Topdown's INTOUCH SaaS CCM: Aspire CCS Analyst Assessment

Topdown is a Customer Communications Management (CCM) solutions provider with a legacy in customer correspondence and document automation. Past and present CCM platforms were designed to empower customer-facing employees with an emphasis on interactive CCM use cases.

Topdown has harnessed over 40 years of mainframe and on-prem CCM expertise to create the new cloud-native INTOUCH solution. INTOUCH addresses both traditional and emerging use cases for large enterprises on the various communication channels.

While Topdown caters to enterprises, INTOUCH's usability, functionality, and flexibility has helped it gather momentum among small and medium-sized businesses (SMBs) with fewer than 1,000 employees.

Assessment

- Topdown's deep understanding of the requirements for Interactive Composition, which is reflected in the intuitive and very well-designed user interface of INTOUCH, designed to empower business users with minimal IT involvement

- Its extremely open architecture is customizable (with a granular level of API-based control) and enables INTOUCH to run as a complete headless CCM solution

- Scalable SaaS solution with consumption-based pricing

- Topdown's vision of INTOUCH as a customer communications service delivery application (or component) within a wider CX ecosystem

- INTOUCH provides omnichannel capabilities allowing channel agnostic content

Leading SaaS CCM Vendor
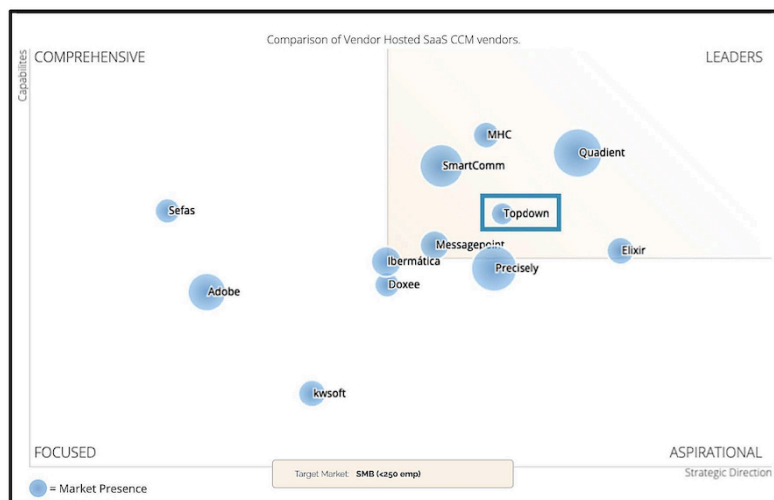
Summary

Topdown delivers a modern and well-conceived CCM system with a focus on interactive communications authoring and a very intuitive user interface. It is ideal for both enterprises with large teams of non-technical business users (like those found in insurance, healthcare, and the public sector) as well as smaller businesses that are attracted to its easy-to-use design and pricing flexibility, its capabilities and UX-focus, coupled with its scalable consumption-based pricing make INTOUCH a good choice for untrained business users. It provides the feature rich tools they need to manage and change communications within a variety of industries.

Topdown's highly visionary approach is based on a strong cloud strategy, open standards, and deep configurability, making it particularly well-suited for CX system integrators, agencies, and services providers.