



Customer Engagement

Personalized Customer Engagement

EngageOne®

EngageOne® Digital Self Service

Make self service smarter and more engaging.



Provide the self-service experience your customers want.

"Provision of a digital self-service portal ranks as the top customer communication improvement initiative."

—InfoTrends, 2015

EngageOne® Digital Self Service from Pitney Bowes delivers a smart, seamless self-service experience faster and more cost-effectively than you thought possible.

- Choose any level of service.
- Build on your existing systems and processes.
- Add new capabilities as needs evolve.
- Create clear, compelling, personalized interactions across channels.
- Deliver a more engaging experience in as little as a few weeks.

From instant access to customer documents to interactive billing and Interactive Personalized Video communications, EngageOne Digital Self Service helps you connect more effectively and efficiently with customers to build more valuable, longer lasting relationships.

Deepen engagement and loyalty.

Customer expectations are quickly evolving. Increasingly, customers are expecting self-service options. They want to know that they can get answers from a customer service representative or access information on their own, 24/7, without waiting in a queue for a response.

They demand:

- Access to clear answers in a few clicks.
- Quick resolution of issues.
- A seamless experience that incorporates all their interactions across channels.
- A personalized experience that reflects their preferences and needs.

Customers want easy access to relevant information like their specific coverages or contract details, claims and billing history. They also want the flexibility to explore their options at their convenience, knowing that the information is accurate and up to date.

EngageOne® Digital Self Service helps you deliver what your customers want most: The power to help themselves quickly and effortlessly.

Sell more to existing customers.

Demonstrate that you understand and appreciate your customers. With EngageOne Digital Self Service, you can communicate with them as individuals, combining customer profiles with transactional and behavioral data to gain valuable, new insight.

Powerful analytics identify the best next engagement so you can serve up relevant messages and appealing offers at just the right time. Interactive Personalized Videos use these insights to increase cross-sell and upsell through a "virtual representative" who, in real time, explains products and services in response to customer inputs.

Replace costly call-center activity.

When you make it easy for customers to access information themselves, call center activity can drop substantially. Fewer calls and shorter wait times translate to increased satisfaction. Self-service access also makes customer service representatives more productive, so they can focus on resolving complex issues.



of consumers in a global survey said they prefer self service to human contact for their future contact with companies.





The experience customers want is within your reach.

Digital self service is a top priority for your customers, so we've made implementation as simple as possible. You don't have to be a giant corporation to succeed. You don't need to have a large IT department or to disrupt your existing systems and processes. Pitney Bowes has solved the challenges that keep most companies from realizing the full benefits of digital self service:

- Our solution connects disjointed front and back office systems and gets them talking. This enables all customer data to be shared quickly and easily.

- We consolidate data from any number of sources to create a streamlined, consistent experience. Our solutions replace complex documents with simple, clear communications, and gather your various lines of business into a single, unified portal.
- You don't need a huge online presence to make your customers' lives easier by letting them access documents online. Simply add new capabilities incrementally as needed.

"77 percent of US online adults say that valuing their time is the most important thing a company can do to provide them with good online customer service."

*—Contact centers must go digital or die,
April 2015, Forrester Research*

The agile alternative to a homegrown portal

A robust range of capabilities

Select from a variety of services that let your customers help themselves quickly and effortlessly. Our secure document access, interactive bill navigation, flexible payment options, best next engagement, and Interactive Personalized Video are designed to meet your needs today...and evolve as customer expectations change.

One efficient ecosystem for all your self-service touchpoints

We let you make digital self service an integral part of your complete customer engagement strategy. Free yourself from restrictions created by organizational silos, disparate billing systems or disconnected workflows. A powerful, integrated repository lets you pull data from anywhere in real time, making it instantly accessible across channels. Archive and index at high speed for on-demand retrieval. Then, use the resulting insights to continuously optimize and improve the customer experience.

Flexible and scalable

EngageOne® Digital Self Service from Pitney Bowes is a set of highly configurable components, not a rigid platform. You can implement exactly what you need, and nothing that you don't.

- Enhance your existing portal with account summaries, video billing explainers, special offers and more.
- Choose to build something completely new, using our easily customizable, responsive templates.

No matter where you start, you can always embed new features.

Rapid implementation for faster results

While homegrown portals can take months—or even years—to develop, our modular approach can get your self-service program online in as little as three weeks. You can start reducing operational costs, capturing new revenue streams and growing your bottom line right away.

An economical approach that builds on what you've got.

You don't need another complex, expensive solution. EngageOne Digital Self Service works with your existing infrastructure to deliver a more satisfying experience. We can have you up and running quickly without additional hardware or high implementation costs.

A leader in automotive finance reduced days sales outstanding (DSO) by over

\$2MM
per month

with EngageOne Digital Self Service.



Make self service smarter with video.

EngageOne® Video is a unique Interactive Personalized Video solution. It uses real-time customer data and other relevant information to create custom video experiences that provide automated self service in a highly engaging way. It can educate, entertain and perform many of the functions of a call center representative, anytime and anywhere, at much lower cost. Your customer controls the experience, choosing what content to view, in what order, and even submitting questions.

EngageOne Video is a powerful way to:

- Engage and inform prospects with information that answers their questions.
- Welcome and onboard new customers and reduce service cancellations.
- Explain complex documents such as detailed bills, policies or contracts.
- Increase cross-sell and upsell by introducing customers to additional products and services of interest.
- Boost renewals and retention with targeted offers.



Videos increase the viewer's understanding of your product or service by

74%

Source: Digital Sherpas

Let your customers own their experience.

Clear, consistent communications are just the beginning. Now, you can:

- Ask for and honor customer preferences.
- Give them intuitive tools to manage their accounts.
- Provide a variety of self-service options and let them choose how and when to escalate.
- Reach out with helpful information and targeted offers that maximize customer lifetime value.

Connect with customers wherever they are.

It's not unusual for a single interaction to cross multiple channels. EngageOne® Digital Self Service supports web, mobile, call centers, video and Interactive Voice Response (IVR) to provide fast access to the answers customers need, no matter which channel they may choose.

Get everyone on the same page.

With EngageOne Digital Self Service, your customers don't have to wait on hold while customer service representatives toggle through multiple systems searching for the right document. Every communication is archived for instant access, so customer service reps can see exactly what the customer sees, and resolve issues significantly faster.

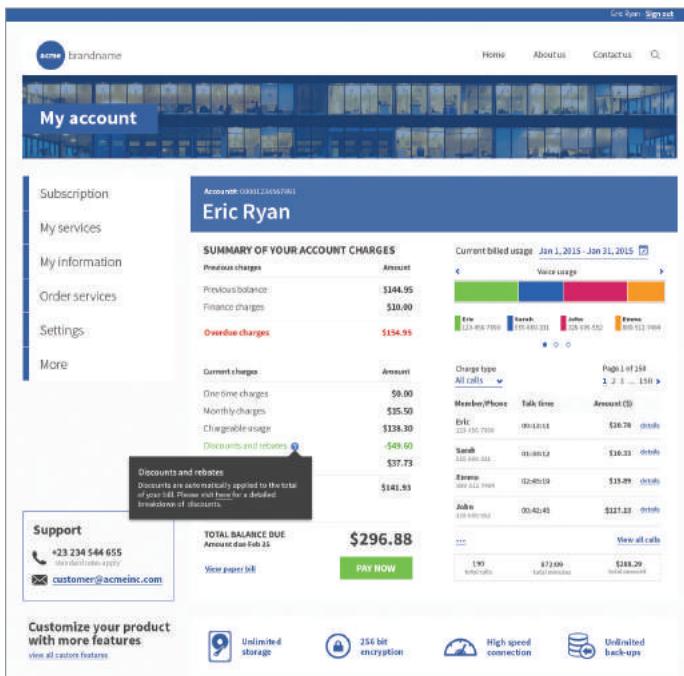
Offer special capabilities for your business customers.

When business customers demand greater visibility and control, EngageOne Digital Self Service boosts their productivity by simplifying accounting and payments. Consolidate data from multiple back-office systems into a single interactive bill and accelerate payment. Make it easier to track and allocate expenses with powerful analytics and reporting capabilities. Plus, support corporate hierarchies with sophisticated account management and role-based access control options.

Let us create a custom-built solution for your needs.

EngageOne Digital Self Service is flexible and customizable. However, if your organization has more exacting requirements, ask about our EngageOne Liaison application development kit.

Make your self-service experiences more intelligent and engaging. Learn more about EngageOne Digital Self Service today at pitneybowes.com



The screenshot shows a user profile for 'Eric Ryan' with account number 0988124657891. The interface includes sections for 'Subscription', 'My services', 'My information', 'Order services', 'Settings', and 'More'. The 'My services' section displays a summary of account charges, current billed usage (Jan 1, 2015 - Jan 31, 2015), and a detailed call history table. The 'Settings' section includes links for 'Support' (phone number +23 234 544 655, email customer@acmeinc.com), 'Customize your product with more features' (view all feature details), and icons for 'Unlimited storage', '256 bit encryption', 'High speed connection', and 'Unlimited back-ups'.

Provide the compelling self-service experiences your customers desire with EngageOne Digital Self Service from Pitney Bowes.

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