



Giesecke+Devrient

Convego® Message Designer

# Take control of every customer communication



Today's customers expect that brands understand them, and that communications are tailored to their needs and interests.

Technology has enabled rapid shifts in how we access and manage our money. Many brands are engaged in what Deloitte has termed "a digital arms race" to take advantage of technology's benefits—for customers and banks alike.

As a result, today's customers expect a more streamlined experience from their interactions with financial institutions. If executed correctly, every customer touchpoint offers opportunities to make your mark on each customer, whether taking advantage of cross-marketing opportunities or improving engagement with card users. Enhancing printed communications with targeted, personalized offers or additional services and supporting these customizations with enhanced digital support can ensure your communications have maximum impact.

That's where Convego® Message Designer comes in—accessed from a simple, intuitive web portal with step-by-step instructions for adding personalization to every communication. You can manage every print campaign with a wealth of configurable templates, adding segmentation and variations to ensure the right message reaches the right customer—at the right time. Manage your printing process, using customer data to drive the content and print carriers on-demand—more efficient for you and better for the environment.

## The benefits of Convego® Message Designer



### Rapid deployment

By streamlining the traditional user journey for change management, we can reduce the time it takes to update carriers to just one week instead of 6 to 8.



### Self-serve approach

Banks are empowered to edit and manage their communications in a self-serve manner.



### Simple workflow

Easy-to-use platform and workflow management for concurrent template changes.



### Eliminate waste

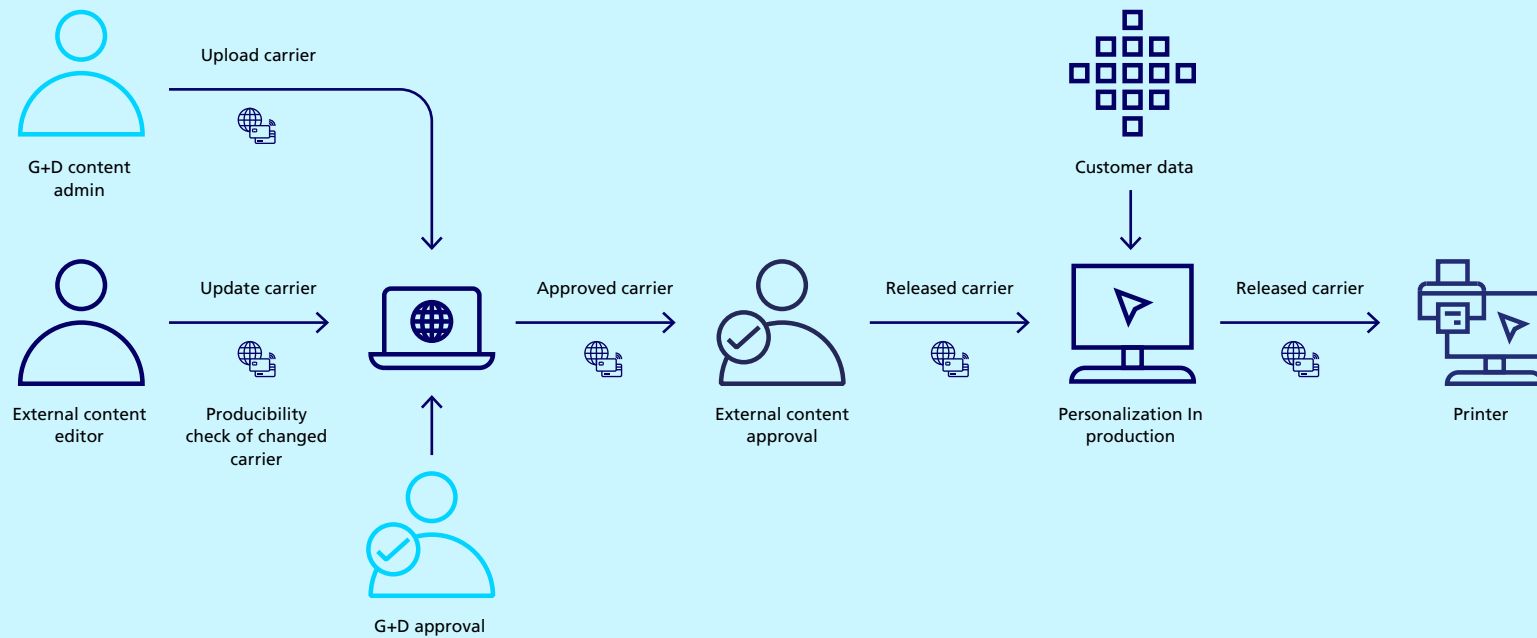
Avoid obsolete pre-printed stock causing waste and remove the need to maintain a complex supply chain for pre-printed collateral stock.



### Missed opportunities

You can ensure every chance to build relationships with your customers is used effectively—no more missed marketing opportunities.

## The Convego® Message Designer user journey



### Features



#### Our web portal

Access your carriers and submit changes to them in a self-serve manner.



#### Version control

Track and change multiple versions of your templates.



#### Change management

Integrated workflow makes revisions and approvals easier than ever.



#### Simple user experience

Intuitive UI with an instant preview option improves overall user experience.

### Use cases



Personalized carriers



Targeted marketing letters



Multimedia-enabled brochures

If you would like further, more specific detail around personalized communications – please get in touch – [here](#).

### About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries. Further information: [www.gi-de.com](http://www.gi-de.com).



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