

A person in a yellow jacket and backpack stands on the edge of a dark, mossy cliff. Below them, a wide valley opens up, featuring a river with white water rapids. The background shows rolling hills under a hazy, overcast sky. On the left side of the image, a large red triangle contains the Canon logo in white.

Canon

CANON INFORMATION MANAGEMENT SOLUTIONS

ERIK ÅKENES

MARKETING DIRECTOR

ULF NILSSON

BUSINESS DEVELOPMENT

PATRIK ZOLNIR

BUSINESS CONSULTANT SOFTWARE



EXPECTATIONS ↗

BUDGET ↖

Average marketing budgets have fallen by 15%, data suggests

MarketingWeek

Sixty-four percent of CMOs say they lack the budget to execute their 2024 strategy

Gartner

An aerial photograph of a beach. The ocean waves are on the left, washing onto a sandy beach on the right. Two people are walking along the shoreline. The text is overlaid on the left side of the image.

**How do we reach the
customer of the future?**

-In different ways

-At the right time

TECHNOLOGY



CREATIVITY

WHY CANON?

We are experts in business development and marketing communication through digitalization and the creation of automated processes.

Canon helps you to seize new opportunities and create value for your customers and partners through digital services.

Always focusing on business benefits, user-friendliness and innovation.

WHAT CUSTOMER BENEFITS DOES CANON PROVIDE?



**Global partner
of the year**

drumroll please...

MARKETING COMMUNICATION/CUSTOMER EXPERIENCE

A man and a woman are shown from behind, embracing each other. They are surrounded by a dense shower of bright blue, glowing particles that appear to be falling or floating around them. The background is dark, making the blue particles stand out prominently. The overall mood is one of joy, connection, and celebration.

Today, we`re exploring multichannel customer communication to improve the customer experience.

It`s all about: Be cost effective, easier to use and create content easier than ever before and deliver personalized customer experiences across all digital and traditional channels from one tool and track everything in a Dashboard.

Graphic Companies:

Transition from paper-based customer information to digital channels and seamlessly support the customer experience for both physical and digital channels. Create once for all channels, send, track the flow, and see the results in real-time Dashboard.

Payment Specialists/Banks:

Increase users' ability to create, personalize, and modify documents in real-time. reduce IT costs, minimize internal resources, and accelerate time to market.

Digital Service and Software Companies:

"We help you seize new opportunities and create value for your customers, employees, and partners through digital services. Always with business benefits, user-friendliness, and innovation at the forefront."

Canon provides the platform to meet the customer demands and expectations.

SMART AUTOMATION - SAVES TIME AND INCREASES DATA SECURITY.

- Check internal company information.
- Ensure quality of information.
- Efficient workflows create efficiency.
- Digital HR processes.
- Contract management with digital signing.
- Information management of laws and regulations.
- Digitize business-critical documents.
- Proper archiving.
- Regulatory compliance.

HOW WILL AI AND NEXT-GENERATION TECHNOLOGY AFFECT CUSTOMER COMMUNICATION FOR BUSINESSES?



A person wearing a dark jacket, a beanie, and a large backpack is walking away from the camera on a mountain ridge. The person is holding a camera in their right hand. The background shows a vast, hazy mountain range under a clear sky. The foreground is a grassy ridge with some mossy rocks.

Canon

THANK YOU

Please contact us for more information

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Charting a new course: Exploring the evolving world of AI and legislative changes

Exploring Multichannel Communication for Enhanced CX | Stockholm



Accessible communications

Importance of document accessibility and clear customer communications



Transformative potential of AI

Empower your communications with preferred AI tools

What are "user accessible documents"?



Digital accessibility includes PDF files available on websites and distributed to customers through mobile apps and email

Accessible document

A document created to be as easily readable by a low-vision or non-sighted reader as a sighted reader.

PDF/UA

The accessibility standard for documents, specifically PDF documents (PDF Universal Accessibility). PDF/UA means the document is designed to ensure accessibility for people with disabilities, including visual impairments, hearing impairments, and mobility impairments.

WCAG

(Web Content Accessibility Guidelines): Digital accessibility—the accessibility standard for websites and HTML-based material.

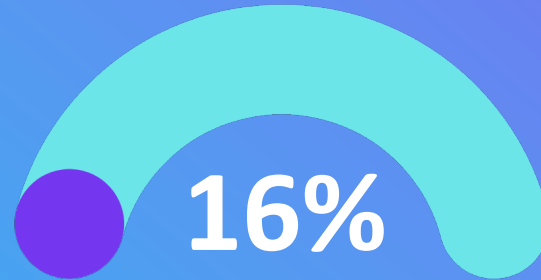
Growing demand for digital accessibility



1 in 4

Swedish people

Opportunity for growth



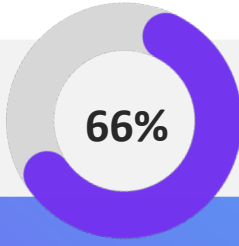
of global population

Opportunity for inclusion

4,000

companies

Large companies often have 1000s of PDFs
– EACH inaccessible PDF could lead to a penalty



of companies plan to address accessibility issues

European Accessibility Act PDF/UA WCAG 2.X

Right thing to do

- ✓ Communicate with everybody equally

Lack of control

- ✓ Can't control where the document goes after it is sent, so it must be accessible

SEO

- ✓ Improves SEO on your website

Penalties

- ✓ Avoid penalties and fines


Accessible design = equitable experience



ABC Investments Thomas Wagner (591) 109-2125
info@abcinvestments.com Brandmark CDP
Communications. Your Quarterly Portfolio Review As of
December 31, 2013 John and Bernadette Stephens A C C
O U N T S I N C L U D E D I N Y O U R P O R T F O L I O V A L
U E O N D E C 3 1 , 2 0 1 3 John Stephens & Bernadette
Stephens Joint w/Survivor NFS - (XXX85811) 100,610
John Stephens Bernadette Stephens Hartford Life -
(XXX65381) 53,360 John Stephens IRA NFS - (XXX85870)
32,576 Bernadette Stephens IRA NFS - (XXX85854)
23,975 Bernadette Stephens IRA Transamerica VA -
(XXX86ML2) 19,894 Total portfolio \$230,415 Table of
contents Portfolio summary 2 Portfolio performance 3
Portfolio asset allocation 4 About this Portfolio Review 5
This report is incomplete without the accompanying
disclosure page. Securities offered through ABC
Investments 1 of 5



ABC Investments
Thomas Wagner
(591) 109-2125
info@abcinvestments.com



Your Quarterly Portfolio Review

As of December 31, 2013

John and Bernadette Stephens

ACCOUNTS INCLUDED IN YOUR PORTFOLIO	VALUE ON DEC 31, 2013 (\$)
John Stephens & Bernadette Stephens Joint w/Survivor NFS - (XXX85811)	100,610
John Stephens Bernadette Stephens Hartford Life - (XXX65381)	53,360
John Stephens IRA NFS - (XXX85870)	32,576
Bernadette Stephens IRA NFS - (XXX85854)	23,975
Bernadette Stephens IRA Transamerica VA - (XXX86ML2)	19,894
Total portfolio	\$230,415

Table of contents

- Portfolio summary 2
- Portfolio performance 3
- Portfolio asset allocation 4
- About this Portfolio Review 5

This report is incomplete without the accompanying disclosure page.
Securities offered through ABC Investments



Importance of clarity

Builds trust and credibility
Reduces customer frustration
Saves time and money

Tips for creating effective customer communications

Use simple language

Avoid using technical jargon or complex language that customers may not understand.

Test and refine

Make sure that the message is clear and to the point and avoid including unnecessary information.

Be clear and concise

Ensure that they are effective. Test different messages and formats to see what works best and adjust as needed.

Use visual aids

Use images, diagrams, and other visual aids to help convey the message and make it easier to understand.

Citi ThankYou® Preferred Card

Account number ending in [REDACTED]
Billing Period: 03/18/21-04/19/21

Customer Service 1-800-THANKYOU (800-842-6594)
TTY: hearing-impaired services only 1-877-693-0218
BOX 6500 SIOUX FALLS, SD 57117

APRIL STATEMENT
Minimum payment due: \$35.00
New balance as of 04/19/21: \$118.35
Payment due date: 05/15/21

Account Summary
Previous balance: \$0.00
Payments: -\$0.00
Credits: -\$0.00
Purchases: +\$118.35
Cash advances: +\$0.00
Fees: +\$0.00
Interest: +\$0.00
New balance: \$118.35

Credit Limit
Credit limit: \$12,000
Includes \$2,800 cash advance limit
Available credit: \$11,881
Includes \$2,800 available for cash advances

Late Payment Warning: If we do not receive your minimum payment by the date listed above, you may have to pay a late fee of up to \$40 and your APRs may be increased up to the Penalty APR of 29.99%.

Enjoy great benefits with a sleek, modern design
You'll see the new card design in statements, emails, online and other communications.
Beginning in May of this year, when your card is reissued or replaced, you'll receive one with a brand-new look. In the meantime, keep using your current card to enjoy great benefits.

thankyou from citi
Total ThankYou Member Available Point Balance: 6,362
as of 03/31/21
See page 3 for more information about your rewards.

For Payments, send check to: CITI CARDS, PO Box 70166, Philadelphia PA, 19176-0166

Pay your bill from virtually anywhere with the Citi Mobile® App and Citi® Online
To download: Test App® to MyCiti (692464) or go to your device's app store or visit www.citicards.com

Minimum payment due: \$35.00
New balance: \$118.35
Payment due date: 05/15/21
Amount Enclosed: \$

Your Monthly Statement is Enclosed

Account number ending in 3262
Please make check payable to CITI CARDS.

CITI CARDS
PO Box 70166
Philadelphia PA 19176-0166

15009 0003500 0011635 0014400 05424161344073262 1316

KENTUCKY AMERICAN WATER
WE KEEP LIFE FLOWING™

Service Address:
TAMI L MAY
3761 BRANHAM PARK
LEXINGTON, KY 40515-5724

Account No. 1012-220
Total Amount Due:
Payment Due By:

Billing Date:
Service Period:
Total Gallons:

Account Summary
Prior Billing:
Payments - Thank You
Balance Forward:
Service Related Charges:
Taxes:
Total Amount Due:

Thank you for being a long time customer! We work hard every day to deliver water service that is safe, reliable, and affordable — our customers deserve nothing less.

Your charges contain a change in pricing that was effective on 03/31/21. Please review the Account Detail section of your bill for more information.

For more information, visit www.kentuckywater.com

View your account information or pay your bill anytime at: www.amwater.com/MyAccount

Pay by Phone®: Pay anytime at 1-855-748-0000
*A convenience fee may apply.

Customer Service: 1-800-678-8301
M-F 7:00am to 7:00pm — Emergencies 24/7

Please return bottom portion with your payment. DO NOT send cash. Retain upper portion for your records.

KENTUCKY AMERICAN WATER
WE KEEP LIFE FLOWING™
P.O. BOX #1923
RAVENSCLIFF, IL 61855-6623

Service to: 3761 BRANHAM PARK
LEXINGTON, KY 40515-5724

TAMI L MAY
3761 BRANHAM PARK
LEXINGTON, KY 40515-5724

Account Number: 1012-220
Total Amount Due: \$259.00
Payment Due By: 6/28/21
If paying after 4/28/21, Amount Enclosed \$

000101222000269171600000000000450

KOHL'S
Meet the Kohl's App
You'll never shop the same again.
Learn more at Kohls.com/App

ACCOUNT SUMMARY
Previous Balance: \$ 0.00
Payments and Other Credits: - 0.00
Purchases: + 130.59
Fees: + 0.00
Interest Charges: + 0.00
New Balance: \$ 130.59

PAYMENT INFORMATION
New Balance: \$ 130.59
Payment Due Date: 06/09/2021
Minimum Payment Due: 27.00
To Avoid Interest Charge Pay: \$ 130.59

Opening/Closing Date: 06/14/2021 - 07/14/2021
Days in Billing Cycle: 31
Total Credit Line: \$1,000
Available Credit: \$869

Log onto My Kohl's Change, the Kohl's App or our Automated Customer Service Phone System 24 hours a day @ 1-800-964-9746.

Questions? If you would like information about credit counseling services, call 1-866-833-2227.

ACCOUNT ACTIVITY

Transaction Date	Transaction Description	Amount
06/19	PURCHASE AT LEXINGTON EAST STORE	\$130.59

2021 Totals Year-To-Date
Total fees charged in 2021: \$0.00
Total interest charged in 2021: \$0.00

INTEREST CHARGES
Your Annual Percentage Rate (APR) is the annual interest rate on your account.

Type of Balance	Annual Percentage Rate (APR)	Balance Subject to Interest Rate	Interest Charges
Purchases	24.99% (V)	\$0.00	\$0.00

KOHL'S MVC SUMMARY
Current Kohl's Purchases: \$150.67

Save even more!
Spend \$600 by December 31, 2021 to reach the next level! You will enjoy even more perks and offers! To see a full list of benefits, log into your Kohls.com shopping account.

IMPORTANT NEWS

KU
a PPL company

Mailed 6/28/21 to [REDACTED]
AMOUNT DUE: \$259.00

Online or phone payment
Account Name:
Service Address:
Online Payments:
Telephone Payments:
Customer Service:
Walk-in Center:

Previous Balance: 259.00
Payments Received: -259.00
Balance as of 6/25/21: \$0.00
Current Electric Charges: 267.99
Current Taxes and Fees: 18.73
Total Current Charges as of 6/25/21: \$286.62
Budget Amount: 259.00
Total Amount Due: \$259.00

Next read will occur 7/21/21

MONTHLY USAGE

BILLING PERIOD AT-A-GLANCE

	THIS YEAR	LAST YEAR
Average Temperature	70°	71°
Number of Days Billed	30	29

Avg. Electric Charges per Day: \$8.83 vs \$9.53
Avg. Electric Usage per Day (kWh): 90.00 vs 98.69

Please return only this portion with your payment. Make checks payable to KU and write your name.

Tools to validate accessibility



PDF Accessibility Checker 2021
Version: 21.0.0.0

Title: **Test**
Filename: **3_done.pdf**
Language: **en** Tags: **80** Pages: **3** Size: **179 KB**

PDF/UA WCAG

⚠️ It's possible that some PDF/UA requirements aren't met.

Checkpoint	Passed	Warned	Failed
✓ PDF Syntax	180	0	0
✓ Fonts	2	0	0
✓ Content	655	0	0
⊗ Embedded Files	0	0	0
✓ Natural Language	305	0	0
✓ Structure Elements	4	0	0
⚠️ Structure Tree	78	2	0
✓ Role Mapping	107	0	0
✓ Alternate Descriptions	160	0	0
✓ Metadata	3	0	0
✓ Document Settings	3	0	0

PDF Report

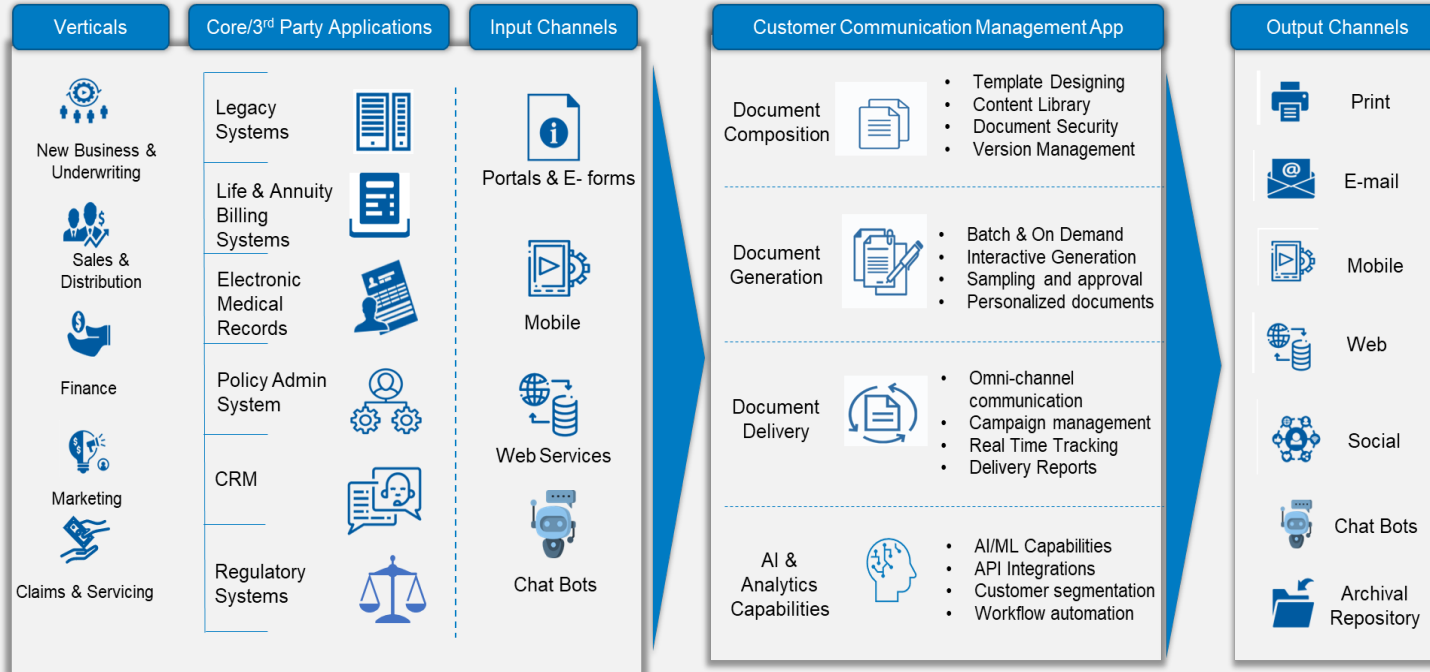
Results in Detail Logical Structure
Screen Reader Preview Document Statistics

- PAC 2021 – Free PDF Accessibility Checker
 - Free software for analyzing your PDF/UA and WCAG compliance validation.
 - Intuitive and simple user interface.
 - Summary and detailed reporting options.
- Foxit Reader (PDF reader features)
- Acrobat Pro (validation and reading)
- JAWS (screen reading software)

Elevate your customer experience: CCM strategy



Customer Communications Management (CCM) is a strategic framework designed to organize, manage, store, retrieve, and improve incoming and outgoing customer communications



Improve customer experience: Interactivity, consistency and convenience

Enhance Efficiency: Business user enablement, remove silos

Speed Digital Transformation: Data driven insights, omni channel communications

Reduce risks: Collaboration and greater control

Navigating the EU AI Act: Implications for Businesses



Comprehensive Regulation

The EU AI Act sets the global standard for AI regulation, addressing safety, livelihoods, and citizen rights.



Global Impact

Organizations with EU ties or customers must comply, potentially influencing global practices akin to GDPR.



Transparency Mandate

Title IV, Article 52 demands labeling AI-generated content, reshaping the future of customer interactions.



Augmentation Over Automation

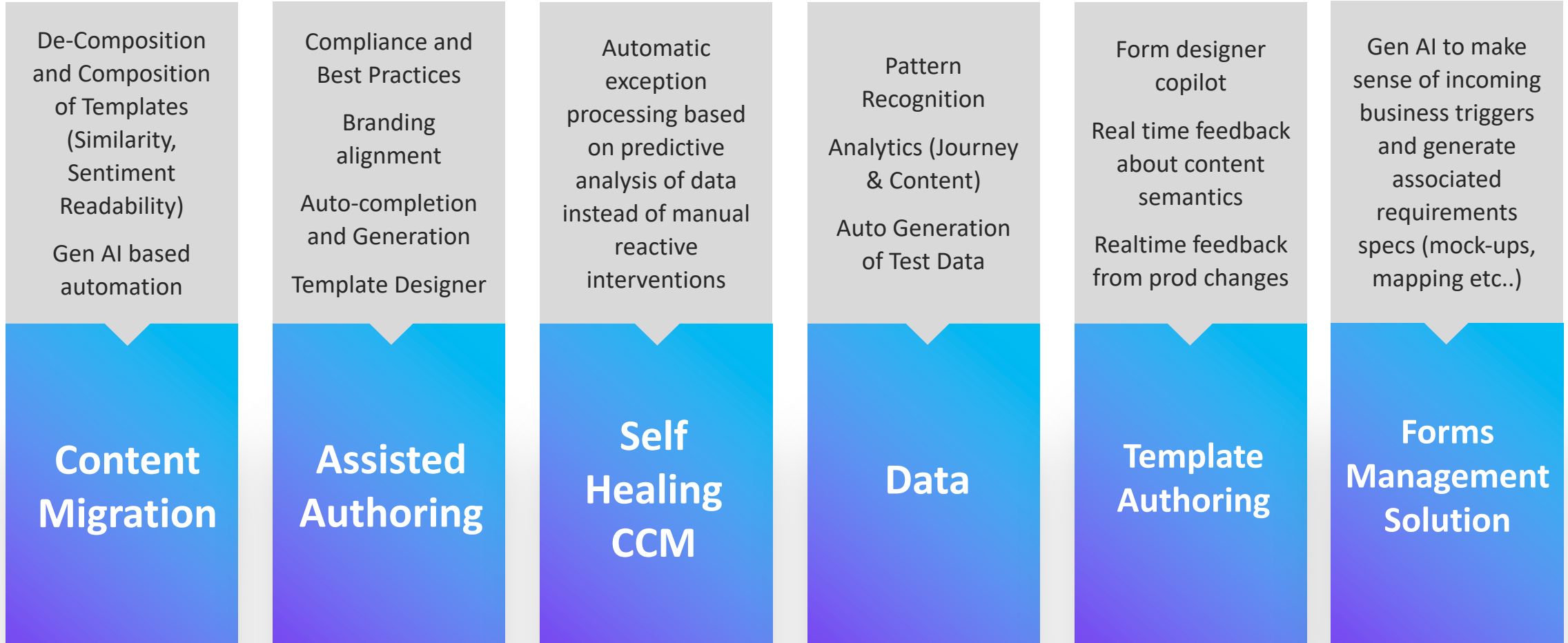
Shifting from full automation to human-augmented AI processes ensures authenticity and brand alignment.



Seizing Opportunities

Embrace AI augmentation to comply with regulations while enhancing customer comms experiences for sustainable relationships.

Beyond automation: The true potential of AI in CCM





A peek into Quadient AI offering

Empower your content strategy with preferred AI tools for comprehensive scoring and improvement processes, leading to more effective communication.

Content Analysis

Assess sentiment, tone, readability, branding, and similarities

Content Improvement

Suggest edits to improve readability.
Adjust sentiment and tone.
Summarize content for various applications, such as emails.
Translate content into different languages.

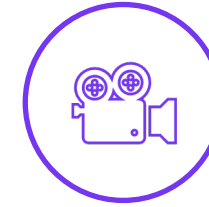
AI Integration

Utilize MS Azure OpenAI (or other preferred service in the future) for an integrated approach to content analysis.
Connect with third-party services, like Acrolinx and Textlab, for additional content enhancement capabilities.

Rapidly improve the quality of your communications with AI



Sentiment Analysis & Optimization



Translation of Templated Content



Configuring Connections & Quick Prompts



AI-assisted Authoring & Summarization



Thank you!

Casper Bech Andersen
Enterprise Account Manager
Quadient

c.andersen@quadient.com

ÅTTA45[®]



K^{CCM}MMUNIKATION

Åtta45
was founded
In 1999

Since then,
we have grown and
acquired around twenty
companies

With our expertise from
the graphic industry,
today we create
conditions for
communication in
OmniChannel

Business area
Communication

Åtta45
is privately
owned



Different channels

Our example: a family consisting of two adults and two children

14-year-old – likes parkour, floorball and is active in the scouts.

Dad, 44 – currently thinking about buying a new environmentally friendly car for the family. Follows his favorite team and everything that happens in that sport.

Mom, 42 – thinking about booking accommodation for the family's winter week in the mountains. Monthly donor to charity organization.



18-year-old – loading up on college choices and passionate about topics like justice, mental illness and climate change.

let's take a closer look...

...to book accommodation for the family's winter week in the mountains.



RAMUNDBERGET

SÄLEN

KLÄPPEN

TÄNNDALEN

VEMDALEN

LOFSDALEN

ÅRE

BRANÄS

STÖTEN

ROMME ALPIN

HEMAVAN

IDRE FJÄLL



Case: Loyalty program for hotels

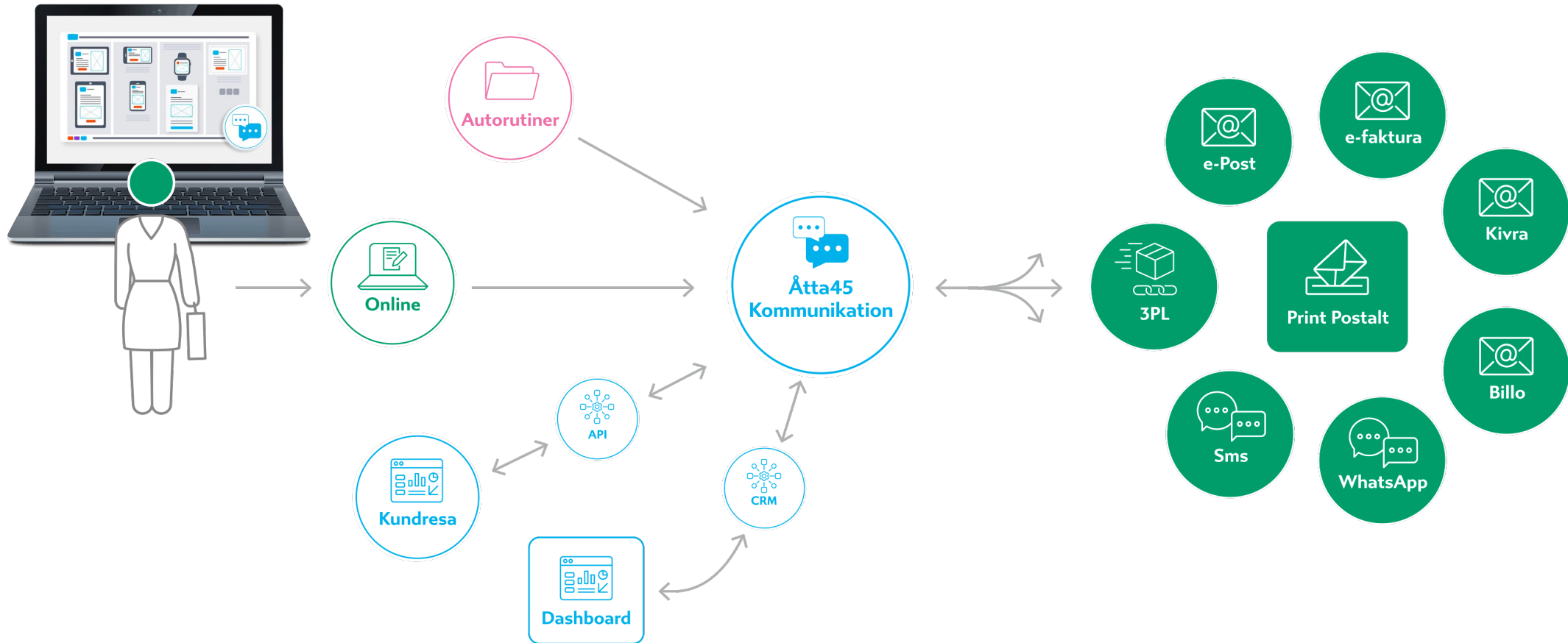
- Get control of your customers
- Templates for different channels
- Structure of your communication
- Identify and provide extra offers for low-booked periods
- Build loyalty with the right information
- Get customers to book more products such as conferences, long weekends, summer stays etc
- All financial activity, bookings, restaurant purchases, etc. are registered and collected on the customer card





Communication platform

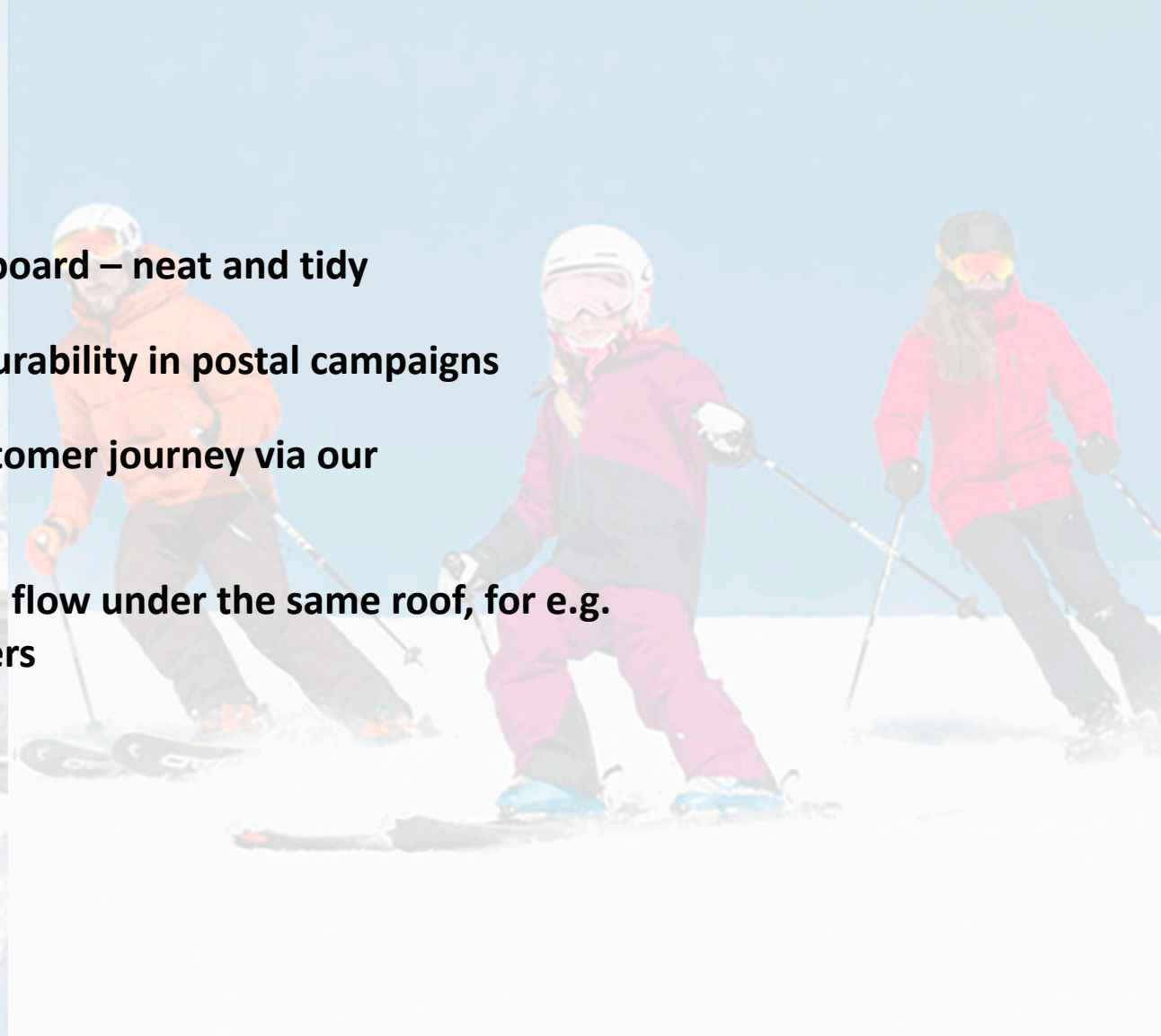
Complete to easily communicate via Post, Digital Mailbox, SMS, E-mail, etc.





Our offer

- **Templates for communication**
- **Report to your CRM**
- **Real-time data activity via dashboard – neat and tidy**
- **Unique QR codes – create measurability in postal campaigns**
- **Autoroutines, Interactive or customer journey via our communication platform**
- **Unique 3PL solution in the same flow under the same roof, for e.g. give-aways to premium customers**



Case

ÅTTA45
KOMMUNIKATION

Svenska kyrkan 

 TRAFIKVERKET

 SVENSKA
KRAFTNÄT

 GARANTUM



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Do not hesitate to contact us for an unreserved discussion.



Top 5 Take Away

We will send you the list of our most popular tools after the meeting!

ÅTTA45[®]
K_{CCM}MMUNIKATION

To be sent out

1. Be flexible

Adapt to change by staying current on industry trends, emerging technologies and customer feedback. Do not underestimate the importance of being flexible in how you communicate with your customers as a sender.

It should not be difficult for a sender that people's behavior changes over time. Flexibility allows you to adapt your communication strategies and channel mix as needed to remain effective and relevant.

With a communication platform, it is both quick and easy to make these adjustments for all channels, this also applies to e.g. A and B tests.

2. Automated processes

Improve the efficiency of the creation and delivery of customer communications, reduce errors and ensure timely communication. Workflow management tools can help manage the entire communication lifecycle, from content creation and approval to distribution and archiving.

Do you have an idea of what the communication should look like to your customers, what should be communicated in which channel during the entire customer life cycle? Get help and put together the puzzle for event- and calendar-driven automation. When the entire process is set up, you adjust your control parameters in a simpler way, e.g. based on the results on the dashboard.

If you haven't gotten as far in your planning, individual auto routines are an excellent start, they simplify and streamline the work to exactly the same extent, but for selected parts. These can later serve as a basis for the customer life cycle work if the thinking is there from the beginning and the autoroutines are set up in the right way.

3. Maintain and optimize the channel mix

37% still prefer to receive addressed advertising in the mailbox, while 10% more would be more likely to respond to email. The digital letterbox has the most trust as a distribution channel.

Be careful to define exactly who should be communicated in which channel. Many customers bear the cost of the more expensive channels and would not even take a cheaper choice. With the help of information in your CRM in combination with register searches against e.g. Kivra in the communication platform, the communication will be sent in the right channel.

4. Give all channels the same unique experience

Still, personalization is one of the most common things companies miss in their customer communications and thus fail to resonate with individual customers.

Today's technology enables a seamless experience in preferred communication channels. The latest advances allow you to offer a consistent customer experience and switch between digital and traditional channels without losing context. An effective CCM strategy provides a unified experience for customers as they interact with your brand through various touchpoints.

With a communication platform that handles all channels, the work becomes significantly more efficient. Postal items are still an important channel and there is a misconception that they cannot be as dynamic as digital communications. There are few who know the possibilities for unique postal items that exist, contact and compare expertise in the field to match the digital.

5. Add on communication possibilities

Add an output channel for giveaways / product samples to e.g. new or premium customers in the existing feed, automated like everything else. With inventory balances updated in real time and the possibility of automated new production at low volume to ensure delivery.