



Customer Engagement
Customer-Engaged Billing

Create interactions
that cut costs and
drive profits.

Customers read their statements more often – and more closely – than any other communications. Now that you have their attention, what do you want them to do?

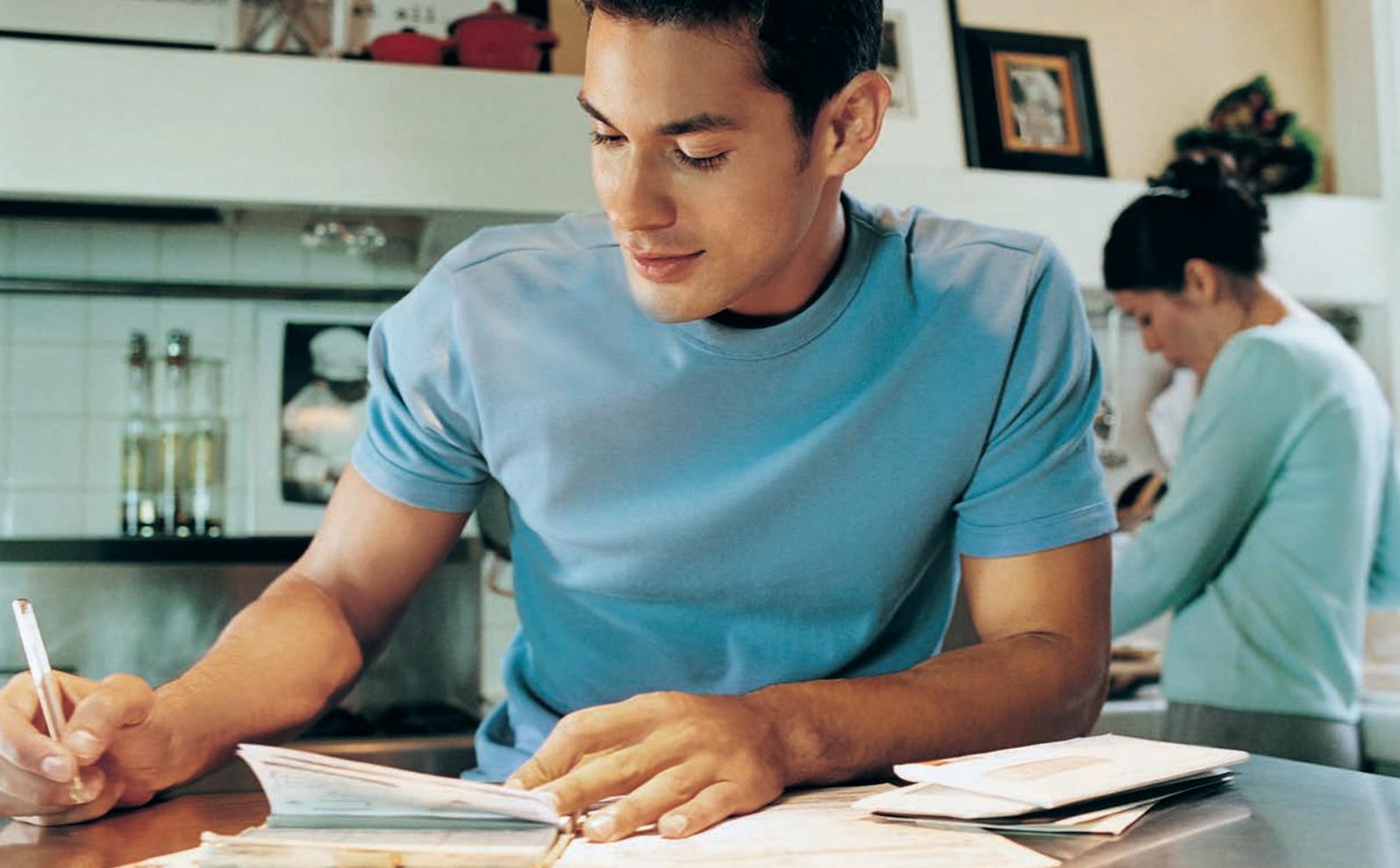
Realise your full potential.

Your customers receive more and more mailers, emails, texts, tweets and social media alerts every day. Most go unread and unanswered. Opt-out rates are on the rise. But bills and statements are different. Your customers open them, review them and spend time on the details.

Take advantage of this opportunity. Turn statements into highly personalised experiences. Update formats based on your customers' preferences. Promote more compelling offers. And deliver true self-service convenience.

Customer Engaged Billing cuts costs, boosts revenue and increases the lifetime value of every customer. Entirely scalable, you can personalise content and tailor experiences at production speeds, generating thousands of pages per second.





Get personal with your customers.

One large telecommunications company used colour to make statements easier to understand. The only calls they received were in response to the highly targeted, one-to-one offers.

Sell more and spend less.

There's a better way to use your statements to promote special offers. Customer Engaged Billing combines real-time analytics, interactive video and high-speed output so you can engage customers in more compelling ways.

- Delight customers with personalised experiences
- Grow revenues with the right marketing offers
- Reduce the cost to service each account
- Increase the overall ROI of any statement operation

You'll generate content that is more timely, relevant and targeted. And can drive customers to more cost-efficient channels.

Reduce call volumes.

Customers like it when information is precise, accurate and easy to understand. Redesign your statement experience, adding customised tables, colour and attention-grabbing graphics. Changes are easy. You can update terms, comply with new regulations and craft messages on a one-to-one basis. Personalised videos can take customers through a sample bill so they'll understand everything with no need to call.

Adapt to each customer.

Some customers prefer large-text print. Others just want a quick text message. With a single system that manages print and digital output, you engage everyone based on their unique needs and preferences.

Sell by being pertinent.

Turn your bills into a powerful sales channel. Built-in marketing automation recommends the best offer or message for each customer based on unique profiles, transaction histories and behaviours.

Accelerate digital service adoption.

When low-cost channels provide quick access and accurate details, more customers use them. So make it easy to view, sort and download information on web, video and mobile devices. Your call centre agents can even access the same documents and recommendations, so you can deliver a consistent experience every time.

Deliver relevant experiences every day.

Simple to modify and easy to deploy, our Customer Engaged Billing solution integrates easily with any system or business application (e.g. CRM, ERP and BPM). Capabilities include:

Predictive analytics: greater relevance:

Built-in intelligence assesses customer profiles, transaction histories and prior interactions, scoring each opportunity to recommend the best-next-action on a customer-by-customer basis. You can set up business rules that determine what the customer sees, including both messages and images. This real-time marketing automation helps ensure that messaging is more relevant, more compelling and more targeted.

Document creation: high-speed personalisation:

Grab your customers' attention to increase response. Generating thousands of pages per second, Pitney Bowes delivers all of the tools you need to create a personalised experience:

- Integrate data, templates, profiles and preferences
- Target content to specific individuals in real time
- Offer large print and multilingual options
- Personalise tables, messaging, video and full-colour graphics
- Engage customers via print, web, mobile, email and SMS

Interactive video: the human touch:

Apply the same high-speed personalisation to video. These interactive digital experiences provide a low-cost way to engage customers, explain bills and promote plans and services. Address customers by name with content that is selected based on unique profiles. Customers can navigate, enter data and download information without ever having to call.

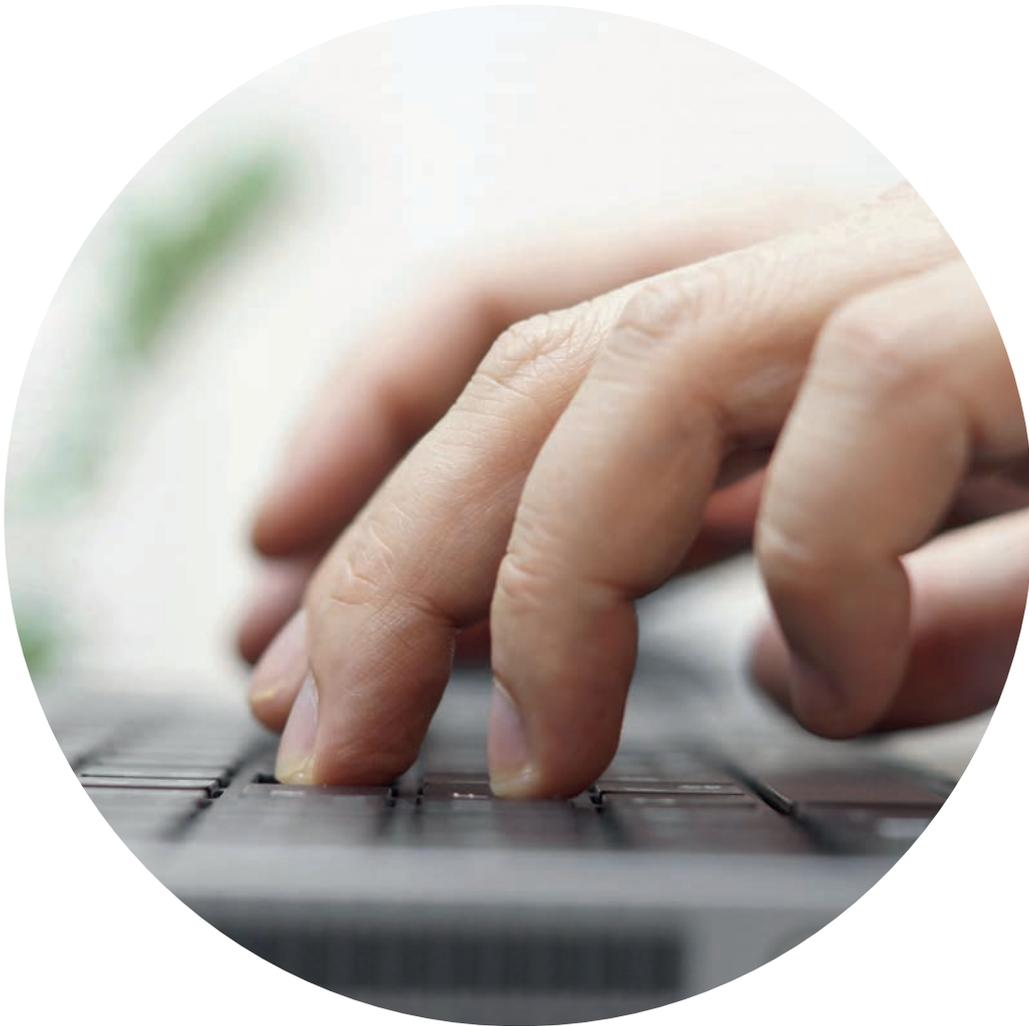
Accurate self-service: increased efficiency:

With more customers relying on the web and mobile devices, it's not enough to provide easy-to-understand statements in print. Low-cost digital statement delivery can take the place of print, without sacrificing your ability to promote revenue-driving offers. When you add electronic bill pay and mobile account management, you can increase satisfaction and lower costs by helping customers learn more, do more and respond more online.

An international utility consolidated electric and gas services on a single bill. Customers could specify text size, print formats or language based on their needs. And they could pay it all with one payment.



A leading Internet Service Provider increased products per customer 22% in just 15 months, while reducing call volumes by 10%.



**Omnichannel delivery:
synchronised experiences.**

Most customers rely on several channels, so you need a way to orchestrate an experience that makes sense from a customer's perspective. Our real-time analytics engine can automatically update offers and messaging based on earlier customer interactions, even those that occurred just seconds ago. So if a customer was online and said "no thanks" to a particular offer, you won't repeat that same offer at the next touchpoint.

Make money with statements.

Start with accurate, easy-to-understand designs. Add speed and reliability. Now customise formats for each customer and automatically generate content based on insight and analytics. Extend that experience to call centres, videos, websites and mobile apps. Result: reduced costs and greater revenue. That's Pitney Bowes.

We power billions of physical and digital transactions, helping our clients create relevant and engaging interactions that increase customer lifetime value. Talk to us today. We will be happy to demonstrate how these capabilities can help you achieve more with the bills and statements you send today.

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