

CEDAR Document Technologies announces a rebranding to CEDAR CX Technologies



Today, an integrated Customer Experience (CX) is the single most important factor for business success.

Atlanta, GA (PRWEB)

February 13, 2019 – CEDAR Document Technologies, a leader in Digital Customer Communications Management (DCCM) and Web/Mobile Services, is rebranding to CEDAR CX Technologies, effective immediately.

"Over the years we've expanded our services from a document focus for print and e-delivery to a digital, interactive offering, focused on optimizing the Customer Experience (CX) across all communication events and servicing channels. So the rebranding to CEDAR CX Technologies better reflects the wide range of communication and web/mobile services we are now providing to our clients," said John DiMarco, CEO of CEDAR CX Technologies.

In their 2005 book, 'Return on Customer', Don Peppers and Martha Rogers presented "customer experience as the single most important factor for business success. We can't ignore it anymore – we see it each day." According to the Harvard Business Review, "companies who've adopted a CXM (CX Management) strategy report having happier customers, reduced churn, and an increase in revenue."

"As customer expectations have forced the convergence of the traditional world of document-based Customer Communications Management (CCM) with the world of online web/mobile Digital Experience Platforms (DXP), companies are having to focus on the digital transformation of CCM as the foundation of their CX. And CEDAR is perfectly positioned to support that new focus with real-time communications, open API services, and bi-directional web/mobile communications and servicing," said Pete Kenning, President of CEDAR CX Technologies.

About CEDAR CX Technologies: Using proprietary and best in-class third party technologies, CEDAR has developed the first component-based, "thin client," CX Servicing Platform for the enterprise management and digital transformation of CCM and digital-to-personal servicing for all channels.

CEDAR's CX Platform is deployed using a Common Data Model, Workflow Engine, and Governance/Compliance Array to provide our Clients' business units the ability to self-manage the content, rules and workflows that enable them to be more agile and responsive to the communications expectations of their customers at a service event level.

Built on a Java, Oracle, and Linux foundation and run as a Hosted/Managed Service on an Enterprise Class Infrastructure in an SSAE 16 SOC 2, PCI and HIPAA compliant environment, CEDAR services scale to support an Enterprise Shared Services Model.

Learn more by visiting our website at <http://www.cedarcx.com>, by contacting CEDAR Sales at (770) 395-5060, or by emailing us at sales@cedarcx.com