

# Higher-value communications can help boost business results.

Using best practices, Pitney Bowes clients show you how.

# Introduction

In the competitive market for customer attention, staying relevant with physical communications can seem like an uphill battle.

In reality, the right mail piece is a powerful and valuable asset, particularly when physical mail is integrated with digital communications.

Mail is preferred by consumers to both telemarketing and email and is one of the most successful ways to communicate, offering **70 percent higher brand recall** than digital ads.<sup>1</sup> However, to maximize its effectiveness, mail must be engaging and interactive, well-designed and personalized.

In a culture where we are continuously bombarded with messages, print and mail providers are looking to help their customers cut through the clutter and achieve higher response rates. Developing a seamless customer experience across all channels, one driven by data analytics and personalization, takes customer engagement to the next level.



*"If someone I don't know wants to do business with me, I'd advise them to use the mail."*

—Mail Moments Survey 2016<sup>2</sup>

## Best practices for higher-value communications:



**Make mail relevant and engaging:** Personalize, target, add color and make a positive impact



**Reinvent mail:** Transform customer relationships by integrating physical with digital to enhance campaign results



**Drive business growth:** Cross-sell and turn bills, statements and direct mail into powerful marketing tools

With tools developed and guided by **best practices**, Pitney Bowes clients are creating higher-value communications that meld the physical and digital to speak to customers exactly how and where they prefer, and in just the way that will compel them to listen.

*“Growing your business in today’s market is very tough. You’re constantly being challenged. We are offering new products and looking for new ways to keep coming to our customers with new things, and inkjet technology is one of those.”*

— **Mallery Mele, CEO and owner, Mele Printing**

*Technology used: Pitney Bowes AcceleJet® printing and finishing system*

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## Serving customers better at every interaction



Nationwide Building Society, the United Kingdom’s largest member-owned financial institution, was seeking to **increase market share** by delivering highly personalized services to each of its 15 million customers. Partnering with Pitney Bowes, Nationwide is giving employees a more accurate understanding of customer needs and better tools to meet those needs. Pitney Bowes Portrait Interaction Optimizer™ software helps

Nationwide to develop a **real-time 360-degree view** of each customer’s relationships with the building society across channels. Insight into customers’ banking behavior provides the ability to align offers with those behaviors. Now, an employee can present a relevant offer when a customer calls or visits a branch. Nationwide is able to treat each of its customers as an individual, helping to develop stronger relationships and **improve customer satisfaction**.



**75%** of 18 to 24 year olds want the option to continue receiving printed information as it provides a more permanent record.<sup>3</sup>

# Best practice: Make mail relevant and engaging

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Personalizing the customer experience is an essential part of any productive engagement strategy. Successful marketers use data analytics to create a complete view of each customer, tailoring content to make communications more relevant. Harnessing the data already present in the print stream, enterprises are reinventing everyday bills and other communications with **targeted, timely and personalized** messaging.

Make a positive impact with color. One hundred percent variable data inkjet technology blends full color with individualized messaging to drive business growth. Most one-for-all messages rarely hit their mark; when 100 percent of your content can be personalized, you can break through the noise and **reach customers individually**.

Today, color is king, and print and mail providers that don't add color capability will likely lag behind the competition: According to InfoTrends, 85 percent of enterprises expect to be printing customer communications in full color by 2018.<sup>4</sup> The good news is that high-quality digital inkjet color has become more cost-effective. A new generation of advanced inkjet color production printing and finishing systems is allowing even smaller shops to **add the value of color at little to no incremental cost** as compared to black and white toner systems.

*“As a result of moving to digital color print, we’ve been able to enter markets we couldn’t even contemplate before, growing our business while managing costs and giving clients their best service ever.”*

— Jon Eaton, Director of Manufacturing,  
Change Healthcare

*Technology used: Pitney Bowes IntelliJet® 30 printing system and Production Intelligence® software*

## Why add color to printed bills and statements? According to businesses surveyed:<sup>5</sup>

-  **Improved customer experience** (55.9%)
-  **Improved brand perception** (54.2%)
-  **Increased effectiveness of marketing messages** (37.3%)
-  **Enhanced customer communications** (30.5%)
-  **Reduced call center volume** (18.6%)

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## A successful search for quality and color integrity

To maintain its number one position as the supplemental insurance provider of choice in the US and Japan, Aflac must ensure that it retains existing customers along with attracting new ones. However, its monochrome transactional documents were falling short, risking customer retention. While the company had been searching for a color option, it wasn't until the introduction of the Pitney Bowes IntelliJet<sup>®</sup> 20 printing system that Aflac finally found a system that met its need for high print quality and **brand-compliant color integrity**.

Having acquired the right technology, the company has been transforming customer renewal notices into easier-to-read, attractive full-color communications, **driving higher response rates**. And with the ability to personalize on the fly, the Aflac marketing group is looking at ways to take advantage of white space in existing customer communications, adding even **more value**.



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*“The most exciting thing about the IntelliJet solution is the power of our correspondence now. We’re really able to communicate the message we intend to our customers, and we see better response rates.”*

— Mike Thomas, Second Vice President, Aflac

*Technology used: Pitney Bowes IntelliJet 20 printing system and Production Intelligence<sup>®</sup> software.*

# Best practice: Reinvent mail

Today, it's not enough to simply connect with customers. You must engage them. Take customer engagement to a new level by integrating physical and digital communications. Consumers now expect to be reached through the channel of their choice with a personalized and interactive communications experience. By developing a seamless experience across all channels, you can **tailor communications to the customer's preferences** with one-to-one content, generating greater response.

Many segments, including millennials, prefer paper, and successful marketers are using physical mail to enhance campaign results. They are also

taking advantage of the latest digital technology, such as interactive personalized video or innovative output management solutions that combine print with digital and mobile communications for multichannel engagement.

By leveraging a combination of print and digital channels, including email, social media and mobile apps, print becomes even more effective. For example, mobile apps offer a wide range of possible interactions with tailored content, including information, customer service, payments and coupons. The **combination of print and digital is shown to increase response rates** and ROI over any of the channels individually.

**How can providers improve communications sent through the mail?** According to consumers surveyed:<sup>6</sup>



**Make them easier to understand** (42.0%)



**Use color to emphasize important information** (37.6%)



**Personalize the content** (35.1%)

*"We can now offer our clients unique capabilities, which drive customer value and engagement. So it helps us to know that Pitney Bowes is on top of where the market is going."*

—Diane Fischer, President, L&D Mail Masters

Technology used: Pitney Bowes Print+ Messenger™ color inkjet system

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## Engaging customers with video

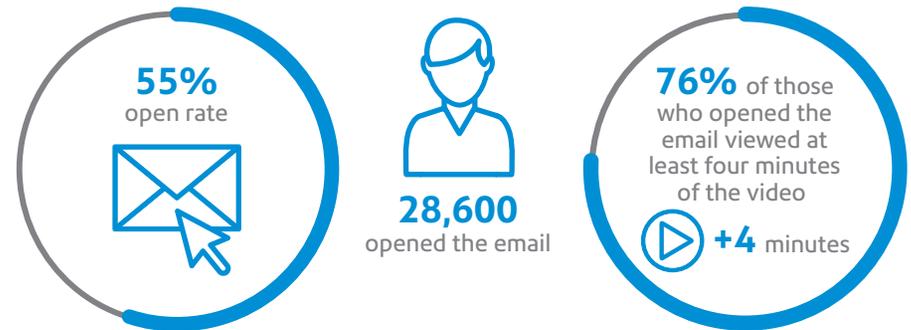
In a market crowded with regional home insurers offering low-cost policies, privately owned Security First Insurance recognized the need to create a **customer experience** that was so **unique and engaging** that customers would take the time to learn about the coverage in their policies, which was something most customers rarely did. The company's chief operating officer thought a personalized video that explained each customer's coverage and limitations in consumer-friendly language would be ideal. However, Security First had difficulty finding a company that could create a video that met its needs, including an aggressive timeline.



Then, Security First learned about Pitney Bowes EngageOne® Video. Pitney Bowes was able to create an animated seven-minute video customized down to the smallest elements within the desired timeframe. New customers receive an email with a link to the interactive personalized video. The open rate is an impressive 55 percent with **76 percent of openers going on to watch the video**. Security First believes that the personalized videos improve the customer experience by helping consumers better understand their coverage and limitations, and **customer feedback has been incredible**.

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**52,000 links** to interactive personalized videos emailed



*Many viewers are watching Security First Insurance's interactive personalized video for four minutes, long enough to absorb the video's most important messages.*

*“Working with Pitney Bowes, we were able to produce a personalized video... that connects with people, one that they actually want to view.”*

**— Ben Bornhoff, Vice President of Enterprise Systems,  
Security First Insurance**

*Technology used: Pitney Bowes EngageOne Video*

# Best practice: Drive business growth

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Gain the ability to create powerful marketing tools out of ordinary bills and statements. Consumers still prefer paper bills and statements, and transactional mail offers an exceptionally high open rate. Take advantage of this by adding revenue-generating cross-sell offers that are more likely to be seen. As confirmed by many Pitney Bowes clients, transactional communications have the potential to **move from a cost to a revenue-producing opportunity**.

The new generation of high-speed production inkjet systems provides an advanced level of personalization at an affordable cost. Print and mail providers can fill unused white space with timely, targeted offers created expressly for each individual that **reap a higher return on investment** than ordinary direct mail. By using existing white space on bills and statements instead of an insert, you can potentially reduce postage costs.

*“Using customer data properly can make or break a direct mail campaign. Harnessing the power of data to create individually customized messages on the outside of the envelope can lift response rates two to three times over static messages.”*

— Darrin Wilen, President and CEO, Wilen Group

*Technology used: Pitney Bowes Print+ Messenger™ color inkjet system*

**What are the top benefits of receiving bills and statements in the mail?** According to consumers surveyed:<sup>6</sup>

-  **Reminder to pay**  
(50.8%)
-  **Backup/archive**  
(28.9%)
-  **Easy to access and manage**  
(24.6%)
-  **Convenient**  
(24.4%)
-  **Secure**  
(21.6%)



*Mallery Mele, CEO of Mele Printing, shares his insight into growing his business with the Pitney Bowes AcceleJet printing and finishing system.*

*“We were very limited before, but now there is no limit. We are upselling our customers; we’re able to bring in work that we previously would not even be bidding on. It’s given us advantages.”*

—Mallery Mele, CEO and owner, **Mele Printing**

*Technology used: Pitney Bowes AcceleJet printing and finishing system*

Every printed communication can do more for **your business**: Adding colorful graphics to envelopes can boost open rates significantly, while well-designed bills and statements can reduce customer confusion and **create a positive financial impact** by lowering call center expense and ensuring that bills are paid on time.

### **AcceleJet® accelerates new business**

A family-owned business that has reached national status as a commercial printer, Mele Printing is all too aware that growing a business in today’s market is a tough challenge. Tackling the issue head on, the company wanted to offer better color options to its customers but was concerned about the cost.

The introduction of the Pitney Bowes AcceleJet printing and finishing system offered an affordable, easy-to-operate digital inkjet roll to cut-sheet system. The compact footprint also fit seamlessly into the existing cut-sheet workflow. The new system has **opened the door to new accounts** and jobs the company had previously not been able to handle. While the **business is undergoing major expansion** thanks to the new AcceleJet system, Mele Printing is still able to please existing customers by offering them high-quality digital inkjet color for about the same price as monochrome toner output.



# Clients create higher-value communications with help from Pitney Bowes

Client and solution	Challenge	Benefit
<b>Bank of Montreal</b> <ul style="list-style-type: none"> <li>StreamWeaver® print stream engineering software</li> </ul>	<p>The bank's legacy data processing systems produced corporate credit card statements in two separate print streams in two separate locations. Processing more than 125,000 of these each month took four employees more than a week.</p>	<ul style="list-style-type: none"> <li>Compressed processing time significantly, down to two to three days</li> <li>Reduced misassembled statements as work is verified by automated processing</li> <li>Increased customer satisfaction by delivering statements earlier in the month, giving customers more time to pay</li> </ul>
<b>Barton &amp; Cooney</b> <ul style="list-style-type: none"> <li>IntelliJet® 20 printing system</li> <li>Production Intelligence® solution</li> </ul>	<p>Struggling to meet shorter turnaround times for customers, the company was facing increasing competition. It wanted the ability to respond to new opportunities and offer enhanced service options such as digital color printing.</p>	<ul style="list-style-type: none"> <li>Provided new functionality and capabilities</li> <li>Expanded opportunities, allowing the company to take on additional print volume</li> <li>Increased competitiveness while reducing costs and boosting throughput</li> <li>Improved accuracy, quality and uptime</li> </ul>
<b>Change Healthcare</b> <ul style="list-style-type: none"> <li>IntelliJet 30 Printing System</li> <li>Production Intelligence solution</li> <li>Mailstream Productivity Series</li> </ul>	<p>To maintain industry-leading status, the company had to continually improve services. That included production of customer statements, which was a cumbersome and costly multistep process that did not serve customers well.</p>	<ul style="list-style-type: none"> <li>Provided ability to add timely, relevant messages and highlight important information in color</li> <li>Enhanced customer engagement with greater personalization</li> <li>Improved operational efficiency by 15% and reduced postage costs</li> </ul>
<b>Fedopress</b> <ul style="list-style-type: none"> <li>IntelliJet 20 Printing System</li> <li>Print+ Messenger™ color inkjet system</li> <li>Mailstream Productivity Series</li> </ul>	<p>To provide best quality at the best value for customers, the company needed to boost efficiency by migrating some offset print output to a digital platform while merging offset and digital output into one standardized workflow.</p>	<ul style="list-style-type: none"> <li>Gained the flexibility to print multi-language versions of several documents in one run</li> <li>Migrated 75% of production from offset to digital</li> <li>Eliminated the need to print and store base stationary, saving money and office space</li> </ul>

*“Pitney Bowes helped us transform our operation into a White Paper Factory to create higher value communications for our existing customers and win new business.”*

**— Pat Doyle, President and owner, Barton & Cooney**

*Technology used: Pitney Bowes IntelliJet 20 printing system*

Client and solution	Challenge	Benefit
<p><b>Greater Cincinnati Water Works</b></p> <ul style="list-style-type: none"> <li>EngageOne® Communication suite, including EngageOne Designer and EngageOne Vault</li> </ul>	<p>Customer statements used fixed-pitch fonts on pre-printed stock, resulting in bills that were difficult to read and included little information or tailoring to each customer; GCWW needed to improve customer service with upgraded statements.</p>	<ul style="list-style-type: none"> <li>Enhanced customer service with tailored, easy-to-read statements</li> <li>Improved employee satisfaction; agents are able to view an exact copy of a bill while the customer is on the phone</li> <li>Reduced paper and postage costs</li> </ul>
<p><b>Shenzhen Telecom</b></p> <ul style="list-style-type: none"> <li>EngageOne Communication suite, including EngageOne Designer and EngageOne Vault</li> </ul>	<p>With a billing system that required several days to produce a batch of bills, and information on bills that was often incomplete or unclear resulting in customer complaints and calls to customer service, the company needed to upgrade its billing.</p>	<ul style="list-style-type: none"> <li>Experienced a huge drop in customer complaints within the first month</li> <li>Reduced call center calls and costs</li> <li>Increased customer satisfaction</li> <li>Improved customer loyalty with customized bills for targeted cross-sell or promotions</li> </ul>
<p><b>Volkswahl Bund</b></p> <ul style="list-style-type: none"> <li>P/I® output manager and P/I output enhancement software</li> </ul>	<p>With different IT platforms and time constraints, the insurance company needed software that could combine components from several systems and comply with the requirements of insurance reform mandates.</p>	<ul style="list-style-type: none"> <li>Created a centralized output management system</li> <li>Enables users to replace preprinted forms and convert black and white to color output</li> <li>Provided flexibility to modify and optimize printable documents without changing the underlying business applications</li> </ul>
<p><b>Wilco Group</b></p> <ul style="list-style-type: none"> <li>Print+ Messenger™ color inkjet system</li> <li>FlowMaster® RS inserting system</li> </ul>	<p>Wilco was looking for new ways to produce more relevant, cost-effective mailings for its clients, but inefficiencies in speed and cost made it difficult to leverage customer data and deliver personalized messages.</p>	<ul style="list-style-type: none"> <li>Provided custom color printing of individual envelopes, simplifying inventory management</li> <li>Created personalized messaging, lifting response rates two to three times over traditional direct mail pieces</li> </ul>

*“Better formatted bills have reduced the number of customer calls that our service center receives.”*

**—Alisa Mann,  
Customer Services  
Manager, Las Vegas  
Valley Water District**

*Technology used:  
Pitney Bowes  
EngageOne Designer  
(formerly DOC1®)*

# How Pitney Bowes can help

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Higher-value communications can help service providers and in-house shops transform customer relationships. Consider the best practices followed by successful Pitney Bowes clients that have been outlined in these pages.

With the right tools, you can potentially add value to every mail piece, generating a greater response. Learn more about creating higher-value communications with solutions from Pitney Bowes:

- IntelliJet® and AcceleJet™ printing systems
- Print+ Messenger™ color inkjet system
- Production Intelligence® solution
- EngageOne® solutions
- EngageOne® Video
- Spectrum® software
- StreamWeaver® solution
- Portrait® software
- Mail + Mobile
- Client Success Services
- Watch our client videos



For more information, visit us online:  
[pitneybowes.com](http://pitneybowes.com)

<sup>1</sup> *A Bias for Action*, Canada Post and True Impact Marketing, July 2015.

<sup>2</sup> USPS Customer and Market Insights, *Mail Moments 2016 Review*, March 2016.

<sup>3</sup> Two Sides, *The Attractiveness and Sustainability of Print and Paper—The U.S. Consumer's View*, June 2016.

<sup>4</sup> InfoTrends, *Customer Engagement Technologies State of the Market Survey*, July 2016.

<sup>5</sup> InfoTrends, *Annual State of the Transactional Communications Market Survey (business)*, September 2016.

<sup>6</sup> InfoTrends, *Annual State of the Transactional Communications Market Survey (consumer)*, September 2016.

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