



**PUBLIC
SECTOR**



quadient
Because connections matter.



Consistent, omnichannel communications for better constituent experiences

Drive constituent behavior with targeted communications

Today's constituents have elevated expectations. They've gone digital, demanding convenience and flexibility. However, government agencies often face challenges when implementing customer experience (CX) initiatives including departmental silos, legacy systems, a dynamic citizen base that is often mobile, and of course, ever-changing regulations.

Quadient helps government agencies create an easy-to-use, efficient, unified communications infrastructure to improve the citizen experience. The world's leading customer communications management (CCM) platform, Quadient Inspire enables you to quickly create, manage and deliver timely, personalized, compliant constituent communications across digital and print delivery channels.

**BACKED BY
THE EXPERTS**
Gartner, IDC,
Forrester, and Aspire



EXPERIENCE
A rich history
of world-class
leadership



PROVEN RESULTS
97% customer
satisfaction rate



EXPERTISE
7 trillion personalized
experiences annually



GSA Schedule



ACCORDING TO A RECENT STUDY, 80% OF U.S. PUBLIC SECTOR EXECUTIVES BELIEVE PROVIDING A UNIFIED CUSTOMER EXPERIENCE HAS HAD A SIGNIFICANT POSITIVE IMPACT ON THEIR ORGANIZATION.¹

67% OF GOVERNMENT AGENCIES REPORT DIGITIZED SERVICE DELIVERY IS A HIGH PRIORITY TO THEIR ORGANIZATION SINCE COVID 19.¹



One platform, unlimited channels

The Quadiant Inspire suite enables you to deliver personalized, compliant constituent communications across all channels, from one centralized platform. It facilitates collaboration, integration and connections that aren't possible with disconnected project or channel-based approaches. Inspire enables you to deliver the right message at the right time delivered using the constituent's preferred channel.

Inspire is available as an any-prem deployment, which means you can run Inspire on-premises on your hardware, or in dedicated instance in a public cloud as a hosted managed service, in a private cloud as a true SaaS, or a hybrid of any of these. Inspire is the only CCM solution that allows you to easily create human-centric, responsive, interactive and compliant omnichannel experiences (at scale) including in mobile apps, SMS, WhatsApp, and secure web portals. By unifying your communications infrastructure, Quadiant's Inspire portfolio helps local, state and federal agencies reduce costs and deliver more timely communications to citizens.



Improve the touchpoints that matter most to your constituents:

- Applying for benefits
- Enrollment processes
- Eligibility notifications
- Statements
- Correspondence, email, SMS and push notifications
- Mobile app and web portal content



Generate content that is:

- Managed by non-technical users
- Governed by approval processes
- Mobile and digital ready



Create constituent communications that are:

- Compliant with regulations
- Clear, personalized
- Ready for delivery via any channel

The last few years have been challenging for most public and private sector entities, exposing gaps in technology and skills. In 2019, 80% of federal agencies scored “poor” or “very poor” on Forrester’s U.S. Federal Customer Experience Index compared with only 14% of private sector brands.¹ And while citizens may not have a choice when it comes to government services, agencies that can provide better customer service and experience at less cost will have happier constituents.

Inspire makes it easy for citizens to digitally apply for government programs, check eligibility status and sign up for benefits. This award-winning CCM technology can reduce communication costs while empowering employees to do more – like create and deliver program eligibility letters, unemployment insurance communications, Medicaid statements and other correspondence – faster, without help from IT staff. Inspire can also help:

- Deliver more digital services and help citizens submit applications for the benefits they need
- Reduce operational costs by creating efficiencies and streamlining processes through improved processes in document generation and approval workflows, and consolidation of point solutions into a centralized communications hub
- Empower employees to send compliant, highly personalized 1:1 SMS, push notifications or emails on-demand creating satisfied constituents at every touchpoint from wherever they are working
- Speed time to market, minimize risk and ensure agility by removing IT bottlenecks. Remove the dependence on IT to make content changes, add messages, create new communications relevant for each constituent segment
- Create personalized omnichannel experiences that improve constituent engagement and speed digital transformation

Make it easy for constituents to interact with your agency

The ability to orchestrate the delivery of communications across channels – from mobile to email, SMS and print – maximizes the migration of communications to digital channels, while ensuring deliverability. Combined, these capabilities are significant improvements in how your constituents interact with government agencies.

Step up your mobile game

Personalized mobile and web content can be extremely costly to develop and maintain when done manually. Inspire enables you to create responsive, interactive, compliant, and highly individualized mobile and web experiences quickly and easily from one intuitive interface.



Speed digital transformation

Inspire integrates with your existing legacy IT systems and offers flexible implementation options, including on-premise, hybrid and cloud solutions. Leverage existing templates, archived content and data from your core systems to create highly personalized, timely and accurate communications across all channels to drive desired behavior such as scheduling a doctor appointment, getting a vaccine or applying for a job.

Empower non-technical users, reduce silos

Reduce strain on IT by enabling non-technical users to make simple content changes quickly and easily. With Quadiant Inspire, employees may be given access to pre-defined content blocks through a web browser. Administrators specify which templates are accessible, by whom and what changes may be made to ensure consistency and compliance.

Quadiant Inspire’s synchronized omnichannel preview then enables managerial staff to review the output in a variety of formats (mobile, tablet, web, etc.)

Digital enrollment

Make enrollment in new programs and services quick and convenient with digital forms that are pre-populated with constituent data and include eSignature capabilities. Encourage citizens to move to fully trackable electronic communications to save printing and postage costs and reduce call center wait times.

Reduce compliance risk

Compliance and legal staff can easily and quickly manage, track, audit, and approve regulatory language while subject matter experts handle personalization in pre-defined templates.

If your government agency uses Salesforce®, you can leverage the power of Inspire without leaving your Salesforce environment, minimizing copy and paste errors and increasing employee productivity. The Inspire Plug-in for Salesforce seamlessly integrates Inspire with the Salesforce platform empowering your users to create, personalize, edit, deliver and store documents and communications directly within Salesforce.



Citizen journey insight in real time

Inspire integrates seamlessly with Quadient Inspire Journey, the only cloud-based journey mapping tool that incorporates your citizens' digital and physical touchpoints into visual journey maps, making it easy to see where the gaps between constituent expectations and reality are so you can quickly repair them.



Flexible deployment for CCM anywhere

Any-premise deployment options (cloud, hybrid and on-premise) ensure companies don't get locked into infrastructures that don't grow with their business. Containerization with Kubernetes technology provides portability, scalability and high availability for your applications.



Powerful archive and retrieval for improved citizen experience

Meet today's compliance standards and improve the experience by providing both constituents and employees with quick access to historical documents and data across all channels. Drive web traffic and reduce call volumes by empowering citizens to securely access their statements and correspondence through your web portal on the device of their choice.

¹<https://www2.deloitte.com/us/en/insights/industry/public-sector/government-trends.html>

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About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on three key solution areas including Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small and EnterNext® Tech 40 indices.

For more information about Quadient, visit [quadient.com/experience](https://www.quadient.com/experience).

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