Customer Communication Management

Engage your customers as individuals—at every touchpoint—with speed, agility and consistency.

Speak to your customers as individuals in a single voice across all channels. Thanks to timely customer insights, your communications will be more engaging to improve response, cross-sell and the overall customer experience. Suddenly, new-found efficiency and agility can fuel profitable growth.
That's customer communication management.

So... who really owns the customer experience?
Web, Facebook, smartphone, text... every new technology provides you with another way to connect with customers and new opportunities to sell, serve and strengthen relationships.

Yet keeping up with competition and customer expectations adds complexity and cost and for many organizations, poor execution leads to unpredictable and less acceptable outcomes.

Content from one channel may be forced to fit another. Customers can't freely interact in their preferred channel. Many receive irrelevant, redundant or out-of-sync messages. It all adds up to a disconnected customer experience that leaves customers wondering, "Is anyone listening?"

Engage your customer strategically, enterprise wide
Communication represents one aspect of the customer experience that you can actually plan, manage and control, but only if you approach interactions from an enterprise perspective and not merely a collection of disparate departments, systems and channels.

Now you can remove communication bottlenecks and eliminate waste and inconsistency. With a strategic approach to Customer Communication Management, you can automate customer engagements and capitalize on opportunities. You'll reduce overhead while increasing agility and become an organization that delivers on its brand promise with a connected customer experience that enables lifetime relationships.

With customer intelligence, a business can learn customer habits and make unique offers on those findings
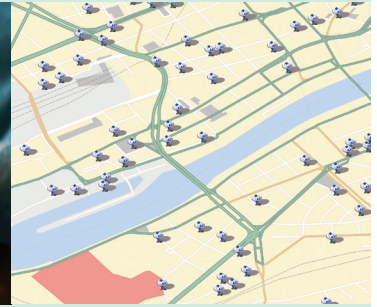
Orchestrate, automate and brand your customer communications

Connect with customers via print, mail, web, email, call center and mobile

Drive content decisions based on real-time insight

Bridge the gap between insight and action

Every customer is unique and you already have the information you need to develop rich profiles based on demographics, location, behavior and transactional data.

With a 360-degree view of the customer, you can combine predictive analytics with a company-wide communication engine to achieve "always on" marketing for delivering more relevant experiences at every stage of the customer lifecycle: acquisition, growth, retention and advocacy.

Unify communications across channels

Real-time data access, rules-based decisioning and standards for content, context and design provide the foundation for a consistent brand image, so you can manage customer communications across print and digital media anytime, anywhere.

Now customers can interact with you in their preferred channel, switch channels midstream and receive personalized offers that pre-empt their desires. When the same content is customized for print, web and mobile experiences, you can improve customer satisfaction and build allegiance, too.

Open the gateway to profitable growth

Lower acquisition costs utilizing geo-demographic data. Maximize results over the first 90 days with high-touch onboarding. Cultivate loyalty by creating a mutually managed customer experience.

Effective Customer Communication Management integrates with and builds upon your existing systems and workflows. Now you are in control. Making content decisions based on accurate, timely customer insights and turning service encounters into relationship-building experiences.

Real-world impact

Discover how companies around the world are taking a more strategic approach to Customer Communication Management

Going paperless: Bank J. Van Breda

Relations managers at this bank now use touch screen tablet PCs with wireless connections for constant access to client and market information. Clients can view account information and sign documents via digital pen or electronic identity card. Agreements can also be sent via email for confirmation.

> "By putting the client right at the heart of our new infrastructure, we can offer products that are tailored to the requirements of the client."
>
> **Marc Wijnants**
> **Head of IT**
> **Bank J Van Breda & Company**

[Read complete case study](#)

Serving 40 million online: Vivo

This South American telecommunication firm now provides end-to-end online account management. With SMS warnings on account activity and the ability to archive invoices, individuals and corporate customers can now manage bills, analyze statements and easily identify discrepancies.

> "We are now providing customers with the ability to search called telephone numbers within the invoices to easily identify most-called numbers, which allows Vivo to more intelligently provide individual service."
>
> **Antônia Amaral Celebrate**
> **IT Manager**
> **Vivo Brazil**

[Read complete case study](#)

Becoming more agile: Fairfax County, VA

Changes that used to take this government agency two days to code on legacy systems can now be completed in just 15 minutes so it's easier to create accurate notices, bills and tax correspondence.

> "It has helped us save money by reducing the deployment and labor costs required to make document and template changes. The past challenges of returned mail have been significantly reduced, helping the County further improve its public outreach."
>
> **Charles Spencer**
> **IT Program Manager**
> **Fairfax County Government**

[Read complete case study](#)

Game-changing insight

Experts share the latest trends and best practices in Customer Communication Management

Transform Your Multichannel Experience

What are the key components of a successful Customer Communication Management Strategy? Analysts from Gartner Research and Pitney Bowes explore what it takes to deliver the right message to the right customer at precisely the right time.

View this on-demand webcast
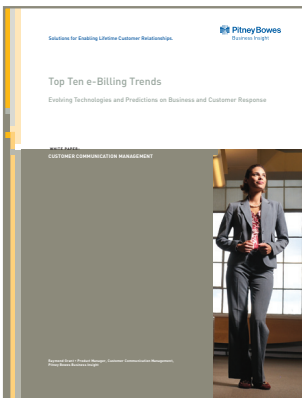
Top Ten e-Billing Trends

Analytics. Privacy. Cloud computing. Social media. Today's tech trends impact how you can engage customers, especially when it comes to monthly statements and bill pay. Learn where these trends are leading, and how businesses and customers may respond.

MEASUREMENTS SUCH AS NET PROMOTER SCORE ARE CAUSING BUSINESSES TO LOOK AT THEMSELVES THROUGH THE EYES OF THEIR CUSTOMERS

Read complete white paper
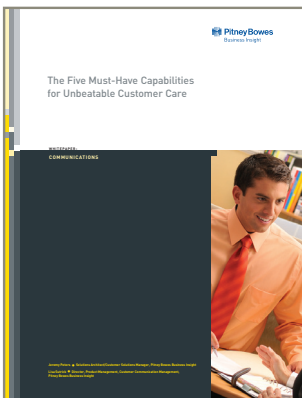
Five Must-Have Capabilities for Unbeatable Customer Care

Competition, network complexity and more challenging market conditions have raised the stakes on customer care in the communications industry. Leaders must uncover ways to improve service at lower costs, while identifying capabilities that can make an immediate impact on satisfaction, retention and cross-sell.

ORGANIZATIONS THAT HAVE INCORPORATED BEST PRACTICES IN STATEMENT DESIGN HAVE REALIZED FEWER CALLS, FASTER PAYMENTS AND REDUCED CYCLE TIME

Read complete white paper

Connect with customers through coordinated efforts. Orchestrate more personalized engagements across print, mail, web, email, call center and mobile. Build customer relationships at every touchpoint by consistently reaching each customer with the right message at the right time, winning customer hearts and minds.

Turn every touchpoint into a sales opportunity

In an era of opt-outs and spam filters, 95% of customers still read transactional documents such as bills, statements and service alerts. You can use these communications to sell more effectively, but it takes more than personalized messages and pre-printed inserts. Leverage customer intelligence to craft accurate messages, then customize content and images. Now your messages will be acted upon because they are more engaging, timely and relevant.

Gain agility with a company-wide platform

Many organizations employ five, ten or even more communication systems, each handling only a specific document, channel or product, creating a disjointed customer experience. Today's multi-purpose communication engines handle batch, interactive and on-demand environments and provide a centralized platform that empowers individual departments to initiate new programs with limited IT support. With fewer systems to maintain, you can keep your eye on the big picture, regaining the time to develop a strategic vision and roadmap for the future.

Make the move toward paperless

Earn high marks for superlative customer service when you speak to customers in their preferred channel, making it inviting to choose digital. Flexible communication technologies deliver content in both print and digital formats from the same data stream, automatically reformatting content for web, email or mobile. By enabling customers to view and manage their account in real time, you'll increase satisfaction and savings.

> " … a huge breakthrough in terms of managing and improving relationships with customers. "
> **Juan Berrocal**
> **Telefónica**

e-Billing Savings

Online account management helped one telecommunications company save $20 million. Subscribers can pay bills online and print invoices as needed.

Switch to always-on marketing

Use transaction, demographic, location and behavioral data to make product suggestions, in the way leading online retailers welcome back customers, recall purchases and present offers based on purchase history.

Move away from a campaign-focused mentality and reach a wider audience with more relevant messaging at lower acquisition costs. Convert inbound interactions into revenue and retention opportunities by presenting highly targeted offers and ensure every touchpoint is better measured, monitored and managed.

Empower your organization

Watch your operational efficiency soar as you automate content, design and delivery via rules based, data-driven analytics and branded templates. Expand your CCM capabilities with a scalable, modular suite of solutions that integrate and build upon your existing systems and workflows. Cost-effectively manage the communication process at every stage in the customer lifecycle.

Introducing the EngageOne™ Communication Suite

Pitney Bowes combines robust data and customer analytics with automated, multichannel delivery so you can take a more strategic approach to Customer Communication Management.

By incorporating customer intelligence with composition engines, print stream engineering, content designers, digital archiving and content management, you'll empower your teams to create more engaging customer experiences.

Personalize customer engagements with the speed, agility and consistency needed for profitable growth

More robust customer data. Sophisticated analytics. Automated, rules-based decisioning. Multichannel consistency. With Pitney Bowes, you'll gain the end-to-end capabilities you need to design and execute a strategic roadmap in the most cost-effective manner. Find out how you can communicate in a unified voice in coordinated ways to create a connected customer experience… the kind of experience that fuels profitable growth.

For more information about Customer Communication Management solutions from Pitney Bowes Software call 800.327.8627 or visit us at pb.com/ccmsoftware

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Software

Every connection is a new opportunity™

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PLEASE
recycleplease.org