

# Omnichannel client-communication system

Client Major private pension fund  
Role Solution / process design and delivery  
Period 2015-12 — 2018-07

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## CONTEXT

Communications were fragmented — no unified recipient lists, limited segmentation, inconsistent scenarios — which made timely, accurate client notifications difficult. At scale, getting this wrong was both operational (missed or late messages) and reputational, since clients depend on timely account information.

## APPROACH

Treated communication as a governed pipeline rather than ad-hoc mailing: audience definition, scenario design, templating, approvals, and controlled cross-channel execution (personal account, email, SMS). Held automation to strict governance so volume could rise without raising failure rates, and kept the process understandable to business owners, not only IT.

## OUTCOME

Stood up a governed omnichannel communication system for a major private pension fund that sends hundreds of thousands of messages per week, cut message-preparation time tenfold, and compressed event-based mailings from up to two weeks to one day.

- Hundreds of thousands of messages per week, sent without errors or service blocking.
- Message-preparation time reduced tenfold; event-based mailings compressed from two weeks to one day.
- Unified, governed communication strategy across three channels with consistent style.

## KEY RESULT

Structured a governed omnichannel communication system for a major private pension fund — hundreds of thousands of messages per week, tenfold faster preparation, and event mailings compressed from two weeks to one day.