Topdown®

Top Down Systems — or Topdown®, for short — provides customer communications management **(CCM) solutions** to organizations committed to delivering **exceptional customer experiences.** Institutions of all sizes trust Topdown's software to generate personalized and contextual communications during **high-value customer journeys** such as onboarding a new customer, processing a claim, or resolving a complaint. The company's real-time, on-demand, and batch solutions have been securely and reliably producing correspondence, ID cards, enrollment kits, and other types of customer communications for over 35 years.

Topdown's CCM solutions:
- Empower business users to manage the entire CCM environment
- Integrate with front-line business applications (e.g., CRM, claims systems, etc.)
- Connect to multiple internal and external sources to extract and transform data
- Separate reusable content from templates, communications, and channels
- Simplify picking, personalizing, and previewing communications
- Deliver engaging content to mobile, web, and print channels

CLIENT LETTER® is the leading on-premise solution for organizations that prefer using Microsoft® Word™ to design engaging content and then using a web browser-based editor to personalize and send customer communications.

INTOUCH® is a 100% cloud solution built using open source software and open standards and designed to share content, data, and processes across organizations for a more consistent customer experience across journeys and touchpoints.

With a CCM solution from Topdown, your customer communications will enhance the experience, improve the satisfaction, and increase the loyalty of your customers…all at the lowest possible cost. Contact Topdown directly to find out how their CCM solutions can deliver the best outcomes for you, your company, and your customers.

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