

Our Vision

Fuji Xerox: World leading BPO partner for customer communications and business process automation



multi-channel



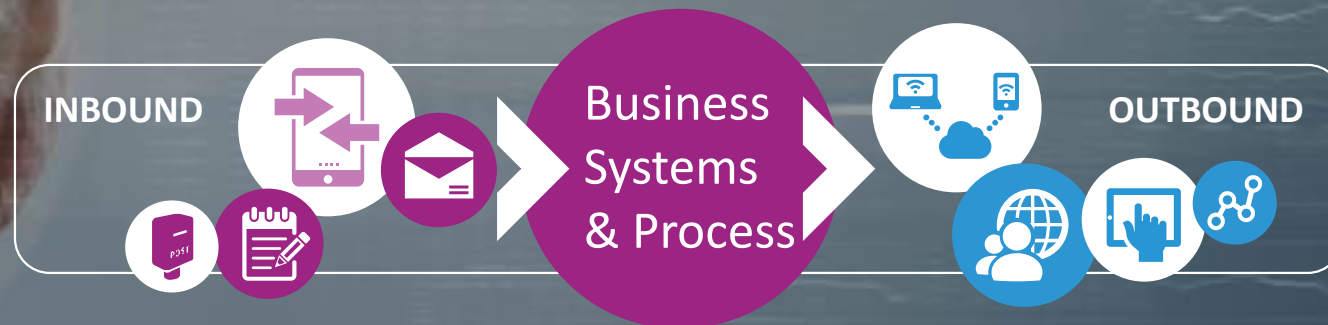
mobile



interactive



24 x 7



Fuji Xerox Digital Communication Platform

How do Fuji Xerox deliver business outcomes?

Two way communication throughout the customer lifecycle

New Customer Acquisition

- Full service direct marketing including multi-channel delivery
- Data analytics to enhance reporting profiling & targeted messages
- 3rd Party Advertising facilitates acquisition across our expansive network



Upsell and Cross sell

- Delivering the right message at the right time using customers channel of choice
- World class transpromotional marketing across all channels



Retention and Loyalty

Aids customer retention

- Two way conversations via your customers channel of choice
- Understanding of customer behaviour allows real time interaction



Business Process Automation

- Secure, compliant & quality assurance of outsourced non-core functions
- Reduced risk and cost
- Enhances customer experience, eliminating manual processes, increases efficiency

