Pitney Bowes
Business Insight

EngageOne Liaison™
Self-Service Solution

GROW CUSTOMER RELATIONSHIPS WITH HIGHLY PERSONALIZED WEB AND E-BILLING PORTALS, COMPLETE WITH MOBILE AND ONLINE CUSTOMER-CARE CAPABILITIES

Summary

Pitney Bowes EngageOne Liaison™ is a comprehensive set of EBPP, billing intelligence, mobile and customer-care capabilities that are available for B2C and B2B applications via on-premise implementation or on-demand SaaS. These capabilities enable a more personalized customer experience driven by billing information, along with customer intelligence and trends.

Benefits

- Implement your online solution 50% faster
- Save 60% or more on maintenance and operations
- Create rich user experiences that boost customer adoption
- Eliminate paper and reduce call center calls
- Reduce account DSO
- Drive offers and monetize billing IQ to increase sales

OVERVIEW

Identifying the best solution to support your business strategy and the mobile online needs of your customers can be challenging. Pitney Bowes Business Insight makes that decision easy by offering a full range of solutions that can leverage your current infrastructure and investment.

EngageOne Liaison™ combines online presentment, payment, billing intelligence and analytics for mobile-web, text messaging, and interactive voice response (IVR) interactions into a single, cost effective, customer communication platform. Billing and customer intelligence can be engaged for individualized interactions and offers with accounts of all sizes. Robust customer e-service provides in-bill help, two-way conversations and tracking through issue resolution.

Businesses can easily integrate personalized document creation and high-performance archive and retrieval capabilities to manage a true end-to-end customer communication management solution with print and electronic output.

Your Vision, Powered by Use-Case

Liaison engages customers on your terms. Unlike traditional out-of-the-box solutions that lack flexibility, Liaison's patent-pending, use-case driven model allows you to configure and adjust your solution in your own way to express your company's business personality as only you can.

Use cases allow your application to be easily personalized to match the needs of several user communities. This means you can easily set up and modify different experiences for different groups of users including standard users, administrators for a user community, customer service representatives and more.

Beyond Expected Billing IQ

Liaison goes beyond traditional solutions by leveraging billing and customer intelligence in ways you've never considered. Now you can treat customers as individuals with interactions and choices that interpret their needs through:

- Mining an individual customer's billing information in real-time
- Combining it with historical online behavior
- Segmenting and targeting customers for new offerings
- Ultimately driving new sales and revenue

Web 2.0 e-Billing for a Better Customer Experience

Liaison converts your current billing data into rich personalized electronic bills and invoices that can be analyzed and easily paid online. Electronic bill presentment and payment capabilities provide your customers with:

- Logical bill breakdowns, drilldowns, sorting and filtering
- Downloads and print-ready views
- In-bill help facility to reduce call center billing questions

EngageOne Liaison™ Self-Service Solution

- Billing analytics and reporting

- Immediate, one-time and recurring payments

- Payment status and history

- Support for major credit cards, bank transfers and clearinghouse ACH payments

- Meets security and compliance requirements

Increase Call Center Efficency

Extending your core systems with robust customer e-service is the second critical element in deepening customer relationships. Liaison's customer service capabilities give you and your customers two-way conversations. Receive and respond to notifications, utilize analytics, ask questions, report problems and track through to their resolution. Additional capabilities include:

- An in-bill help facility

- Ability to act on behalf of customers for payments, viewing bills, resetting passwords and other online actions

- Integrated mobile, call center and IVR

Solutions for Virtually Any Market

Telecommunications, cable, utilities, financial services, healthcare and other industries can deploy or extend their online presence personalized to consumer or business customer needs quickly and easily.

We offer the cross-industry expertise to ensure you're making the most of your online customer experience, while lowering the cost of ownership.

B2C and B2B Models Available

We understand that requirements rarely stop with the need to service only consumers. That's why we also enable robust business-to-business capabilities that make it fast,

Flexible payment options, an in-bill help facility, targeted offers, drilldowns, sorting, filtering, print-ready views and more

easy and economical to support an e-billing solution for complex corporate account structures and customer hierarchies.

Choose from SaaS or Licensed Options

Liaison gives you a choice to satisfy both small and large billers. We offer both our on-premise and on-demand software-as-a-service (SaaS) solutions. We can help you determine which of the two best fits your business needs and address the total cost of ownership.

ENGAGEONE LIAISON™ HELPS INTEGRATE PERSONALIZED DOCUMENT CREATION AND HIGH-PERFORMANCE ARCHIVE AND RETRIEVAL CAPABILITIES FOR A TRUE END-TO-END MULTI-CHANNEL SOLUTION. VISIT WWW.PBINSIGHT.COM OR CALL 1.800.327.8627 TODAY.

SPECIFICATIONS

Platforms Supported:	• WebSphere V7	• GlassFish v2ur1
• Oracle WebLogic Server 10g	• Tomcat 5.5/6.0	**Full integration with Google Analytics (OOTB)**
• Oracle Application Server 10g	• JBoss 5.0	

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