

DOCUMENT SCIENCES

Keep it Personal™



Industry Solution

It's Not Only About Correspondence. It's About Accuracy and Consistency.

Correspondence that is clearly written, well-designed, and branded helps to reduce customer service inquiries, improve corporate identity and most importantly, strengthen customer relations. Document Sciences' **DLS eCor™**, is a scalable ad hoc correspondence solution, designed to meet the needs of a single department or an entire enterprise. Customer letters are often missed opportunities for building relationships with customers. But with DLS eCor's robust personalization functionality, organizations can capitalize on these frequent communication opportunities by transforming content created in Microsoft® Word into correspondence that communicates accurate and consistent information to customers, partners, and prospects.

About DLS eCor

DLS eCor is a correspondence software solution designed for call center and customer support departments to create personalized ad hoc correspondence for each customer transaction with greater ease and higher quality. Designed to accommodate any industry, DLS eCor seamlessly integrates with a company's front-end applications and batch letter operations. It features a simple Web interface that is so easy to use it requires no formal training, only a simple help tool. With customized templates and straightforward content approval functions, DLS eCor enables companies to consistently personalize and brand business correspondence, improving customer interactions and satisfaction. DLS eCor is the ad hoc correspondence component of Document Sciences' DLS Enterprise suite of products.

Three-Tier Architecture

DLS eCor is based on a three-tier architecture accessing a shared content repository for both ad hoc and batch correspondence.

Tier 1

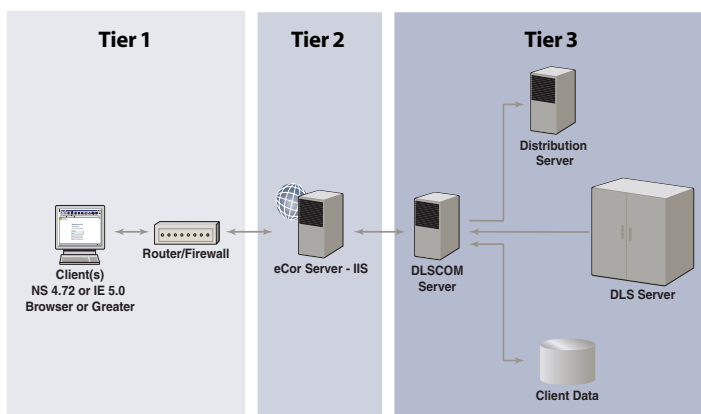
The DLS eCor browser interface, provides end-users with letter selection, preview, optional paragraph selection, edit, and distribution functionality right from their desktop.

Tier 2

The Web Server, contains the DLS eCor Web application.

Tier 3

DLSCOM, the interface between DLS eCor and the DLS Content Automation services, provides an interface to the shared content repository.



With DLS eCor, Everyone Benefits

DLS eCor can be applied across any industry ranging from health care, retail, and insurance, to finance, telecommunications, utilities and much more. With DLS eCor, call centers, customer service, and claims processing departments can efficiently respond to customer transactions and inquiries via effective and clear business correspondence.

Customer Service/Call Center Support generates or selects from a list of well-composed, branded correspondence for each customer transaction. With DLS eCor, letters are reviewed and edited to include additional customized content for the transaction, prior to distribution to the customer. Accurate information conveyed in correspondence results in less customer confusion and inquiries for customer service staff.

Sales and Marketing obtain assurance from customer service staff and other departments that non-marketing business communications reflect appropriate branding and professional appearance.

How It Works

Six Easy Steps

Step 1:

After logging into DLS eCor, authorized users can select a pre-defined letter template from an approved list. User access is restricted through workgroup security.

Step 2:

Users preview the customer data prior to assembling the correspondence. Given appropriate system security rights, modifications may be made prior to assembly.

Step 3:

Users preview the document to ensure that the appropriate one has been accessed. The letter is dynamically assembled using business logic from the selected letter template, and from specific customer data.

Step 4:

If optional paragraphs are available for the selected template, the end-user can instantly select and add optional pre-approved content to the correspondence.

Step 5:

For users with editing privileges, the DLS eCor Java editor allows for simple editing, spellcheck, and support for Microsoft Word protected text.

Step 6:

The distribution request can be sent to a manager or senior correspondent for approval, prior to delivery. The approver is notified via e-mail of the pending request and can preview the letter, accept changes, and make additional edits if needed. Users distribute correspondence via e-mail, fax, print or batch.

Rewarding Benefits

- Scalable solution for a single department or an entire enterprise with a Windows NT and IBM OS/390 server environment
- Seamless integration of ad hoc correspondence with batch operations, and front-end applications through XML query string, and API options
- Shared content repository between ad hoc and batch correspondence environments allows content to be created once and reused
- Thin client, Web-based application eliminates need for costly installations, IT programming, and maintenance
- Dedicated support from Document Sciences' Solution Consultants, Project Managers, and Training Specialists for a smooth implementation
- Improved corporate branding and consistency across all customer communications
- Increased manager or administrator control over quality of content and letter presentation
- Easy-to-use Web interface and Wizards allow customer support staff to quickly get up to speed, eliminating the need for lengthy training
- Easy and fast content modifications, eliminate time-consuming manual intervention and costly system changes
- Improved productivity of customer support staff and effectiveness of business correspondence

Find out how DLS eCor fits into your business by calling 1.800.420.2620 or visit www.docscience.com

Operations realizes significant reductions in production time and operating expenses associated with manual, costly system modifications.

Information Technology (IT) benefits from the intuitive design and thin client of DLS eCor. End-user departments manage, maintain, and operate DLS eCor, requiring no system changes or programming support from IT staff.

Management/Administration gains control of all phases of correspondence production including content approval, template creation, document assembly, and final distribution, ensuring consistency and high quality.

Customers receive correspondence that is easy to understand, personalized, and specific to their accounts and relationships with the company.



About Document Sciences Corporation

Document Sciences Corporation develops and markets software solutions that enable an enterprise to better communicate with their customers, through both Automated Personal Portals on the Web and high-quality personalized documents that can be printed, viewed on demand, or distributed electronically in high volume. Approximately 600 customers worldwide use Document Sciences' products, in insurance, banking and financial services, managed care, telecommunications, utilities, and commercial print service bureaus. Our customer base includes more than 60 Fortune 500 companies. Based in Carlsbad, California, with regional locations across the U.S. and a European subsidiary in Paris, France, Document Sciences also markets its products in Australia, Canada, New Zealand, Brazil, Argentina and Chile. For more information about Document Sciences, visit www.docscience.com.

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