

TRANSFORMING THE CUSTOMER EXPERIENCE.

GhostDraft At-a-Glance



- Up to 90% faster creation of customer correspondence
- Dramatically lower total cost of ownership
- One-to-one personalization of your customer communications
- E-delivery through multiple channels from a single source

Keeping your best customers.

For most businesses, attracting and retaining customers is a constant struggle. Over five years, the average business loses 50 percent of its customers – and acquiring new customers can cost five times more than simply satisfying your existing base.

Timely, relevant and transparent communications can dramatically improve the customer experience and drive up retention.

GhostDraft takes a fresh approach to customer communications, with a secure cloud-based solution that makes it affordable to get started and simple to scale.

Yet many of the systems for managing customer correspondence are complex and expensive, and require ongoing IT support, constraining your ability to deliver a positive customer experience.

Correspondence in the cloud.

GhostDraft takes a fresh approach to customer communications, with a secure cloud-based solution that makes it affordable to get started and simple to scale up or down, as your needs change.

GhostDraft delivers complete industry-specific solutions that include pre-defined document templates, a simple-to-use editor, database integration, e-delivery, and interfaces to your print, mail management and archiving systems.

GhostDraft solutions are future proofed, based on the latest standards – XML for data interchange and web services for application integration – to preserve your investment and ensure that your templates stay with you as your enterprise applications evolve, and that users always have access to the latest version.

A history in document production.

The GhostDraft team has been creating document composition software for over 30 years. We developed one of the world's first word processing systems, used widely for producing complex legal documents.

Our second generation product, a desktop document composition system, now boasts over 60,000 users around the world.

GhostDraft, built from the ground up, is our latest customer communications platform. We applied our many years of experience to create an easy-to-use, business-friendly authoring environment and a robust enterprise-class document production system.

Our cloud-based deployment and subscription-based pricing make these powerful and sophisticated document creation capabilities accessible to even the smallest companies.

Business centric. IT endorsed.

GhostDraft believes that customer correspondence should originate from those closest to the customer – your employees on the front lines. So, we made authoring simple for the business user, with an intuitive user interface, rules created in plain English and self-contained testing that speeds template creation and approval.

With business users owning the front end, and cloud-based deployment on the back end, IT can focus on oversight, ensuring that service levels are met and data integrity is maintained.

Value delivered.

GhostDraft made customer communications simpler and more affordable, so you can deliver a more personalized experience through the channel your customer prefers – a win-win scenario that lowers your cost and raises your customer satisfaction.

For more information, contact GhostDraft Inc. at 855.776.2016 x1 or visit www.ghostdraft.com

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