

BUSINESS-CENTRIC. IT ENDORSED.

GhostDraft Studio



- 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

The communications imperative.

Timely, relevant and transparent communications is the number one driver of new business and customer retention – above price, products or service.

A system for managing customer communications is essential, but many of the traditional technologies are expensive and difficult to deploy. With continuing budget pressures and limited IT staff with the requisite skills, acquiring and running a customer communication management system can be a challenge.

The business user controls the communications process, removing the burden from IT, and centering correspondence on those closest to the customer.

Simpler and more affordable .

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 Studio is a simple, but powerful authoring solution, designed to allow a business user to create all template content and logic, removing the burden from IT and centering customer correspondence on those who know the customer best.

Business-friendly authoring.

Templates use data elements created in plain language by the business expert, so there is no need to understand the database schema or cryptic data names, and no need to wait for extracts from the database before beginning the authoring process.

A familiar Word-like interface shortens the learning curve and speeds development of even the most complex customer documents.

Rules are constructed in plain English phrases that can be easily understood, so templates can move quickly through approval and into production. This approach provides performance and usability advantages over the typical Word plug-in.

Foolproof publishing.

GhostDraft Studio validates syntax and references to data elements automatically – during the authoring process – and errors that would break the document at runtime are instantly flagged, so you can be assured that documents will run right the first time.

Test scenarios and associated data are created entirely within GhostDraft Studio. No extract from the database is required, so authors can fully test templates before runtime without any dependence on IT, and templates can move quickly from design to production.

When templates are complete, GhostDraft automatically builds an integration package for consuming applications with information about what templates are available and how to structure the data to be inserted into the published documents.

Value for you and your customer.

The ease-of-use and speed of GhostDraft allow you to create more varied communications for a much more personalized customer experience.

Publishing through the cloud is simple, too, so you can respond more quickly without breaking the bank.

Personalized content, easy to produce, delivered through the channel that suits your customer – a win-win proposition.

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

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