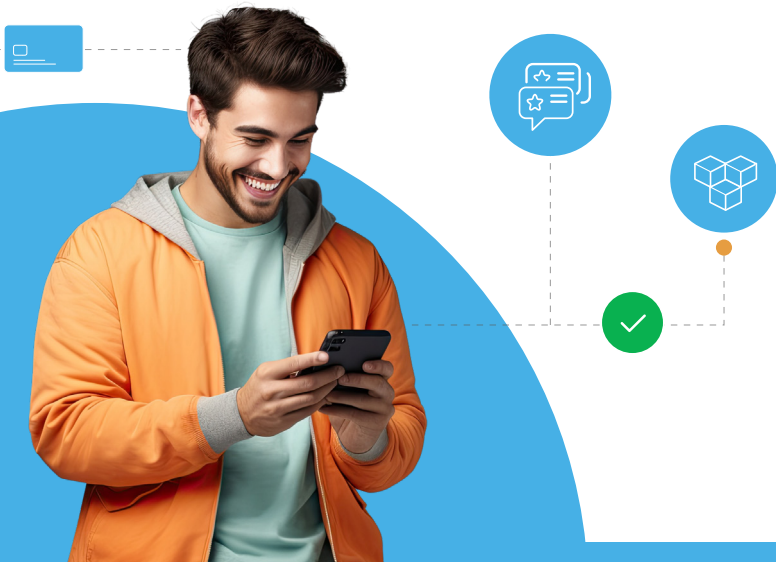# Communication Manager

Engage customers & increase profitability with personalized interactions

Consumers increasingly demand personalized and relevant communications from anyone they do business with — especially where their finances are concerned. Communication Manager allows you to develop communication strategies relevant to each customer with automated engagement throughout the cardholder lifecycle. Integrated with our processing platform, it allows you to quickly create and deliver real-time, event-driven, personalized communications across multiple channels. You define when message should be delivered and to whom based on cardholder spend behavior, location, account information and customized preferences. Sending relevant and timely account alerts, operational messages, and rewards communications can help increase cardholder engagement, boost revenue and grow deeper relationships.

Key Benefits

- Enhance portfolio management

- Boost portfolio profitability

- Improve collections efforts

- Encourage desired behaviors

- Gain efficiency in communication processes

- Streamline account administration

- Deliver customer-centric communications

- Increase brand engagement

- Enrich the cardholder experience

Deliver Relevant Messages Quickly & Efficiently

Communication Manager gives you more control over key components of profitability such as activation, loads, account life and spend while reducing costs associated with account servicing and compliance. With the ability to automatically trigger messages, utilize built-in templates and adjust messages in real-time, you can easily increase the effectiveness of your communication strategy.

- **Event triggering**
  Quickly create messages and define when they should be sent

- **Real-time**
  Messages are sent to your accountholders within seconds and are staged within our secure, PCI-compliant data centers

- **Customer-centric**
  Communicate in the right channel at the right time to increase engagement and enhance the overall customer experience

Send alerts & communications for:

Price changes	Compliance	Nearby load locations
Low balance	Birthday or anniversary	Rewards offers

Key Features

- Segment customers based on real-time account-level transaction data and demographics
- Customize the message content, formatting and branding to your specific needs
- Deliver across multiple channels – SMS, HTML email, mobile app, website or IVR
- Flexible email creation options
- Personalize communications with name, location and account details
- Send pre-defined messages automatically as events occur in real-time

Ready to get started? Email us today at
connect@i2cinc.com

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