



What Are Inclusive Communications?

Historically, customers marginalized due to their race, gender, age, education, or level of ability have felt ignored by providers in their customer communications. Now, the business community has begun to recognize that sending communications that reflect the customer's native language and cultural perspective—along with output formats that accommodate accessibility limitations—is not only the ethical thing to do but can deliver strong revenue and ROI-based incentives.

Inclusive Communication Products

Language Services

- Translation options to/from over 200 languages & dialects
- Nuanced translations that render your message in a culturally appropriate way
- Local & global resources providing a full suite of language access solutions
- Professional linguists & editors vetted by proven quality assurance processes
- Cultural Consulting & Independent Language Assessment services for high-profile or sensitive content

ADA Output

- Braille
- Large Format Print
- Audio
- Accessible PDF
- Full production & delivery support

All services are fully compliant with the data security, business continuity, PHI, and reporting requirements of customer communication.

Key Communications



Invoices



Statements



Letters



Renewal Notices



Explanations of Benefits



Check + Letter



Tax Correspondence

Why Be Inclusive?



Market Share Expansion

Market calculations show that as the U.S. population growth slows, investments need to be made in new markets such as those under-served by the current state of customer communications.



Improved Engagement & Response

Communicating in ways that work best for this new market will dramatically boost engagement, whether from increasing new customers or expanding existing relationships.



Efficient Transactions

Once you have gained a new customer, they will be able to understand your communications more easily and respond to calls to action faster, creating efficiency and speed.



Legal & Societal Expectations

While inclusivity for certain communications is mandated by law, businesses find themselves held accountable to inclusivity by society at large. With the rise of social media, your brand and messaging are visible to a wider audience than ever before, making it necessary to adopt new ways to manage the impression you leave on people from various backgrounds.

Part of a Larger Content Management Practice

- **Clear™:** Create a positive customer experience and maximize ROI in all of your CCM programs with our professional service focused on enhancing ease of readability and effective messaging.
- **Clear™ Optimize:** Streamline document management with our content rationalization service that deploys AI technology to identify similar content across communications. This process produces a strategy to consolidate variations into a common template that can be updated through global changes and variable content blocks.



Who We Are

Venture Solutions is a top-tier provider of Customer Communications Management solutions with over 60 years' experience serving large American companies in the banking, mortgage, wealth management, and healthcare industries. As part of the Taylor Corporation, one of the largest communication companies in the U.S., we offer services that support the entire CCM production workflow, from pre-production data processing through deployment, fulfillment, and verification.

**Ready to make your
communications more
inclusive?**

**Contact your Sales
Executive today!**