

Brand Foundation

GUIDELINES

CONFIDENTIAL INFORMATION

WHAT'S INSIDE

The Brand	4
The Brand Foundation	5
What Our Brand Is —and Isn't	6
The Brand Position	8
Our Positioning Statement	9
Our Value Proposition	11
Our Brand Values	12
Our Brand Personality	15
<i>The Next Chapter Campaign</i>	17

"Every time you do something, go a little bit farther than you did before. Pretty soon, you'll have gone twice as far as you originally thought you could."

– William O'Neil

Welcome to the O'Neil Digital Solutions Brand Foundation Handbook. Our brand isn't defined by what we proclaim but rather by the lasting impressions others carry with them after our interactions. It's a reflection of our reputation, etched in the minds and hearts of everyone we engage with. Every action, relationship, and message contributes to the evaluation of who we are. Although we can't entirely control our brand, this handbook is designed to empower us to guide, enhance, and safeguard it.

The primary goal of this guide is to streamline our communications, making them clearer, more impactful, and easily recognizable. By fostering unity in our messaging, we not only strengthen our brand but also pave the way for success in business development, engage clients, support recruiting, and foster valuable partnerships. In essence, we are dedicated to leaving a lasting impact on the healthcare and financial services communities we proudly serve.

Questions? Please contact:



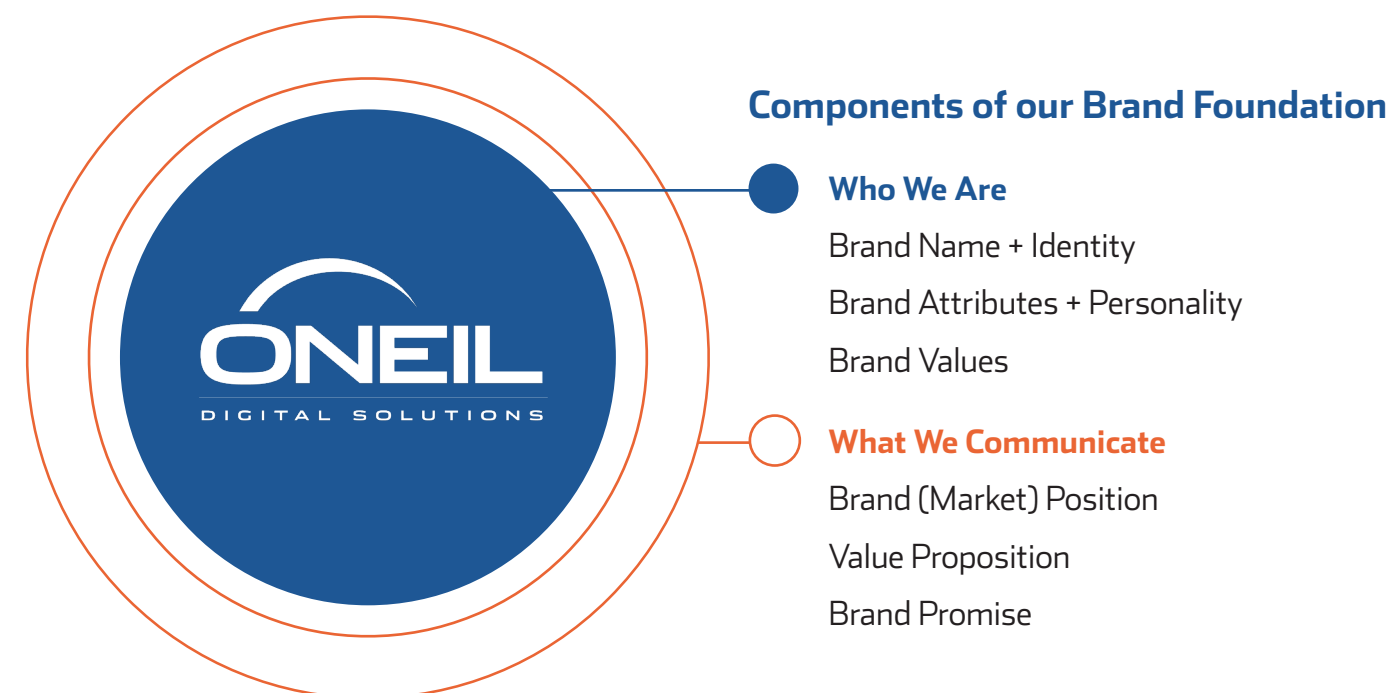
Mark Rosson
Vice President, Sales and Marketing
mark.rosson@oneildata.com

The Brand

The O’Neil Digital Solutions brand is our **unique claim of distinction and a promise** — and how that promise is communicated and experienced. It is a message, whether spoken, written, seen or implied that tells our audiences what we stand for and why they should put trust in us.

The Brand Foundation

Our brand foundation is a practical framework that defines **our unique attributes and behaviors**. It articulates how we leverage values and competencies to consistently create enriching experiences for our community. The O’Neil brand foundation, crafted for consistency in interactions, serves as a practical guide for reinforcing the brand through words and actions. It is a fundamental element in our strategic infrastructure.



What Our Brand Is —and Isn't

Defining Our Brand Identity

The O'Neil Digital Solutions brand goes beyond a logo or "look & feel." While a well-designed identity is crucial, a consistent logo application doesn't define our brand. It's the company behind the logo that truly shapes the O'Neil Digital Solutions brand.

An Inside-Out Initiative

Shifting the focus from external communications, we believe in an inside-out approach to branding. Success hinges on fostering a culture where employees, our most influential brand ambassadors, passionately deliver on our brand promise.

A Dynamic, Ever-Evolving Entity

Our brand is a dynamic entity. With time, discipline, and attention, it will evolve and gain strength. It is a perpetual work in progress, requiring constant nurturing, fortification, and protection.

Uncontrollable Essence

Attempting to control our brand is futile. The O'Neil Digital Solutions brand is shaped in the minds of individuals and defined by the cumulative experiences and interactions they have with us.

Beyond a Promise: Consistent Delivery

Our brand is more than a mere promise. Making a commitment is one thing, but the true strength of a brand lies in consistently delivering on those promises at every interaction with stakeholders. The most formidable brands are those that fulfill the commitments made to stakeholders without fail.





The Brand Position

Our brand position is the essence of our purpose. It defines our role, philosophy, and what makes us unique in the market. It shapes how we want to be perceived by those who rely on us as their customer communications partner, guiding every decision we make and influencing audience perceptions. The positioning statement is our starting point for communicating our distinct value concisely and conveying our unique competitive advantages.

Our Positioning Statement

O'Neil Digital Solutions is a leader in data-driven customer communications and customer experience for the nation's leading Healthcare and Financial Services enterprises. Our industry-best ONEsuite CCM+CX platform ensures improved customer experience and satisfaction, and significant cost reduction and revenue generation for our clients.



The Value Proposition

Our Value Proposition is the heart of our promise to clients and prospects. It answers the question “What’s in it for me?” This statement should convince a potential client that our particular services will add more value or better solve their problem than competitive offerings.

Our Value Proposition

O’Neil Digital Solutions transforms your customer communications with ONEsuite: an enterprise solution offering document creation, document management, document delivery, AI-driven campaign management, and enhanced data analytics. Our clients realize elevated customer experiences and improved customer satisfaction, operational efficiency, cost reduction and increased revenue.

Our Brand Values

O’Neil’s core values represent the fundamental beliefs and principles that guide our internal culture and decision-making, shaping our identity and serving as a foundation for employee behavior. On the other hand, **brand values communicate how we operate to fulfill our mission, and what our brand stands for externally.** They reflect the unique attributes and promises that we want to convey to our audience, influencing how it is perceived in the market. While core values are internal compass points, brand values are outward expressions designed to resonate with customers, distinguishing the O’Neil brand in a competitive landscape.



Client Needs (pain)		O’Neil Brand Values
Improve customer satisfaction	→	Deliver meaningful experiences that improve overall customer satisfaction.
Make better use of data analytics that enables more impactful customer communications.	→	Turn complex data into actionable insights that drive better results.
Guidance toward digital transformation to reduce costs and increase revenue	→	Perfect alignment with our clients’ digital transformation strategies.
Clarity on vision, strategy, and what’s next	→	Provide deep expertise for vision, direction, and opportunity that disrupts the norm.
Reduce complex tech stacks and expensive licensing	→	Replace clients’ disparate technology with ONEsuite 4.0 to meet the needs of every stakeholder across their enterprise.
Break internal silos that restrict information sharing and efficiency	→	
Infrastructure to efficiently fulfill operational demands, including SLA, Reporting, Quality, Business Continuity, Regulatory Compliance, and Invoices.	→	
	Stakeholders	Provide consistently reliable and secure processes, services and product solutions.

The Outcome: Superior customer experience and satisfaction that increases revenue for our clients.

Our Brand Personality

Brand Personality

Two elements affect an individual’s relationship with the O’Neil brand. First is the relationship between the brand-as-person and the client, analogous to the relationship between two people. Second is the brand personality, or the type of person our brand represents. Our brand personality provides depth, feelings and liking to the relationship, and serves as an effective way to achieve differentiation. These traits inform brand behavior through both prepared communication and those who represent the brand - our people.

disruptive

client-focused

forward-thinking

adaptive

pioneering

expert

experienced

leadership

educational

efficient

reliable

collaborative



The Next Chapter Campaign

**“The data tells a story.
We empower communication
that elevates your customers’
next chapter.”**

The Power of Storytelling

The concept that “data tells a story” serves as the foundation for O’Neil’s new campaign direction. It signifies a unique narrative embedded within data sets, illustrating a journey of insights waiting to be uncovered. Building upon this idea, “The Next Chapter” campaign conveys to our clients and prospects that communication strategies go beyond mere dialogue. They effectively contribute to enhancing the trajectory of their clients’ customer experiences, ushering them into a more enriched and empowered next chapter. Whether it’s improving their health or ensuring a more stable financial outlook, O’Neil Digital Solutions provides the tools to ensure more positive, transformative choices that drive revenue for our clients.