

Press Release

Publishers Clearing House Expands to Digital Communications with Topdown INTOUCH SaaS CCM Solution

April 30, 2024 – Jericho, New York and Rockville, Maryland – Publishers Clearing House (PCH), a leading digital entertainment and commerce destination for millions of U.S. consumers and Top Down Systems Corporation (Topdown), a best-of-breed Customer Communication Management, CCM, software company announced today that PCH recently deployed the Topdown [INTOUCH](#) solution to optimize their consumer contact center communications.

A strategic priority for PCH is to enhance customer experience by communicating with consumers how and when they interact with their brand. In moving to a cloud-based customer data infrastructure, PCH looked to the TopDown INTOUCH SaaS cloud solution to manage customer communications across mobile, web, email and print channels in one easy-to-use platform. INTOUCH enables frontline employees to quickly edit, preview and send communications to customers through the customer’s preferred channel.

“We have partnered with Topdown to enable our representatives to respond to customer requests faster. We want our customers to experience real-time interactions and consistency across all communications. INTOUCH provides the technology and tools in a single environment to create, manage and deliver personalized customer communications throughout the customer journey. INTOUCH easily integrates with our CRM applications, using SAML for Single Sign On. We are impressed by the simple, secure and context-sensitive user interface for managing our communications.” said Angela Pesce, PCH Associate Director Customer Service.

With limited IT support to implement, INTOUCH is designed as an intuitive, task-focused dashboard to enable end-users to create and manage correspondence content based on rules-based workflows with centralized templates and branding assets. Template consolidation and logic applied to content libraries, enables streamlined content updates and reduces correspondence production time. INTOUCH provides the highest levels of data security and privacy for all stages of content creation and communications history.

“The PCH contact center is an excellent environment for optimizing the capabilities of our INTOUCH solution as they expand to multi-channel communications. The dashboard functionality provides an easy-to-use interface that requires minimal onboarding and training. We are excited to partner with PCH to advance their digital channels and garner infrastructure, operational and resource efficiencies,” said Matt Lederer, SVP of Sales and Marketing, Topdown.

About Publishers Clearing House (PCH)

Publishers Clearing House is a leading direct-to-consumer entertainment, commerce, and marketing company that has put consumer engagement and loyalty at the center of its client solutions for more than 60 years. The company is famous for its Prize Patrol, which surprises winners on their doorsteps while TV cameras are rolling with oversized checks in amounts ranging from \$1,000.00 to big "Win Forever" prizes valued at more than \$10,000,000. PCH is one of the premium digital publishers to combine first-party user data with purchase data to help marketers and brands connect directly with their precise audiences. PCH's headquarters is in Jericho, NY, with additional offices in Portland (ME), Austin, and New York City.

About Topdown

Topdown provides customer communication management software and services to organizations looking to provide the best possible customer experience during high-value customer journeys. For over 40 years, from the mainframe to the desktop and now to the cloud, Topdown has helped companies communicate more effectively and efficiently with their customers.

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