



A Buyer's Guide to Customer Communications Management

Information to help guide your decision-making process

Customer communications management (CCM) is expected to be a \$1.3 billion industry in the U.S. by 2027. While there are a number of companies engaged in this work nationwide, offering secure customer communications services requires added investments in talent and technology on the part of the provider.

Unlike ordinary direct mail and commercial printing, CCM carries unique risks associated with regulatory compliance, data security, mailing accuracy and customer experience. Customers now also expect a seamless omnichannel experience spanning email, SMS text, websites and more. Omnichannel capabilities and advanced digital technology are more important than ever in the CCM category.

Choosing a partner with strengths in the key areas to the right will enable your organization to optimize customer communications and improve your overall customer experience. This guide will help you evaluate the relative strengths of each type of CCM provider and empower you to make an informed decision that best meets your organization's needs.

Comparing Your Options			
Variables	Local Printers	Mega Printers	Taylor
Small Quantities	●	●	●
Medium Quantities	●	●	●
Large Quantities	●	●	●
Low-Complexity Programs	●	●	●
Medium-Complexity Programs	●	●	●
High-Complexity Programs	●	●	●
Global Programs	●	●	●
Customer Experience	●	●	●
Diversity Spend Programs	●	●	●
Technology	●	●	●
Innovation	●	●	●
Lean Process Expertise	●	●	●
One-Stop Shop Capabilities	●	●	●
Financial Strength	●	●	●

Key	● Excellent	● Average	● Poor
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