



**Customer Engagement**

Print and Digital Communications Management

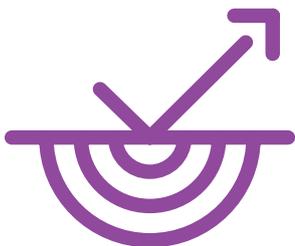
Relay™ communications hub

# Produce best-in-class communications.





In today's complex world, it's critical to find better, faster ways to communicate with customers with greater accuracy, impact and agility.

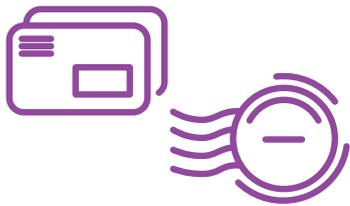


For the past 96 years, Pitney Bowes has driven customer communications. Today, we're innovating within the cloud, as we enable physical and digital interactions for seamless customer engagement. We took

our world-class communication management technology and combined it with the industry-leading Amazon Web Services to create the Relay™ communications hub, designed for outstanding flexibility and value.

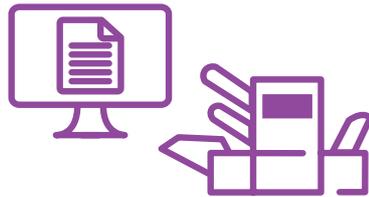
# Reduce mailing costs.

The Relay™ Hub adds accuracy and efficiency to your physical mail. Here's how:



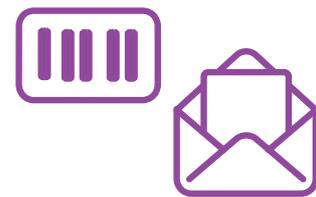
## Consolidate.

- Decrease mailing costs by grouping different documents sent to the same recipient into a single envelope.
- Save on postage by “house-holding” or consolidating documents sent to the same address into a single envelope.



## Normalise.

- Eliminate the need for expensive pre-printed forms.
- Centralise print-to-mail operations to capitalise on economies of scale.
- Right-size your printers and other hardware used for mail production.



## Automate.

- Add barcodes to automate variable page folding and inserting.
- Reprint damaged mail pieces without going back to your host applications.



# Improve your customer engagement.

Enhance your existing communications to help strengthen customer relationships by:

01. Ensuring consistent branding.

**SkyLimit**  
No Limits

ACCOUNT SUMMARY		PAYMENT INFORMATION	
Account Number: XXXX-XXXX-XXXX-0000		New Balance	\$2,468.72
Previous Balance	\$2,342.87	Payment Due Date	03/10/2016
Payments, Credits	\$25.00	Past Due Amount	\$0.00
Purchases	\$126.63	Minimum Payment Due	\$60.00
Cash Advances	\$0.00		
Fees Charged	\$0.00		
Interest Charged	\$24.22		
New Balance	\$2,468.72		
Closing Date	02/12/2016		
Total Credit Line	\$11,500.00		
Available Credit	\$9,031.28		

**ACCOUNT ACTIVITY**

Date of Transaction	Merchant Name or Transaction Description	\$ Amount
<b>PAYMENTS AND OTHER CREDITS</b>		
2/10	Payment - Thank you	25.00
<b>PURCHASES</b>		
1/22	Mario Hotel	244.12
1/23	Starboard Coffee	5.73
2/1	All Clean Drycleaners	45.10
2/2	Starboard Coffee	4.26
2/4	Lunch-And-Go	32.98
2/5	Café Au Later	18.12
2/7	LaLa Gas	20.44

MAUREEN HUBBARD  
8027 EDWOOD R  
RUTHERFORD NJ 07070

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**Go Green**  
Sign up for E-Billing  
SkyLimitFakeSite.com/green

MAUREEN HUBBARD  
8027 EDWOOD RD  
RUTHERFORD NJ 07070-5614

Account Number: XXXX-XXXX-XXXX-0000  
Payment Due Date: 03/10/2016  
**Minimum Payment: \$60.00**  
**Amount Enclosed** \$ \_\_\_\_\_  
Make your check payable to SkyLimit Card Services

SKYLIMIT CARDMEMBER SERVICES  
P.O. BOX 123  
ANYTOWN, PA 17000-1232

02. Utilising white space to drive customer actions.

03. Highlighting important information with color.

04. Making documents easier to understand.

# Increase paperless adoption.

It's now easy to transition printed documents to email and give customers a seamless experience across channels.

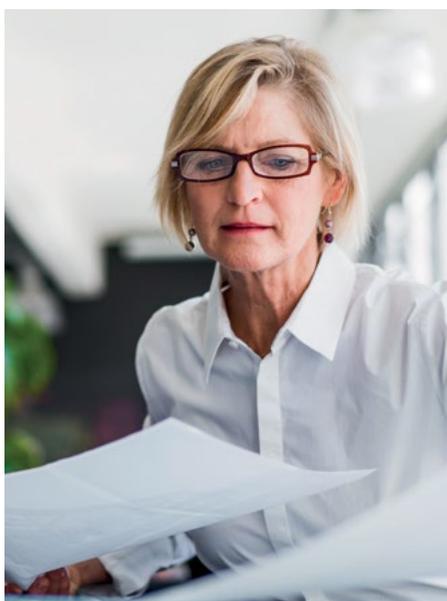
Your documents will look the same whether delivered via email, web or physical mail to create a consistent customer experience.

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## 84.3%

84.3% of consumers say limited options for receiving their communications would moderately to significantly impact their relationship with providers.<sup>1</sup>

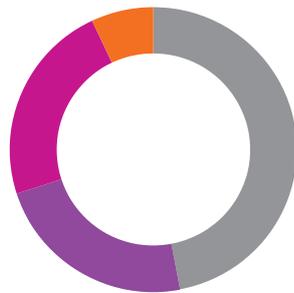
<sup>1</sup> Source: Annual State of the Transactional Communications Market Survey, InfoTrends, 2016



Send documents to your customers how they want to receive them.

# Transform your communications.

Over half of consumers want to receive their critical communications in ways other than physical mail. Relay Hub helps you reach your customers, even as their preferences around physical mail, email or web.<sup>2</sup>



- Physical mail: 46.9%
- Email (not link within an email): 23.1%
- Web (www): 22.8%
- Mobile app (downloaded): 7.3%

<sup>2</sup>Source: 2016 Annual State of the Transactional Communications Market Survey

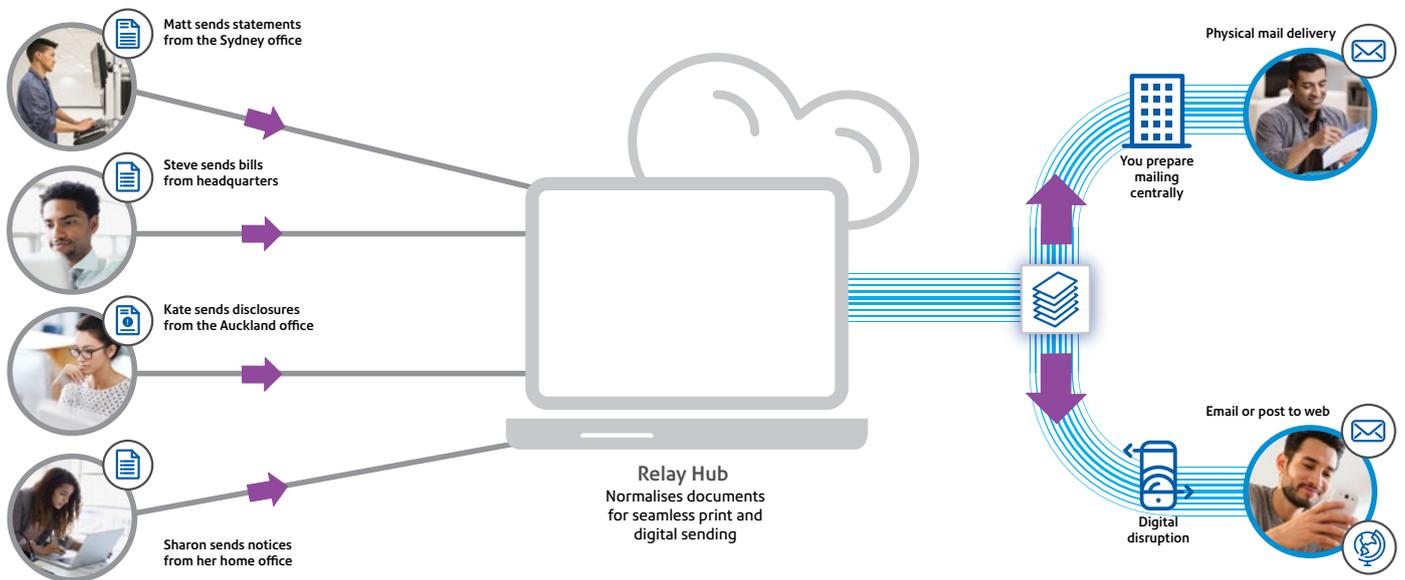


# The Relay™ Hub fits into your workflow.

A SaaS platform, the Relay Hub fits seamlessly into your current workflow to produce best-in-class communications. As an integral part of the Pitney Bowes Commerce Cloud, the Relay Hub enhances your existing documents for improved customer engagement and sends them

digitally or physically to the correct addresses. Now, you can update branding, eliminate expensive pre-printed forms and reach your paperless adoption goals. It's simple to accommodate your ever-evolving business changes with the Relay communications hub.

## Capture. Centralise. Control.



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For more information, call or visit us online.