Lexmark Enterprise Software

Transforming customer engagement

Customer relationships are the lifeblood of your business

Whether you serve businesses, consumers, patients, students or citizens, the quality of your customer relationships is the most important factor in the continued success of your organization.

Today's customers are sophisticated, connected and empowered. They expect ease of use, intuitive self service and fast response. They demand collaboration, a voice, and visibility into the process. And they want to engage on their terms, on their device—from anywhere and at any time.

Opening a new account, applying for a loan, filing a claim, admitting a patient, enrolling a student or registering for benefits should be fast, accurate and frictionless. These early information-intensive interactions, which we call the First Mile™, are your best opportunity to create brand loyalty and gain a competitive edge. As the relationship with your customer unfolds, they will interact with you via websites, online forms, mobile apps, email, social media, phone, mail, fax and more. Each is an opportunity to strengthen the relationship.

This doesn't happen by chance. You must proactively change the status quo. Here's a glimpse of how best-in-class organizations excel:

▸ Streamline and automate manual or information-intensive processes for speed and efficiency

▸ Integrate fragmented business information for better insights and customer service

▸ Measure, analyze and fine-tune operational performance

▸ Ensure customers can engage via the channel of their choice, including mobile

With software and solutions from Lexmark, you can make the most of every customer interaction by removing complexity and friction throughout the life of your business relationships.

lexmark.com

Gain power and control over your information

Organizations in every industry face increasing global competition, price pressures and higher expectations. Lexmark Enterprise Software offers powerful, automated control over information and business processes for greater efficiency and better customer engagement across virtually any industry.

Banking
Banks, credit unions and other financial institutions are looking to transform operating models, compete against new entrants and become more customer centric. Lexmark helps digitize and automate processes with full visibility and integration across existing channels and systems for greater efficiency, lower costs and a better customer experience.

Insurance
In today's changing insurance market, new technologies, ubiquitous connectivity and dynamic distribution models necessitate flexibility and innovation. Lexmark delivers document and process automation that helps transform customer engagement, increase business agility and mitigate risks through an integrated, omnichannel strategy.

Education
Managing the volume of information to administer educational services can be a daunting task for colleges and universities. Lexmark streamlines key processes like admissions evaluation, financial aid awarding, transcript processing and more—ensuring students receive the best possible service.

Healthcare
Improving quality of care while reducing costs is a challenge. Lexmark helps by capturing and connecting disparate clinical and financial information (consents, claims, invoices, reports, charts, MRIs, EKGs and X-rays, and more) to increase efficiency and improve patient outcomes.
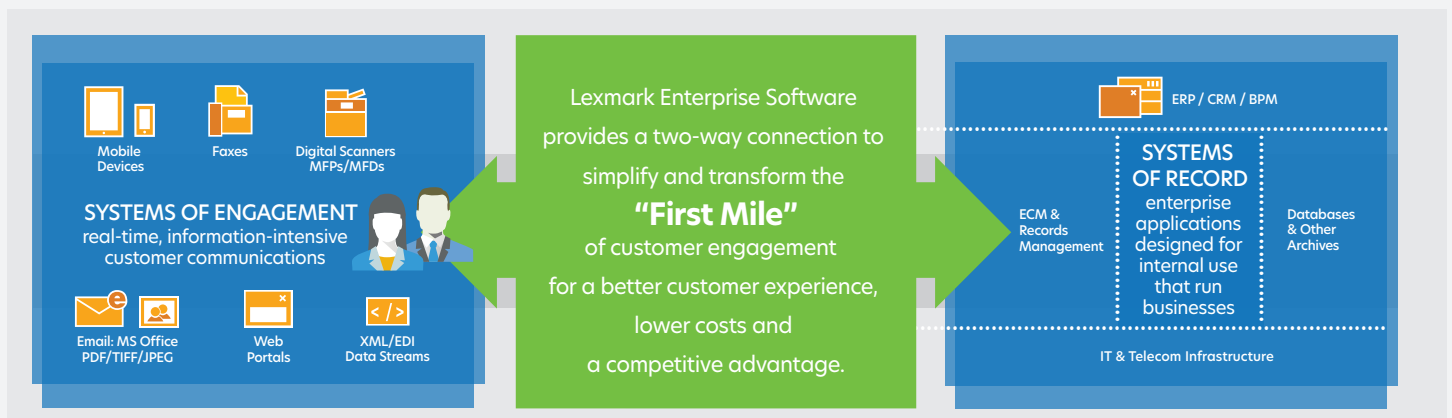
Government
Agencies face increasing demand for services but are challenged to operate on flat or reduced budgets. And citizens expect an anytime, anywhere consumer-quality service, executed in compliance with privacy and environmental regulations. Lexmark accelerates the transition to digital government, increases efficiency and improves sustainability.

Retail
Lexmark solutions help retailers close the gap between their vision for success and the realities in their stores by streamlining processes and connecting them to the information they need, when they need it. With clear visibility and control, retailers can act with speed and accuracy—from retail stores to corporate offices and everywhere in between.

Manufacturing
Manufacturers face more complex, global supply chains with multiple disconnected systems, increasing regulations and compliance challenges. As a global manufacturer and leading enterprise software vendor, Lexmark helps by leveraging its expertise, solutions and services to reduce cost, drive operational efficiencies, improve quality, provide greater visibility and help mitigate risk.

SYSTEMS OF ENGAGEMENT
real-time, information-intensive
customer communications

Mobile
Devices

Faxes

Digital Scanners
MFPs/MFDs

Email: MS Office
PDF/TIFF/JPEG

Web
Portals

XML/EDI
Data Streams

Lexmark Enterprise Software
provides a two-way connection to
simplify and transform the
"First Mile"
of customer engagement
for a better customer experience,
lower costs and
a competitive advantage.

ERP / CRM / BPM

**SYSTEMS
OF RECORD**
enterprise
applications
designed for
internal use
that run
businesses

ECM &
Records
Management

Databases
& Other
Archives

IT & Telecom Infrastructure

The essential two-way connection for better engagement

Here's how it works

Our software creates an essential connection between your systems of engagement (the ways customers interact with your organization) and systems of record (the legacy applications that run your businesses), minimizing the need to modify enterprise applications, systems or repositories.

That means you can capture information from virtually any source and make it available instantly. A customer away from home can submit their ID via a mobile device. An employee can capture supporting documents in their field office using an MFP. Or information can be captured via a web portal, fax, email, text message or paper documents digitized by a high-speed scanner. The relevant information is instantly extracted, perfected and integrated at the correct point in the business process.

Our software resolves inconsistencies, requests and captures missing or trailing information, facilitates workflow steps like acquiring necessary e-signature approvals, and exports the information into the appropriate repositories, applications and systems. Enhanced collaboration and dynamic communication capabilities provide your customers personalized, seamless and secure digital engagement.

For example, Lexmark helps streamline the mortgage application process using a few photos taken on a smartphone of necessary documents like an annual income statement, paystub and bank statements. Any incorrect or missing documents that weren't available in the initial application (an income statement from the wrong year, for example) are automatically requested to keep the process moving—and the customer can choose to supply that information from any channel—mobile, email, fax, via MFP at the local branch, even mail. And when signatures are required, they can be provided electronically from virtually anywhere.
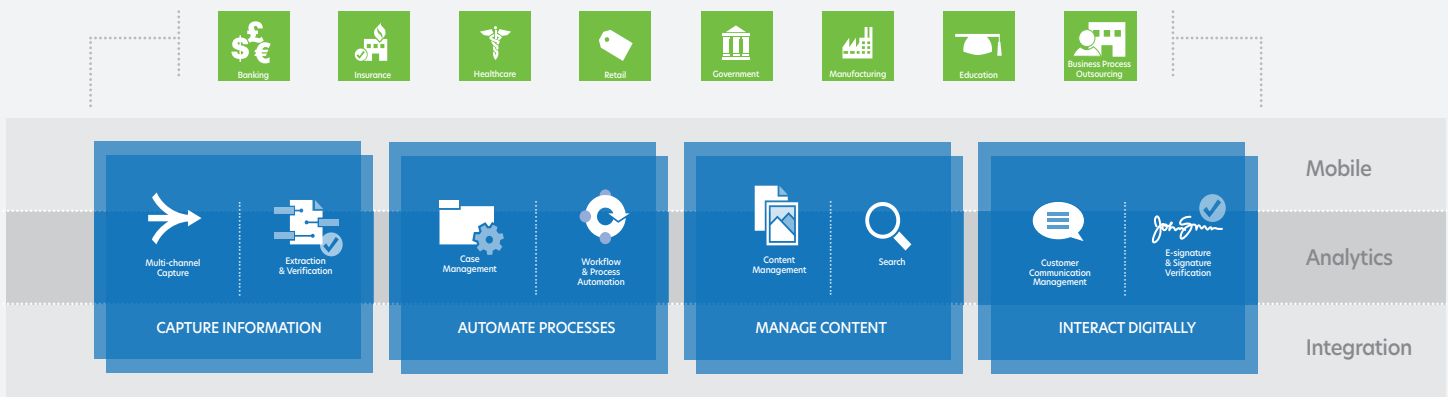
Capabilities and expertise for better engagement

This new way of customer engagement is possible because Lexmark Enterprise Software captures, extracts, perfects and integrates information into the business process. And it's all offered on a unified platform that combines capture, mobility, process and content management, collaboration, search and analytics.

Capture information from virtually any source or device. Automatically extract data and perfect it to increase accuracy, accelerate processes, reduce costs and speed responsiveness.

Automate processes across the entire organization for straight-through efficiency. Increase productivity, enhance collaboration and make faster, better decisions.

Manage content in any format across its entire lifecycle for instant, precise visibility and access within any business process.

Interact digitally with personalized communications and e-signatures through the customer's preferred channels for a complete end-to-end digital experience.

Lexmark™

Your bottom line

Through automation, our software lowers costs, speeds processing times and increases responsiveness, enabling you to provide a higher level of customer service.

Providing the ability for a customer to start a process from a mobile device or any point of origination and continue it through virtually any channel of their choosing, with full control and visibility at every step of the way, is powerful fuel for a healthier business.

The cumulative effect is a positive customer experience and an enduring competitive advantage. Choosing a partner that specializes in simplifying and transforming customer engagement and helping you keep pace with increasing customer expectations makes good business sense.

Make the decision today to transform customer engagement. Grow revenue. Reduce costs. Enhance service. And improve business agility.

All with Lexmark Enterprise Software.

Lexmark™

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