



## Client Letter<sup>®</sup> For PUBLIC UTILITIES

### Client Letter Results In...

- **Customer Service:** Process customer inquiries faster by generating real-time pre-approved documents
- **Marketing:** Dynamically customize documents based on customer data
- **Energy Assistance Programs:** Reduce turnaround times by automating document workflows
- **Call Center:** Enhance information sharing by storing and recalling actual documents sent
- **Legal & Compliance:** Automatically include required text to ensure regulatory compliance

## Moving Communications Forward Improving Customer Service



Correspondence & Document Automation

### Setting The Standard For Public Utility Customer Communications

#### Experienced Leader

Top Down Systems has over 30 years experience meeting the correspondence and document automation requirements of some of the nation's largest document generating enterprises. Our experience is unmatched in understanding and solving large enterprises' document automation requirements. Our customer correspondence solutions are used to deliver millions of timely, consistent and compliant customer documents daily.

#### Industry Innovator

Client Letter, our flagship product, has a unique set of functions to address all the communication needs of public utilities—from customer data retrieval and content personalization to multi-channel distribution. Client Letter creates all the different types of communications an enterprise needs, from real-time interactive to high-volume batch. No other document automation solution has the flexibility and depth of features to handle the document processes and workflows the utility industry require.

#### Comprehensive Solution

Client Letter easily and seamlessly integrates with existing public utility IT investments and document workflows. Client Letter's open architecture and integration technology allow retrieval of customer data of any type from multiple sources, including Web and legacy applications. Client Letter is a single comprehensive correspondence and document automation solution that can be deployed across all lines of business—from payment and credit services to call center operations.

### Return On Investment

Client Letter's customers experience operational efficiencies and immediate bottom-line results. Our customers report:

- 70% increase in document generation productivity
- 90% improved customer inquiry response time
- 80% reduction in template development time
- 70% reduction in template inventory
- 60% reduction in print and mailing costs
- 70% reduction in document Quality Assurance costs
- 95% reduction in IT programming resources required

**Top Down Systems<sup>®</sup>**  
Correspondence and Document Automation

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# Client Letter For Public Utilities

Improved Efficiency. Immediate Cost Savings. Comprehensive Solution.

## Powerful Functionality

Client Letter is a correspondence and document generation application that automates the production, assembly and output of consistent, error-free customer communications delivered via email, fax, Web or paper. Its powerful business rules and workflow features minimize the human decision-making required to produce consistent business-compliant documents, automatically including required text, graphics, attachments and enclosures.



## Key Benefits For Public Utilities

- Produce real-time, high volume batch and transaction-based documents
- Personalize communications based on customer data
- Reduce operational and maintenance costs by using a single document automation solution
- Provide the business user full control of creating and maintaining document templates and business rules
- Standardize templates across the enterprise
- Manage user rights for document content control, confidentiality, accountability and compliance
- Increase efficiencies through the use of document workflow
- Retain real-time history of communications for immediate customer response
- Improve customer satisfaction, retention and loyalty

## Designed For Public Utilities—Designed For Value

Client Letter's public utilities customers experience immediate return on investment through cost-savings and improved efficiency.

### Improve Efficiency

Client Letter improves public utilities efficiency by automating the entire document lifecycle. Its powerful business rules and workflow features minimize the need for human decision-making. Client Letter can automatically generate, deliver and store documents along with corresponding attachments and enclosures. Carbon copies and trigger letters also can be processed when additional copies or actions are required. Client Letter's in-depth quality controls ensure consistency, accuracy and compliance. By utilizing electronic workflow and distribution options, public utilities also can respond to customer requests immediately.

### Reduce Operational Costs

Client Letter offers a low cost of ownership by providing public utilities a wide-range of functions and capabilities in a single comprehensive platform. Unlike other solutions, Client Letter does not require expensive upgrades for additional functionality. Designed for business users, Client Letter reduces IT costs by eliminating the need for document related IT programming and template management. Training costs are reduced due to Client Letter's easy-to-use interface and usage of Microsoft Word®, enabling quick implementation and the opportunity for public utilities to generate a faster return on their investment.

### Maximize Current IT Investments

Client Letter extends the value of public utilities technology investments by seamlessly integrating with existing software applications. Its open architecture enables Client Letter to easily connect and provide results to an unlimited number of enterprise systems, including legacy systems. Completely scalable, Client Letter provides cost-effective deployment options and supports thousands of users. It can quickly be deployed across departments or lines of business.





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## A Comprehensive Solution For Public Utilities

Top Down Systems provides a comprehensive correspondence and document automation solution for public utilities. Client Letter is the product of 30 years of adding features to meet our enterprise customers correspondence needs. Client Letter is an out-of-the-box solution that is fully customizable and flexible. Utilities can access customer data simultaneously from any number of sources in a variety of formats, as well as link to other enterprise applications such as CRMs and ECMs.

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