



RRD Launches “SuperDoc” Web Statement Enhancement

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Transforms Static Communications into Interactive, Personalized Content for Customers

CHICAGO--(BUSINESS WIRE)-- R.R. Donnelley & Sons Company (RRD) (NYSE:RRD), a leading global provider of marketing and business communications, today announced the release of its SuperDoc web statement enhancement. This technology transforms static business statements into interactive dynamic customer communications. Developed by RRD’s Business Communications Solutions (BCS) unit, the SuperDoc enhancement acts as a secure website add-on that embeds customer-facing PDF statements, bills, policies, letters, and other transactional communications with entirely new dimensions of interactivity and activated content.

This latest offering from RRD is designed to help organizations across a variety of industries increase their eAdoption rate. The SuperDoc enhancement provides consumers with a variety of widgets that grant a higher level of interactivity than paper statements, such as:

- Compare balances month-to-month, quarter-to-quarter, and year-to-year
- Search transactions by date, vendor, amount paid, and more
- Use payoff and financing calculators
- Access local data like weather history, property values, and more
- Model future bills
- Learn about upgrade details and special offers

“By utilizing the SuperDoc enhancement, organizations will be able to achieve greater customer engagement while increasing eAdoption rates, which are currently stagnant because PDF’s have fallen flat with consumer preferences and expectations,” said John Pecaric, Executive Vice President and Chief Commercial Officer at RRD. “The ability to transform everyday PDF statements into interactive consumer communications is a tremendous step that will help organizations service and strengthen relationships with their existing customers.”

The SuperDoc enhancement is designed to benefit any business that issues customer statements, bills or policies, and offers industry-specific versions for key sectors including utility, mortgage, media, mutual fund, and managed healthcare. It also fully integrates with RRD’s existing DC+, PowerStream and PIVOT platforms that support multichannel deliveries.

In addition, the solution can be authenticated and hosted on the client website while being further enhanced via an encrypted connection. The secure transfer of sensitive data and other information through this extra layer of security helps support the compliance and security requirements in place across numerous verticals.

To learn more about what this product can do for your organization, contact Lynne Andrews, Vice President, Product Development at RRD, at Lynne.Andrews@rrd.com.

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry’s most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to

create, manage, deliver and optimize their marketing and business communications strategies.

As part of RRD, its Business Services team enhances the management of the key operational touchpoints required to service customers as they become part of the business. When companies account for all the interactions they have with their customers, they see that just by volume alone, elements such as billing statements, product information, and packaging are critical in shaping the total customer experience. RRD's depth of resources gives clients the ability to drive up the quality and consistency of these business connections while driving out complexity and cost.

Its Business Communications Solutions (BCS) unit more specifically helps organizations transform their transactional communications into a multichannel strategy. BCS connects companies with customers, constituents, and employees through personalized branded messaging thanks to our suite of on-line and off-line regulatory-compliant communication solutions.

For more information about RRD, visit our website at www.rrd.com.

For more information about the SuperDoc web enhancement, visit our product website at www.rrd.com/SuperDoc.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180424005541/en/>

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