



First Data[®] e-Letters Solution

Want to increase efficiency, streamline internal processes, and save money?

Your customer communications can be a bit complicated. You juggle content changes and customization, copies to third parties, follow-up correspondence, rapid delivery requests, output in print and electronic formats to send through multiple delivery channels.

First Data provides a flexible solution that enables you to select individual customer documents for electronic delivery. Our e-Letters Solution helps your business to operate more efficiently, while reducing the production and delivery costs for your printed customer communications.

Your customers expect you to communicate with them through the delivery channel of their choice. First Data's e-Letters Solution generates and delivers content-rich documents to your customers by email, through multiple devices.

Benefits to Your Business



Reduced Costs

Electronic delivery reduces your print and mail operations costs, which translates to an increase in revenues.



Customer Choice

Let your customers decide where they want to receive communications from your business. Our solution provides a seamless experience, delivering email communications to the devices they choose to use.



Delivery Efficiencies

In this hyper-connect era, streamline your operations and maximize efficiency to push out customer communications faster.

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A Fully Integrated Solution

e-Letters is fully integrated with our **Strategic Communications SolutionSM** product suite to ensure consistency with your customer communications across all channels. A multi-channel communications approach helps you improve customer satisfaction, retention, and helps to increase the response rates of your marketing efforts.

Strategic Communications SolutionSM

Account statements, letters, emails and other correspondence are routine for your business — “touch points” that help you stay in front of your customers and communicate important information. But they’re also opportunities to drive customer retention and to help you grow your business.

First Data’s Strategic Communications Solution is a platform that integrates advanced document formatting, customer segmentation, and color printing with a multi-channel electronic delivery solution.

Traditional customer communications focus on transaction details, with limited messaging. With First Data’s solution, you can tailor value-added information to your customers. Convert your customer communications into a strategic advantage — rather than just monthly statements, letters, or notices.

For more information about First Data’s e-Letters Solution, please contact your Account Executive.

First Data[®] e-Letters Solution

With option to deliver to multiple channels, our e-Letters Solution lets you select individual customer documents for electronic format – helping you to save costs, streamline your in-house operations, and deliver communications with fast, electronic efficiency.

The Advantages

Our e-Letters Solution helps you save on print production and delivery costs for a wide variety of your customer communications, including:

- Welcome Letters
- Change in Terms
- Legal or Regulatory / Compliance notifications
- Account collections / dispute correspondence
- Targeted offers and promotions
- Account upgrade / credit line increase notifications

Our solution supports inclusion of hyperlinks and variable content into the body of your customer communications. Integrated into First Data’s printing capabilities, e-Letters Solution also provides email delivery tracking and bounced email management. For hard bounce situations, your communications can be re-routed for print and mail delivery.

Control & Flexibility

Electronic communications help save you time and money. Many of your customers also prefer to have their account communications delivered electronically to their multiple devices. But to meet legal requirements, we recognize that some communications must be delivered in print.

Our e-Letters’ account level settings give you complete control and flexibility. Select the appropriate delivery format for specific customer communications – electronic, print, or both. As added assurance, you easily can override the account setting at the letter ID level to produce specific communications in print.

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