



NEWS RELEASE

RRD's AI-Powered Business Communication Intelligence Platform Streamlines and Improves Customer Communications

2025-09-10

AI engine turns fragmented customer communications into unified, cost-effective and customer-centric engagement

CHICAGO--(BUSINESS WIRE)-- RRD has launched Business Communication Intelligence (BCI), an AI-powered platform that streamlines and improves customer communications for companies in financial services, insurance, healthcare and other industries.

Brian Cox, Vice President of IT at RRD, and Tiffani Miles, Director of IT, explore RRD's new Business Communication Intelligence platform. Powered by custom artificial intelligence, the solution rapidly processes millions of documents in seconds, revealing hidden trends and opportunities that help companies deliver more personalized, engaging customer communications.

BCI's machine learning-driven content analysis provides a complete view of all customer content from across the enterprise. The platform features custom-built AI to

rapidly process millions of documents in seconds to uncover hidden trends and opportunities for improved customer personalization and engagement. This leads to identifiable cost-savings and actionable recommendations like eliminating redundancies, content restructuring, document redesigns and consolidations.

Key highlights of BCI include:

- Quantifiable savings: Identifies cost-saving opportunities through rationalizing and consolidating communications and optimizing mail runs and postage costs.

- Enhanced customer experience: Data driven insights that lead to more efficient and user-friendly ways of communicating.
- Intelligent analysis: Leverages AI to rapidly analyze millions of documents to identify patterns, group similar content and provide reports on results.
- Discovery and assessment: Evaluates client goals to deliver actionable recommendations including detailed summaries, content comparisons and insights for digital transformation.
- Streamlined complexity: Eliminates outdated document versions, standardizes content and centralizes templates.
- Risk mitigation and compliance: Flags outdated branding and ensures consistent messaging, maintaining compliance and providing visibility into all servicing communications.

“Our clients seek a clearer understanding of their communication ecosystems,” said Brian Cox, Vice President of IT at RRD. “BCI provides a singular comprehensive solution that can be tailored to each client’s goals, whether it’s identifying opportunities for cost savings, focusing on digital transformation or generating more personalized customer interactions.”

Large companies may operate in silos across departments and divisions, which can lead to a fragmented communication strategy that includes inconsistent messaging, redundant mailings and a disjointed view of previous customer interactions. According to recent RRD research, consumers are frustrated with inconsistent formats across mailings from companies, delays in receiving statements and overly detailed communications. This highlights the need for standardization and improved organizational practices to streamline customer interactions.

RRD’s suite of content management solutions help organizations streamline workflows, maintain compliance, and deliver highly personalized, omnichannel communications. Listen to Brian Cox on RRD’s **Produced + Delivered podcast** to explore the practical and strategic considerations of implementing AI and automation to streamline customer communications. To learn more about BCI visit <https://www.rrd.com/businesscommunications>.

About RRD:

RRD provides a complete portfolio of marketing, packaging, print and business services to the world’s most respected brands, including 91% of the Fortune 100. The company’s proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

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Source: RRD