
The most critical customer insights are hiding in your data. Unlock greater value with a true view.



Better decisions depend on a single view.

There's much more you can learn about your customers. The basics sound easy: name, address, account numbers. Yet, sometimes, getting that right is a challenge.

A complete single view offers more:

- Where they live
- What services they use
- Where they spend their time
- What they value

Sadly, most organisations can't capitalise on the deluge of data that's available today.

It's time to crush data barriers, connect hard-to-access information and share it across your entire business. Finally, a fully integrated 360-degree view is within your grasp. Accurate, enriched and accessible, Pitney Bowes delivers the singular Single View of Customer you require—when and where you need it.

Boost value enterprise-wide.

Getting everyone on the same page is good for business. Unify customer data across your organisation and enjoy the countless benefits of a single, comprehensive and connected view. It's not just executives, every part of your organisation benefits, including marketing, operations, customer service, field staff, risk-management and compliance.

With greater accuracy, agility and context, a true single view results in more profitable business outcomes:

- Discover faster answers.
- Make smarter, more effective decisions.
- Promote self service.
- Spot risk and mitigate losses.

Add precision to customer engagement.

The benefits of a single view go beyond smarter decisions. With real-time access to extraordinary insight, your teams can create experiences that are more relevant, personalised and interactive. Our solution makes it possible to provide more efficient, satisfying call-center interactions. Automate self-service on a one-to-one basis. And, customise interactions based on the time, place and context of each engagement.

The single view you need, when and where you need it.

Integrating data technology is a major challenge.

When critical information isn't connected, you miss important business-building opportunities. An organisation that can't control its data simply can't control its business.

Change is a constant battle.

It's not easy to hit a moving target. Place names, street names and people are constantly changing. People get married, divorced, change names and some die.

The challenges don't stop there. With the explosion of social media, people interact with your business across more channels and locations, and some even connect through more than one channel at the same time. Without the right tools, you'll never gain insights based on the most accurate, precise and up-to-date data.

Traditional Master Data Management projects can take years to implement. By the time they're ready, business needs have changed. Fortunately, there's a better way.

Improve business decisions today and tomorrow.

- Connect siloed data
- Add context to customer profiles
- Uncover timely, actionable insights
- Create powerful customer experiences
- Satisfy your customers

Pitney Bowes delivers the single view that works.

Now you can quickly connect customer data across every aspect of your organisation. You'll gain a flexible 360-degree view that can help you identify relationships, uncover opportunities and engage your customers in meaningful ways.

01 Business agility

Instead of hard-coded links, the Pitney Bowes Single Customer View solution takes advantage of new technologies that allow you to uncover obvious and non-obvious relationships, no matter the source, scale or type of data.

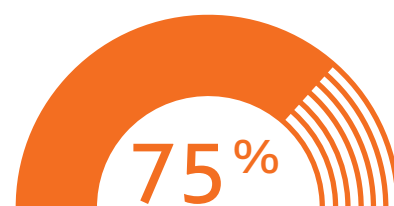
02 Greater accuracy

Data quality is an integral part of our Single Customer View. We standardize, validate and verify information, bringing greater accuracy to the customer information deployed across your organization.

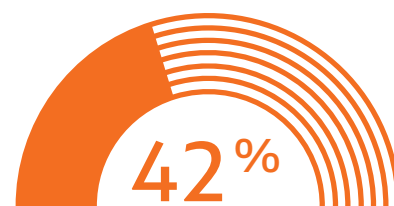
03 Deeper insights

Enrich your data with over 350 unique geographic, demographic and industry-specific datasets to expand your customer insight. Easily integrate these with Single Customer View and you'll gain profitable perspectives you can put to work.

Every day, businesses discover how an agile single view leads to smarter strategic decisions. They're targeting customers in the right place at the right time and serving them better at every point of interaction. This enhanced insight helps them decrease costs, increase profits, improve customer satisfaction and enhance marketing efficiency.



of all firms feel a single customer view across all touchpoints is important or essential.



of global CEO/CIOs say that integrating technology is their biggest challenge.

Source: KPMG, "Going behind the data. Achieving actionable insights with data and analytics." 2014

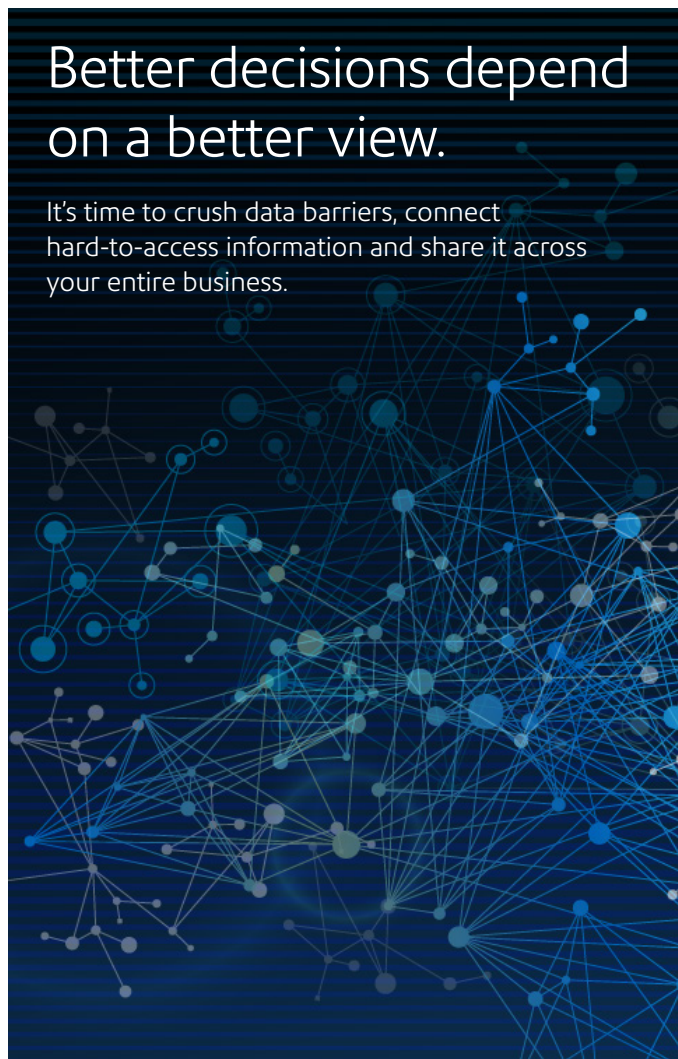
The solution.

Single Customer View enables you to develop more sophisticated modelling (of demand, for example), predictive analytics to underpin intelligence-led preventative work, risk scoring to inform smarter arrears recovery and data to feed a customer view of their key information. The Pitney Bowes solution for Single Customer View consists of the following:

- Software that enables you to create a Single Customer View and identify relationships within your customer data. Plus, you will be able to:
 - Eliminate duplicate records.
 - Integrate data from multiple sources.
 - Extract relevant content from strings of data and prepare it in your preferred format.
 - Identify correct names (given, family, title, suffix etc.) across different cultures.
 - Identify and resolve exception records found in the quality of your customer data.
 - Validate customer addresses and enrich partial ones into correctly formatted full ones.
- Data – National address data in order to validate and enhance your existing customer data.

Better decisions depend on a better view.

It's time to crush data barriers, connect hard-to-access information and share it across your entire business.



To find out more and learn how Single Customer View can help your organisation, contact us on: **contact us on: 1800 227 232 or email locate.anz@pb.com**



Australia/ Asia Pacific
Level 1, 68 Waterloo Rd
Macquarie Park NSW 2113
1800 227 232
locate.anz@pb.com