

sema™



**Business Transformation**  
Improving the customer experience



By streamlining our clients marketing and operational processes we improve their customers experience and create business success

*'We capture and manipulate data from multiple sources to create powerhouse workflows and electronic record, document and content management systems.'*

## Enabling business success

Business Transformation is the secret weapon in the continuing struggle for more profitable customer relationships. We start with the premise that by streamlining our clients marketing and operational processes we will improve their customer's experience.

Business Transformation creates success by transforming separate and unrelated data and processes like a returned address, an email, a customer support call or a payment advice into information that packs a competitive punch.

The secret is in the rigorous capturing and manipulation of data from multiple sources to create powerhouse workflows and electronic record, document and content management systems.

At the heart of the matter is our unique ability to accelerate, secure and streamline database solutions including data cleansing, database creation and database management.

It certainly helps that we are an industry leader in imaging and that we provide document management solutions for big names in Finance, Government, Telecommunications and Commerce.

Our imaging service itself is pretty special. It captures all types of information from barcodes to signatures and it's super fast and accurate which means our document processing service can be offered with a 24 hour turnaround.

## Savvy services

What's really clever is that we provide a central point for storing all paper documents like cheques, invoices, and deposit slips and we organise them electronically which means they can be searched and manipulated to generate all sorts of new and useful information.

Our call centre services are another valuable tool. Turning a call centre function into a strategic business advantage is about more than call times and scripting, it's about being able to apply continuous learning and process improvement to live campaigns simply and efficiently.

We pride ourselves on being reactive and being able to take immediate advantage of what we learn from customers.

We also provide a number of other savvy services like feature-rich customer survey solutions which help clients capture better information from their customers. Adding our call centre solutions to our ability to manage data from scanning and imaging to cleansing and augmentation, makes our lead generation services worth learning more about.

Another of our smart services is online document distribution. We'd love to show you what we can do to create business efficiency with documents that can be viewed, emailed, or faxed from archives at the flick of a finger.

All it takes is some encryption and our own version of abracadabra and you have instant access to documents from multiple locations. We can replicate images and create search interfaces that are customised as well.

## It's about capturing hearts and minds

The campaign to capture the customer's hearts and minds doesn't stop with quick retrieval of electronic records, we also provide services like return mail management and accounts payable and receivable solutions.

Together all of our Business Transformation services create a formidable weapon in the battle to better manage the customer experience.

We'd love to share the war stories and look forward to giving you all the glorious details.



**SEMA Group Pty Ltd**

ABN 58 002 012 320

**Sydney**

6 The Crescent  
Kingsgrove NSW 2208

T +61 2 9554 0000

**Melbourne**

10 William Angliss Drive  
Laverton North VIC 3028

T +61 3 9927 5444

**Brisbane**

36 Northlink Place  
Virginia QLD 4014

T +61 7 3866 8444

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