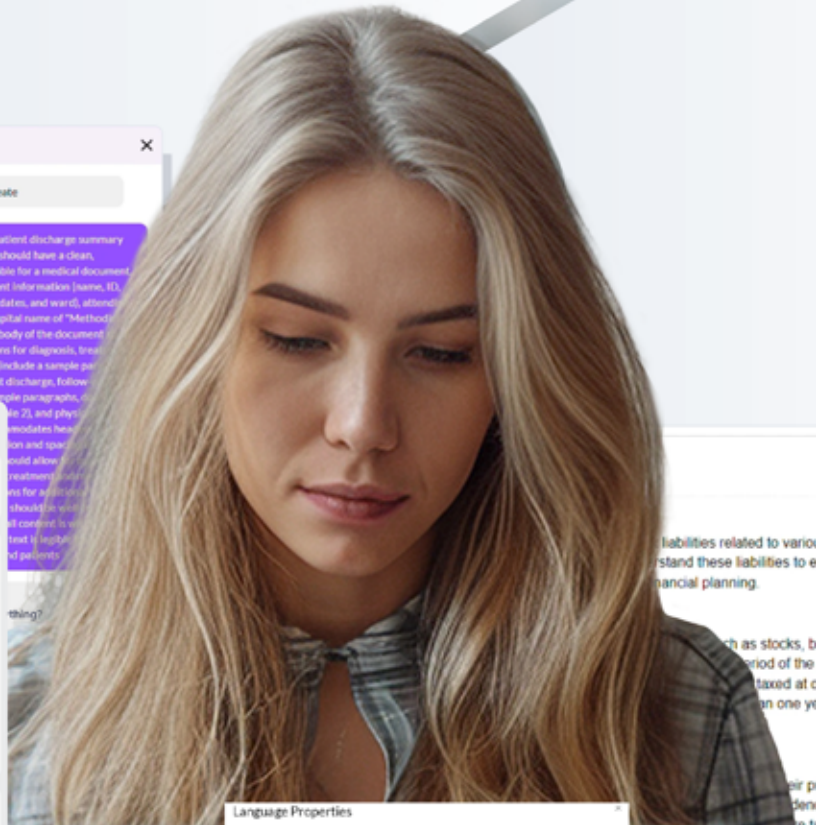




How AI Transforms Customer Communications



Describe what you want to create

Create a template for a patient discharge summary document. The template should have a clean, professional design, suitable for a medical document. Include sections for patient information (name, ID, admission and discharge dates, and ward), attending physician details, and hospital name of "Methodist Hospital" at the top. The body of the document features structured sections for diagnosis, tests provided during the stay, include a sample patient medications prescribed at discharge, follow-up instructions include 2 sample paragraphs, discharge date, and physician instructions for home care and quality of life. The document should be for a patient named John Doe, 45 years old, who was admitted to the hospital on 10/25/2023. The patient was discharged on 11/02/2023. The patient's condition is stable, and the patient is expected to be discharged on 11/02/2023.

Refine text with AI

Sentiment Detected: **Negative**

Sentiment: **Negative** Neutral Positive

Tone: Profession... **Casual** Information...

Length: Short Medium **Long**

Regenerate Draft

We're really going to miss having you with us! If you ever decide to return or find yourself in need of [Service Name] again down the road, we'd be absolutely thrilled to welcome you back with open arms. Remember, our doors are always open for you, so don't hesitate to come back

Update **Close**

Language Properties

Document Translation

Original text	Translation
RE: Financial Planning Workshop	RE: Workshop financial planning
Dear	Dear Sir
First of all, thank you for your interest in the training program.	Allow me to thank you for your interest in the training program.
"Financial Planning: From Zero to Hero"	"Financial planning: from zero to hero"
We are pleased to inform you that, following the assessment of your application form, you have been selected to attend our workshop. Congratulations!	The plan will be to have a two-day workshop (on the 10th and 11th of November) with a series of workshops (to be confirmed) and a series of workshops (to be confirmed).
We are expecting you on	We are expecting you on
1. Please arrive 10 minutes before the start of the workshop.	1. Please arrive 10 minutes before the start of the workshop.
To confirm your participation in the upcoming training session, we kindly request that you send an email to workshop@methodist.com . Please ensure that the subject line of your email is: Workshop Confirmation: [Your Name] . We will be expecting your confirmation by	The plan will be to have a two-day workshop (on the 10th and 11th of November) with a series of workshops (to be confirmed) and a series of workshops (to be confirmed).

Set As Default **Delete Language** **Cancel** **OK**



How AI Transforms Customer Communications

In today's rapidly evolving technology landscape, AI is reshaping how companies manage their customer communications. It's no longer about just getting messages out the door—it's about creating personalized, engaging, and accurate communications at scale.

AI-powered Customer Communications Management (CCM) solutions are a game changer—by automating document generation and fine-tuning messages, they are helping businesses save time, reduce costs, and increase customer satisfaction.

Here's how AI is transforming CCM workflows and creating value where it matters most.



Businesses adopting AI-driven communication tools have seen a **50% reduction in document processing times**

[Gartner]



AI will boost labor productivity by up to **40% by 2035**, delivering measurable savings

[(Accenture)]

Driving Operational Efficiencies

Traditional CCM workflows often involve manual processes that are time-consuming and prone to errors, leading to increased costs and missed deadlines. AI addresses these challenges by automating key aspects of document generation, resulting in significant improvements in speed and accuracy.

Automated Document Generation

AI-powered solutions can rapidly produce complex documents such as statements, policy updates, and personalized notifications with a high degree of accuracy. Gartner reports that businesses adopting AI-driven communication tools have seen a **50% reduction in document processing times**¹. This isn't just about saving time—it's about eliminating errors and consistently meeting customer deadlines.

¹ Customer Service AI: Use Cases to Accelerate Adoption





Reducing Costs and Meeting SLAs

Missed Service Level Agreements (SLAs) and rework are common pain points in traditional workflows. AI ensures communications are accurate and compliant, right from the start. Plus, automation reduces labor costs, freeing up resources for strategic projects. Early projections estimate that AI will boost labor productivity by up to **40% by 2035²**, delivering measurable savings.

Ensuring Compliance and Accuracy

In regulated industries, compliance is paramount. AI systems can validate that communications adhere to legal and regulatory standards, reducing the risk of non-compliance. This capability ensures that all customer communications are accurate and consistent, even when produced at scale.

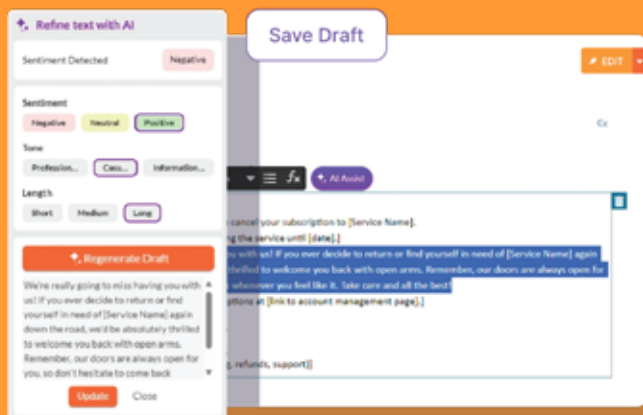


Creating Communications That Connect

In a world where customers expect personalized, relevant experiences, generic, one-size-fits-all communications miss the mark and can erode satisfaction, loyalty and customer lifetime value (CLV). AI makes it possible to personalize and tailor communications with speed and scale—delivering the engagement customers today expect and respond to.

Hyper-Personalization at Scale

AI enables organizations to craft hyper-personalized messages by leveraging customer data, such as purchase history or preferences. This personalization benefits customers and your bottom line, as companies excelling at personalization have seen up to **15% revenue growth³** while reducing acquisition costs by **50%³**.

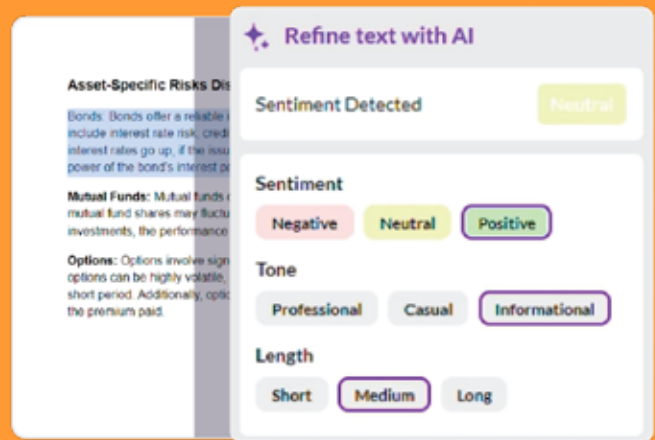


² Artificial Intelligence

³ The value of getting personalization right—or wrong—is multiplying

Tailoring Tone and Sentiment

It's not just what you say—it's how you say it. AI can be used to adjust the tone, sentiment, and message length to ensure each communication is perfectly crafted to resonate with the recipient. For example, a healthcare provider can use AI to make patient notifications more empathetic and reassuring, enhancing trust and engagement.



Speaking Every Customer's Language

For businesses with global reach, AI makes translating communications fast and accurate. By automating language localization, organizations can deliver consistent, culturally relevant messages in the customer's preferred language—for a more personalized and relevant experience.



Meeting Customers Where They Are

Today's customers engage with brands across multiple channels—print, email, SMS, mobile apps, and more. AI-powered CCM solutions make omnichannel engagement seamless, ensuring consistent messaging and branding elements are presented to customers regardless of where or how they interact.

Flexible and Consistent Engagement

Whether it's a payment reminder sent via SMS, or a detailed policy update delivered through a customer portal, AI ensures the experience feels seamless and cohesive. This flexibility not only improves engagement but also strengthens your brand.





Real-Time Responsiveness

AI doesn't just create better communications—it enables smarter timing. By analyzing customer behavior in real time, AI can trigger follow-ups or offers when they're most likely to be effective. For example, a shopper who abandons their cart might receive a perfectly timed discount to encourage them to complete the purchase.

Start Now: Transform Your Customer Communications with AI

AI is reshaping Customer Communications Management (CCM) in ways that directly benefit both businesses and their customers. By automating routine tasks, delivering personalized and engaging messages, and enabling smarter omnichannel strategies, AI-powered CCM solutions drive operational efficiencies and strengthen customer relationships.

For businesses looking to stay competitive, embracing AI is no longer optional. It's a way to work smarter, connect better, and deliver the kind of customer experiences that drive loyalty and growth.

The future of customer communications lies in leveraging AI's capabilities to redefine what's possible.



Meet **MHC's NorthStar CCM**: Your Solution for Smarter Customer Communications

MHC's NorthStar CCM is a cutting-edge, AI-powered solution that empowers business users to create compliant, engaging customer communications with unprecedented speed and precision—at scale. Here's why NorthStar CCM stands out:

Intuitive Tools for Business Users:

Drag-and-drop tools enable non-technical users to incorporate data, design templates, and output in various formats—all without IT support.

AI-Driven Speed and Precision:

AI-driven prompts enable instant authoring, translations, and personalization at scale.

Low-Code/No-Code Flexibility:

Non-technical business users can make process changes quickly and easily, giving your team agility without technical barriers.

Unified and Dependable Platform:

NorthStar CCM offers a robust, single end-to-end workflow you can rely on.

Flexible Deployment Options:

Our technology offers flexibility and choice, with cloud, on-premises, or hybrid hosting configurations to meet your unique needs.

Scalable and Future-Ready:

Built to grow with your business, our highly configurable platform evolves alongside your changing requirements.

Expert Support Without Outsourcing:

Our in-house team handles implementation and provides ongoing support, giving you the best of both worlds—cost savings from avoiding outsourcing and immediate access to expertise when you need it.



NorthStar CCM is more than just software—it's a solution designed to help you work smarter and deliver communications that truly connect.

Contact Us

Interested in learning more? Visit www.mhcautomation.com and reach out. We'd love to help you transform your customer communications.

