services.

