



## Any Channel, Any Time

Create a seamless interaction and rich experience,  
irrespective of channel

## Improve Service to the Public

By gaining a 360° view of the individual, fully understanding their needs and previous interactions, Government agencies can better manage relationships with their customers, the public. By offering the right information to each person at the right time creates a positive outcome.

Governments can increase public satisfaction and reduce costs and resources by embracing self-service. By achieving quick access to the right and relevant customer information, service staff are able to provide on-the-spot outcomes resulting in a more satisfied customer.

## Visualise, Analyse and Engage

Know your customer. A simple phrase with significant meaning. All quality engagements and interactions begin with knowing who you are delivering services to and where they are. Pitney Bowes Software capabilities make this a reality and allow Governments to profile and understand their public - geographically and demographically. With a suite of spatial mapping solutions for the desktop, server and cloud, Governments can truly deliver well informed policy, investment and community initiatives.

EFFECTIVE LIFE

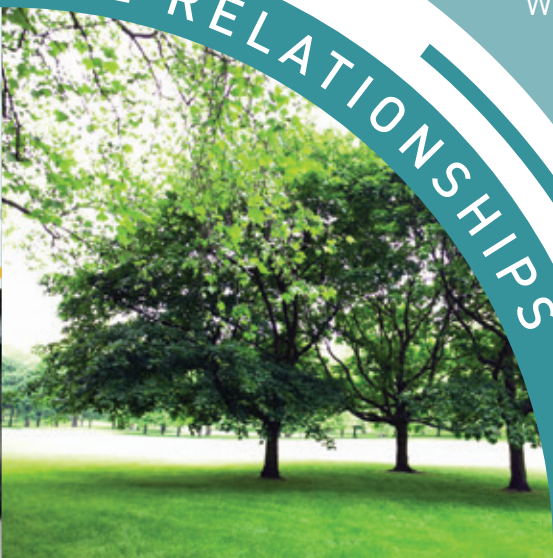


## TRENDS

“One of the defining truths underpinning a customer-centric approach to service delivery is that Australian citizens want a relationship with Government, they want to be treated as a customer not as a ‘constituent’ or ‘citizen’ and they want... effective service interactions.”

*Why Service Matters to Government, June 2011, Fifth Quadrant Consulting*

TIME RELATIONSHIPS



## Physical and Digital Communications

Whether it's an annual benefits statement or a tailored letter to an individual, Pitney Bowes Software provides leading software to create, deliver, store and manage both physical and digital documents. Be it document creation, printing or mailing en masse or one off, when Government agencies follow up on an interaction by sending out timely and relevant physical or digital correspondence, it strengthens the relationship. This results in a more satisfied public community and contributes to a positive view of Government services and effectiveness of incumbent political parties.

## Relevant and Seamless Communication Management

There is an increasing demand from the public to interact with Government via multiple channels and when it is convenient for them. When Governments are enabled with Pitney Bowes Software to manage these interactions, they are able to create a seamless experience for the individual, irrespective of channel used. The individual's experience is greatly enhanced and aligned for a positive outcome in turn generating a positive reflection on the service delivery organisation. Whether, web, shop front, social media, SMS or email, Pitney Bowes Software offers capabilities devoted to creating a seamless experience.

## TRENDS

“Research demonstrates (callcentres.net 2008-2009) that specifically, Government customers want 1) first contact resolution of their enquiry, 2) accurate identification of who they are and 3) they want Governments to demonstrate that they want a relationship with them.”

*Why Service Matters to Government, June 2011, Fifth Quadrant Consulting*

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Every connection is a new opportunity™



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