



STREAMLINE NOTIFICATION AUTOMATION



CHALLENGE

Notification Practices Fuel Inconsistency, Multiply Costs

An organization's automated notifications can originate from a variety of applications and groups. Without visibility into existing assets that could be reused, teams often start from scratch to create messaging and must enlist IT assistance to build or adapt contact lists, set protocols to handle responses or perform other steps required for automated notifications. These redundant efforts fuel inconsistency and multiply costs with each new project.

CHALLENGES

- Teams unaware of reusable notification assets
- Disparate efforts increase inconsistency, cost
- Dependence on IT team slows notice production, revisions



SOLUTION

Reuse Assets To Quickly Create Tailor-Made Notifications

Reuse Studio establishes a searchable catalog of the programs, projects and assets created within an organization. This enables teams to identify owned email or mailer notifications fitting their needs and quickly adapt them for reuse – often without IT assistance – by substituting new parameters. Supporting notes attached to an asset in Reuse Studio can detail steps and documentation required for reuse, such as whitelisting URLs in the new notification or registering a new domain name. Create notification templates usable across applications, along with instructions on where to find and use related tools like verification solutions for addresses and banking information. With Reuse Studio, update a notification template's text, logos, signatures and other elements at a central location to replicate changes everywhere.



OUTCOME

Reuse 75% Of Notification Content

Once Reuse Studio makes assets visible and searchable, organizations can immediately begin saving time and effort on automated notifications by reusing content. Reuse Studio helps to establish modular, standardized formatting that makes assets easier to repurpose. This can provide a tremendous head start for teams crafting new notifications by giving them reusable blocks of text, logos, images, disclaimers, signatures and other elements. As much as three quarters of a typical notification can be adapted from other assets. Supporting documentation gives users the necessary steps to obtain authorization and prepare notices for distribution, smoothing operations and speeding delivery. Customers and constituents will notice improved timeliness in notifications as well as consistency in format and content.

SIGNIFICANT ROI METRICS

Organizations have been able to repurpose up to 75% of project content from existing projects, programs and assets, shortening time to implementation. Reuse Studio makes it easy for teams creating automated notifications to search and reuse assets while generating significant ROI metrics.



Find Out What Reuse Studio Can Do For Your Organization

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