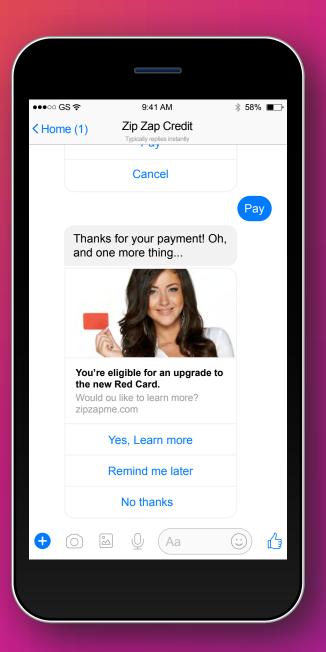


EngageOne® Converse

Greet clients at their moment of need with EngageOne Converse. Our chatbot technology improves your customers' experience by streamlining service and engagement in real time... any time.











To succeed, you must:

Address business challenges...



Costly call centre interactions



Frustrating wait times that stress both customers and reps



Evolving consumer expectations that require new innovations



Reduce costs with intelligent self-service that leverages data and location



Increase customer



satisfaction by eliminating repetitive, time-consuming tasks

by delivering relevant

and engaging interactions.



Achieve faster time-to-value with intuitive, real-time UX designed for ease of use













Why chatbots?

By 2020, customers will manage 85% of their relationship with the enterprise without interacting with a human*.

Chatbots address consumer and business needs.

Consumers increasingly reluctant to download apps.

Rapid consumer adoption of messaging platforms as preferred channel of communication (personal and business).

> Increased pressure on businesses to keep pace with consumer expectations sets by want, any time of day/night.

Amazon, Apple, Google – get whatever you



Over 1 billion messages exchanged monthly between consumers and businesses on Facebook Messenger¹.



52% of millennials actively use social media to resolve customer service issues².



55% of consumers welcome customer service chatbots³.



Reducing customer effort is #1 factor in customer loyalty4.

Sources: 1: Facebook; 2: Microsoft; 3: Retail Touchpoints; 4: Harvard Business Review

* Source: Gartner Predicts





Why EnagageOne® Converse?

At Pitney Bowes, we thrive on helping our clients navigate the complex world of commerce. We provide data so businesses can market to their best customers. For nearly 100 years, businesses have relied on our innovations to help them achieve success... and now, with EngageOne Converse, you can too.

EngageOne Converse: A superior customer engagement solution

Accelerate your time to market. EngageOne Converse gets businesses to market quickly with:

- Structured, data-driven conversations
- Templates editable by business users
- Analytics to understand consumer behavior

The chatbot only needs to be designed once. Once completed, publish to any supported channel, including websites and social channels (e.g. Facebook Messenger). It integrates into a suite of powerful digital engagement solutions.

EngageOne Converse is part of a powerful software portfolio which connects people, places and things to boost customer engagement.

User-friendly interface for client and consumer EngageOne Converse is powerful and flexible enough for IT to quickly integrate with their systems. With its user-friendly, browser-based interface, EngageOne Converse enables business professionals to quickly and easily make changes to text, images and the conversational flow depending on the desired customer experience. This effectively eliminates the need to make a request through IT or a third party.









How EngageOne Converse can benefit your business:



Reduced cost with intelligent self-service that leverages data and location

Increased customer satisfaction as businesses eliminate repetitive, time-consuming tasks

Contextual customer experience as businesses meet customers in the channel they use today

Faster time-to-value achieved, through intuitive, real-time UX for business users

Part of a suite of customer engagement solutions proven to boost results





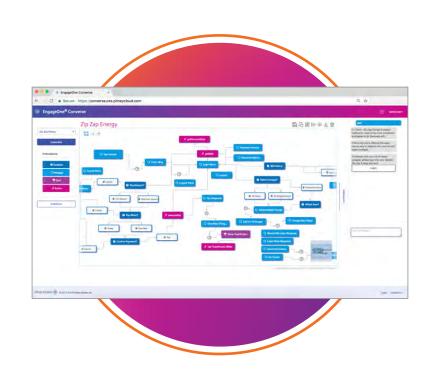








Here's how EngageOne® works











01. Design

Design your conversation using the EngageOne Converse browser-based designer. **02**. Test

Test it out prior to deployment using our live preview functionality.



Simply publish your conversation to your website or any other supported channel.











Use cases: Two examples

\$ Financial

- Automate customer service
 Bill explainers, account transfers, check balances.
- Robo-advisor suggests practical changes to improve your credit score/financial future.
- Automate bill payment.

Rich imagery creates a more personal and appealing (engagement for the customer.

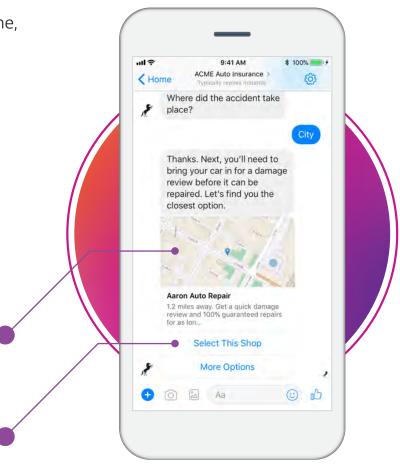


Insurance

- Get initial or full quotes for home, auto, and/or boat insurance.
- File claim or check status of previously filed claims.
- Get answers to basic policy and billing questions.

Enhance the experience utilising Location APIs by directing customers to their nearest approved auto repair shop.

Buttons and quick replies streamline engagement from the client's perspective, enabling them to select their desired engagement quickly.













More use cases



Retail



Telco



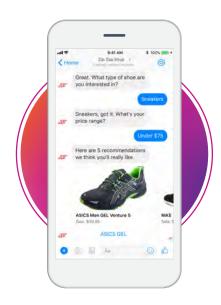
Utilities



Government



Healthcare



- Check order status, answer FAQs, get deals
- Shopping assistant: Product recommendations, product comparisons, find items in-store
- Post-sales tasks: Additional products/ services, product reviews



- Automate customer service: Bill explainers, account enquiries, appointments, outages
- Automated upsell or crosspromotion: Eligibility for device or plan upgrades
- Technical support with interactive, step-by-step guides



- Automate customer service: Bill explainers, onboarding, appointment scheduling
- Acquire multi-product customers: Transpromo, step-by-step tutorials, interactive guides
- Deliver critical information: Keep customers safe and strengthen your relationship



- Automate customer service: Benefits explainer, status of a tax refund, paying bills and fines
- Increase citizen engagement: Feedback, address health concerns (e.g., quit smoking)



- Automatically refill prescriptions and get information about the prescribed medications
- Reduce patient readmission with reminders/instructions to help them stay healthy
- Reduce paperwork: Keep patient records up to date through power of conversation













"We're using EngageOne Converse in two ways: firstly, for our own clients, so we can respond to them more effectively and dynamically. We can create engaging conversational experiences hosted on our website that direct our customers to the information they need, in real-time, answering queries on topics like epayslips for example. Secondly, we're extending our physical and digital product portfolio so our clients can offer EngageOne Converse to their own customers, helping them meet customer demand in an innovative and relevant way.

Initial feedback has been overwhelmingly positive, and we love that Marketing and Customer Experience staff can make ongoing changes to the conversation in a few minutes, not days or weeks, without relying on an IT team or a third-party vendor."

Rob Alonso, CEO, Opus Trust Marketing





Summary

There is only one EngageOne® Converse. You will find it at Pitney Bowes.

- Only Pitney Bowes offers complete end-to-end customer engagement solutions and EngageOne Converse.
- Quick, affordable, low-risk chatbot solution.
- Targeted towards business users who are looking to engage their customers at their moments of need.... in real time... anytime.
- Guided conversations driven by proven data, business logic and the unique needs of your customers.

Visit website

