



First Data® Dynamic Letters

An efficient, scalable solution for your out-of-pattern customer communications.

Your customers expect to receive timely information from your business — from customer service notifications, to regulatory announcements, to special one-time offers. Our **Dynamic Letters** solution enables you to efficiently prepare out-of-pattern communications, when your customers need input from you quickly.

Our state-of-the-art facilities provide you with a fully scalable customer communications solution. Out-of-pattern communications can seamlessly integrate into First Data's routine print production — helping to save you money, and drive greater efficiencies.

Use Microsoft® Word, Excel, or other common software applications to produce customer communications that meet your business' need for small, large, or infrequent mailings.

Benefits to Your Business

Operational Efficiency



Quickly and easily create out-of-pattern customer communications all through one vendor partnership. Our solution reduces the need for juggling multiple print and mail vendors.

Cost Savings



Take advantage of our large mail volume / low postage rates — even for smaller mailings. You have option to create and execute different letter mailings without incurring ongoing IT expenses.

Customer Engagement



Better engage your customers. You have complete control to quickly create customized content, and flexible layouts.

Features

Fully Automated Document Process

Controls content, data layout, and receive electronic delivery of proofs.

State-of-the-Art Composition Platform

Allows you to create boxes, use variables, and formatted text — including tags to control bold, italics, underline, bullets, etc.

Customized Communications

Quickly create one-off, customized communications to your customers when you need to deliver information with a short lead time.

Multiple Communication Types

A simple and efficient way to process out-of-pattern customer communications using our state of the art print and mail facilities, including:

- Customer service notifications
- Regulatory announcements
- Special, one-time offers

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Client branding with the use of logos and other client specific content.

Utilizes common files created from MS Word and Excel programs as data input files.

Composition in Correspondence DirectorSM provides enhanced text, font and table capabilities.

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For more information, contact your Account Executive or visit FirstData.com.

First Data®