Appian

Appian for Customer On-Boarding

SCALABLE, COMPLIANT, AND EFFECTIVE CUSTOMER ON-BOARDING

> Deliver a consistent and personalized customer experience

> Replace manual, error-prone activities with scalable, automated processes

> Improve compliance around customer data privacy

> Gain insight into customer on-boarding activities and customer journey phases

Providing an outstanding end-to-end customer experience is critical for success. Yet, many organizations still rely on outdated and complex customer on-boarding processes that are manual, error-prone, time-consuming, and slow to adapt to ever-changing regulatory requirements.

Without a centralized mechanism to on-board new customers, organizations face siloed data and business processes, data quality issues, operational inefficiencies, and a lack of visibility into on-boarding activities, making it impossible to achieve a comprehensive customer view across touchpoints. In turn, organizations face higher costs, slower customer conversions, and a loss of competitive edge.

REIMAGINE THE CUSTOMER JOURNEY

Forward-thinking organizations are deploying a customer-centric approach to on-boarding that spans information capture, identification, verification, and fulfillment. With Appian's enterprise digital platform, organization can automate the customer on-boarding journey and improve satisfaction.

- **Achieve a comprehensive view of customers** by connecting touchpoints and streamlining processes across business areas, systems, and activities.

- **Increase productivity and efficiency** with improved oversight, accountability, and staff effectiveness.

- **Implement holistic compliance** by incorporating new regulations and data sources into on-boarding processes.

- **Integrate legacy systems** and disparate data sources into one comprehensive customer view to manage diverse on-boarding cases.

- **Automate key processes** and eliminate non-value add steps to reduce costs and be more flexible to the changing on-boarding needs.

FOCUS

Deliver key capabilities for effective customer on-boarding with an automated approach to customer service.

- Orchestrate the hundreds of on-boarding tasks that span departments and systems

- Improve on-boarding efficiency and respond to customers faster

- Accelerate decision cycles with management insight into the status of on-boarding events and customer journey phases

- Improve collaboration between departments and with clients during on-boarding

- Improve compliance around customer data privacy

TAKE CONTROL

Quickly build, deploy, and scale new corporate applications and customer service initiatives, including:

- Employee and Contractor On-boarding

- Procurement and Contract Management

- Revenue Recognition

- Human Resources Management

- Vendor and Supplier Relations Management

- Correspondence Management and Tasking

- Contact Center Automation

PREPARE FOR THE FUTURE

Pressure is mounting to deliver an exceptional customer experience— both during the initial on-boarding process and throughout the customer lifecycle.

It takes speed and power to transform the customer experience. The Appian low-code application platform provides both, while leveraging your current IT investments.

With Appian, organizations can build web and mobile apps faster, run them on the Appian cloud, and manage complex processes end-to-end, without limitations.

Appian

Appian provides a software development platform that combines intelligent automation and enterprise low-code development to rapidly deliver powerful business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk and compliance.

For more information, visit www.appian.com