



Customer Engagement

Interactive Personalized Media

EngageOne[®] Video

Evolve to video that interacts with your customers.

Engagement. Evolved.

Customer experience matters more than ever, and your organization needs to leverage up-to-the-second data to deliver richer interactions with deeper personalization. Today, there's a highly compelling way to reach your customers. New technology lets you captivate them through interactive, data-driven, real-time video experiences.

EngageOne Video puts your customers in the driver's seat. They'll interact with relevant, engaging personalized content and chart their own video journeys. Best-next-actions generated by their transactional behavior and responses will enrich their video experiences and inform the engagement that follows. Starting with increased open and click-through rates, you can boost customer acquisition, retention, satisfaction and more.

Add impact where it counts.

- Drive sales volume and velocity.
- Service customers for less.
- Explain bills and statements.
- Reduce call volume.
- Increase on-time bill payments.
- Enhance customer satisfaction.

Boost business, reduce costs and improve efficiencies.

Grow your sales, not your salesforce.

Interact with the same feel as live, one-to-one engagement. Combining cost-effective scalability with rich, interactive personalization, EngageOne Video can act just like your top salesperson. It addresses customer and prospect needs, delivers automated lead-qualification and lets your salesforce focus on your best prospects. You can shorten sales cycles, expand cross-sell and upsell, and achieve more with existing resources.

Re-imagine customer service.

With EngageOne Video, you can explain everything from insurance policies to billing statements in easy-to-understand ways. Captivate and inspire clients, customers, prospects and employees, replicating your best service conversations and anticipating questions before they're asked. Armed with the most accurate real-time information, you can automatically present best-next-action recommendations.

Educate, inform and inspire.

Whether you're looking to reach dozens of clients or millions of prospects, EngageOne Video delivers engagement levels much greater than standard videos. Viewers can interact, selecting the specific topics that interest them. Personalized content driven by customer data responds to viewer preferences in real time, explaining bills and statements, highlighting special offers, onboarding new customers and more.

How it works.

EngageOne® Video integrates easily into existing systems and workflows to create a seamless user experience, grab attention and motivate action.

High-performance results start with a collaborative three-step approach.

01. Discovery and diagnostics

We'll help you define your business objectives, use cases, measurements for success and more.

02. Experience workshop

Together, we'll examine your existing data, materials and procedures in a one-day session designed to capture and replicate the best of your best.

03. Production

We can create your graphics and shoot your video, or use graphics and video you provide. We'll coordinate systems integration to incorporate real-time or static data-driven content and overlays for your video experience. Plus, we'll configure your real-time dashboard so you can access viewership analytics on-demand.

Each video is custom built, automatically.

The platform creates each unique Interactive Personalized Video in real time. Remarkable technology lets the "magic" happen in dynamic storyline structures based on business rules and viewer behavior. The personalized video experience can be driven by data and information, including:

- Project settings and media
- Customer and marketing data
- User selections
- Automatic data such as device information, time of day and other details

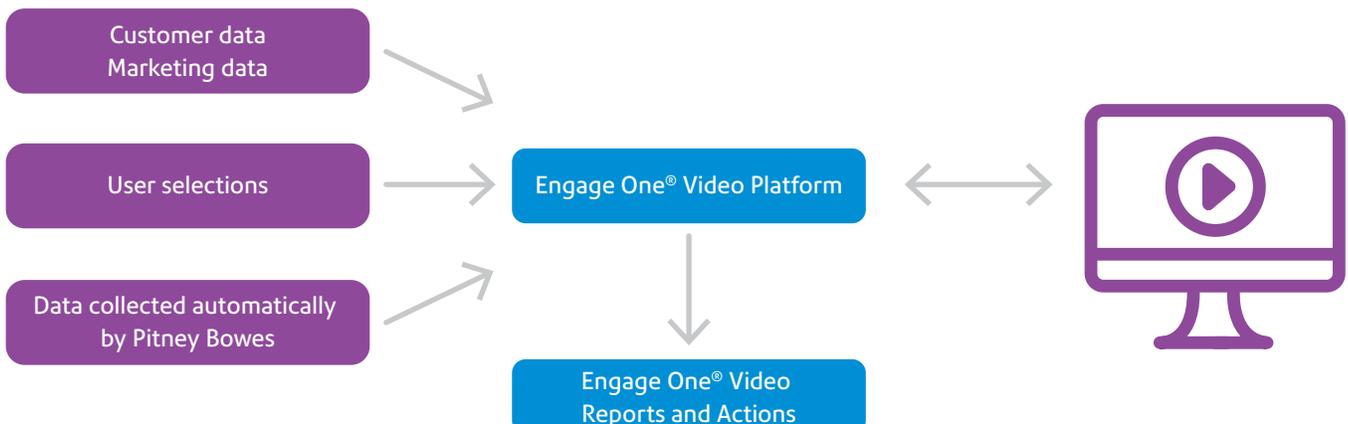
At the same time, customer responses can automatically trigger back-office processes, including:

- Orders
- Contact requests
- Billing events
- Outbound emails and alerts

When you're ready, you can deploy with ease.

It's simple to create personalized video projects using our cloud-based tool. Our scalable infrastructure lets you deliver Interactive Personalized Videos in real-time at high volumes. Completed projects can be deployed via cloud-based delivery servers or hosted on your own servers.

Interactive Personalized Video



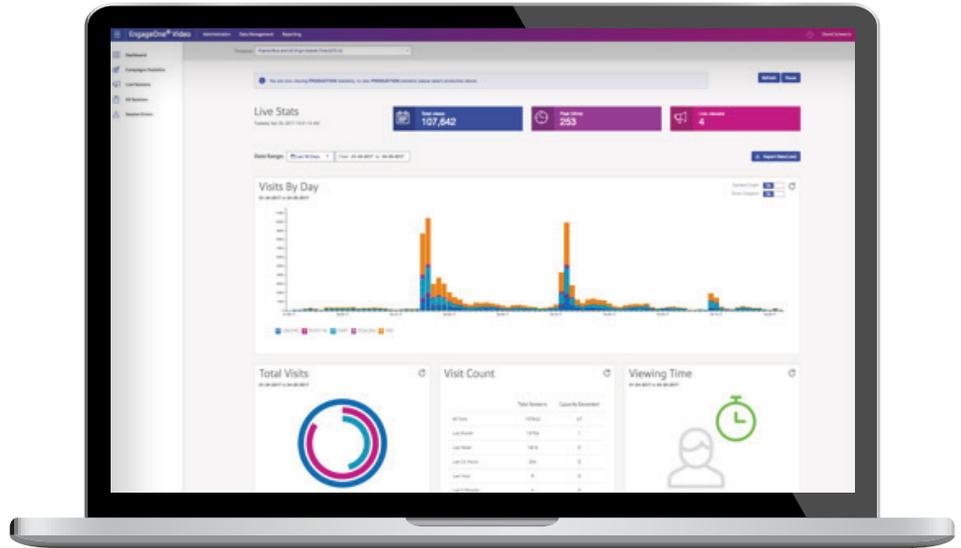
Built-in analytics inform performance and continuous improvement.

With EngageOne® Video, you'll get a detailed evaluation of your customers' video journeys that reveals viewer choices and drop-off points. We can also provide recommendations on specific video improvements designed to enhance your business outcomes.

Deliver the access your customers need.

Designed for cross-device support including desktop, laptop, mobile, iPad, tablet and TV, EngageOne Video is compatible with the following browsers and operating systems:

- All browsers compatible with HTML5 video (Internet Explorer 9.0+, Firefox, Chrome, Edge, Safari)
- All legacy Flash-enabled desktop browsers (Internet Explorer 7.0+, Firefox, Chrome)
- All versions of Windows, OS X, iOS, Linux and ChromeOS meeting the above browser requirements
- Android 4 and above
- Android 2.X and above with Flash
- Windows Phone 8.0+



Industry templates: The fast track to video engagement

If you're looking for rapid proof-of-concept, a pre-built industry template could be your answer. Get to market in as little as four weeks with specific solutions for customer billing, onboarding and other common business uses.

Drive deeper engagement and delight your customers.

Discover how EngageOne® Video can help you stand out as a digital leader in your industry.

EngageOne Video FAQ: Will people really watch?

EngageOne Video is a powerful medium and an effective way to communicate, with 98-percent positive feedback. Typically, customers can spend more than six minutes interacting with our experiences, with some engaged for 20 minutes or more¹.

Can you integrate into my existing systems?

Yes. Our flexible API can be easily integrated with popular billing, ERP, CRM and marketing automation systems. We can configure our solution to populate online forms or emails in a specific format so data can be transferred without any changes to client systems.

How long does it take?

A typical custom project can take between 90 to 120 days from start to finish. We're flexible, aligning projects to each client's individual needs and time constraints.

What if I need to make updates?

We'll help you anticipate product changes, special offers, and more. Then, we'll build flexibility into your script elements and establish an asset library to help accommodate future changes. You can also opt to use the EngageOne® Video Director yourself to update content on-demand.

¹In-market client-reported results



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For more information,
visit us online:
pitneybowes.com

United States
800 327 8627
pbsoftware.sales@pb.com

Europe/United Kingdom
+44 (0)800 840 0001
pbsoftware.emea@pb.com

Canada
800 268 3282
pbsoftware.canada.sales@pb.com

Australia/Asia Pacific
+61 2 9475 3500
pb.apac@pb.com



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