uDeliver® lets you manage and synchronize your multi-channel e-delivery, e-payment and marketing campaigns with your traditional print mailings. Seamlessly deliver bills and statements, printed inserts, variable images, videos, and web ads from a single integrated platform.

Continuous communications are here to stay. The 2013 Pew Internet and American Life Study reports that 91 percent of Americans have a cell phone, and 56 percent have a smartphone. Some 61 percent have a laptop computer, 31 percent have a tablet, and 26 percent own an e-reader. And Gartner reports 26 percent have all three. These devices keep people constantly connected to friends, family, and business colleagues, as well as retailers, banks, insurers, credit card companies, and more. With all this connectivity it’s little wonder that American Banker says U.S. consumers using a mobile device to access their banking information will increase from 33 million to 96 million through 2016.

Of course, every one of these people also have paper mail delivered to their homes and offices every day. As a result, the question for billers is, “Am I able to deliver my critical communications on all those channels?” In this dynamic environment, everyone responsible for customer communications is challenged to keep up with constantly evolving requirements.

uDeliver is the answer. People always want choices. uDeliver lets you provide those choices to customers who want to let their clients choose how they receive each communication. For example, when a recipient wants a text message to alert them to an upcoming appointment, you can choose to have them receive an SMS. If they prefer a phone call to their home or mobile number, use the IVR editor to give them a call with the date and time of the appointment. If they would rather receive a personalized email, choose the HTML email option, and send them a branded message with the information. Once their choices are made, uDeliver automatically sends out each communication the way each customer prefers.

Then go a step further. A text message could include a one-button bill-pay option when responding to the text message. For instance, imagine sending an alert about a bill that is due and letting the person pay that bill with a simple *P* as a response. This is the embodiment of choice, convenience, and ease-of-use—the keys to success in multi-channel communication. Only uDeliver provides a single platform on which you can satisfy customer delivery preferences for integrated paper, web or mobile communications.

**HTML Delivery**

- E-delivery via a HTML-based or text-based email with an attached PDF document.
- E-delivery via a HTML-based email with a link to customer web portal.
- Fully customize email templates within the Uluro HTML Email Editor.
- Pull selected message detail from data owner input files.
- Selectively insert tags such as variables and other system fields from within the Uluro data library.
- Provide complete flexibility with multiple delivery scheduling options.
- Track when emails are sent, received and opened.
- Automatically send follow up emails or transfer end-users back to print delivery if emails are not opened or documents are not viewed.
- Select and send trans-promotional inserts or web ads
- Incorporate hyperlinks to drive traffic to preferred end destination for marketing or payment purposes
SMS

• Build custom SMS messages within the Uluro SMS Template Editor.
• Pull selected message detail from customer input data.
• Include system variables or mapped fields from within the Uluro data library.
• Design communication campaigns utilizing a series of SMS templates.
• Includes End User Opt-In feature.
• Customize delivery schedules based on business rules.
• Business rules can include custom date ranges, days/hour calculations, time zones, and more.
• Customize end user keyword responses to generate secondary events.
• Compose follow-up messages based on responses.
• Ability to initiate bill payment for selected end users.

IVR

• Build custom IVR messages within the Uluro IVR template editor.
• Pull selected message detail from customer input data.
• Include system variables or mapped fields from within the Uluro data library.
• Design communication campaigns utilizing a series of IVR templates.
• Includes End User Opt-In feature.
• Customize delivery schedules based on business rules.
• Business rules can include custom date ranges, days/hour calculations, time zones, and more.
• Customize end user keyword responses to generate secondary events.
• Compose follow-up messages based on responses.
• Ability to initiate bill payment for selected end users.

Uluro is an all-encompassing solution for your critical communication needs — transforming a traditional mailer into a multi-channel communication provider.

Transforming Technology Into Solutions

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Uluro Output Options

Transforming Technology Into Solutions

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