

What does “world class” mean to you?

Best practices from Pitney Bowes transactional, print and
direct mail clients



Introduction

Our industry is evolving — for both service providers and in-house print and mail operations. Significant shifts in technology, innovation and connectivity are driving the convergence of physical and digital transactions in the world of commerce. While your goal is to respond quickly to market changes, staying relevant involves continuous improvement, especially in your ability to serve your customers.

Through conversations with Pitney Bowes clients, we've identified some of the key ingredients required to be successful in response to shifting market forces. Building on their insights, this paper takes a look at steps your organisation can take to become the best you can be — world class.

The challenges ahead

Declining mail volumes, increasing cost pressures, privacy issues and new regulations, plus a need to innovate to keep customers on board... the market may never have been more challenging than it is today.

Whether you are a service bureau or you run an in-house operation whether your focus is transactional print or direct mail, the same challenges resonate for you as a service provider to your end customer:

- Faced with growing operational and capital expense, and with a changing media mix, you are striving to align better with the voice of the customer via multi-channel customer engagement and precision marketing.
- You need to drive financial improvement against a market that is basically flat.¹ That could be through efficiency improvements, or revenue increases, but it can feel like creating something out of nothing.
- Your internal or external customers insist on hard-and-fast service-level agreements to ensure they know exactly what you are going to be delivering, even while they're asking for additional value-added services at little or no cost.
- You need to stay relevant and deliver business value to customers and business partners to ensure operations continue to be funded.
- You face growing issues regarding regulatory compliance and data security.

How do you compete in this marketplace? More specifically, what are world-class companies doing to differentiate themselves? We asked some of our industry-leading clients to share their strategies and best practices.

The journey to "world class"

Let's consider some current trends.

- The trend to outsource will continue, creating a particular challenge for in-house providers. As both internal and external customers will look to you to provide additional professional services and consulting — potentially allowing you to capture more business.
- As new regulations are introduced, providers and in-house operations will need to invest in improved security measures, including mail tracking and data security.
- The requirement for more sophisticated personalisation will drive a need for greater analytics capability.
- High-speed digital colour inkjet printing is growing rapidly to facilitate personalisation and the white-paper-in, full-colour-out workflows that can produce complete documents from a single roll of paper.

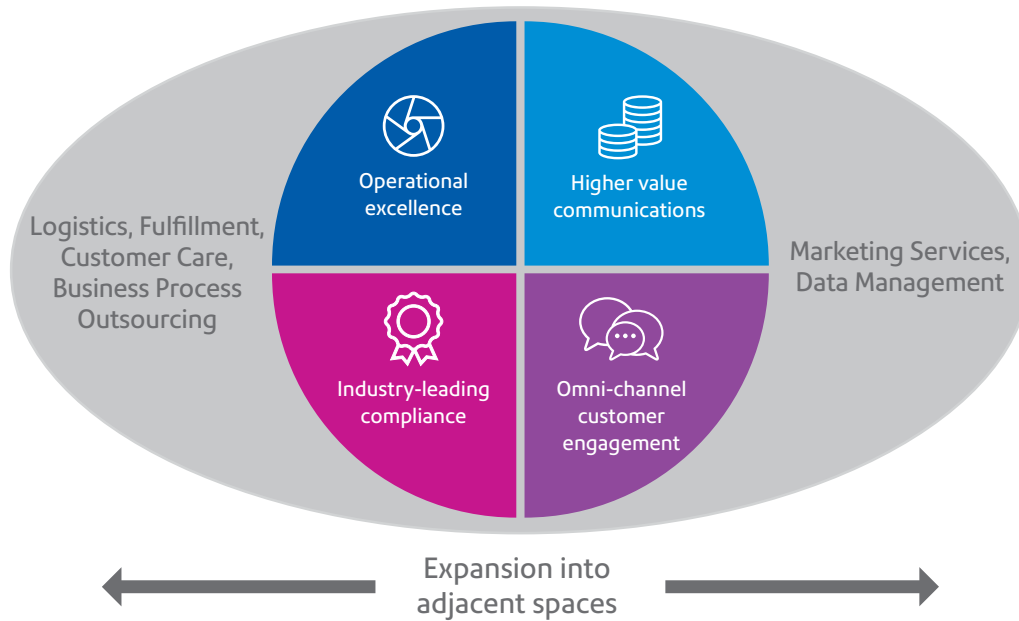
"Eight years ago, we had as many as fourteen different printers on the floor. Today, there are two high-speed digital printers plus two cheque printers. That's a significant reduction, and also a significant reduction in floor space."

— Frank Butler, Senior Manager Support Services, Aflac

- Changing job profiles — smaller job sizes, variable formats — mean that efficiency is no longer enough. Both in-house mailrooms or operations and service providers must now offer flexible, fast turnaround on complex projects.
- While it is true that global mail has declined overall, the decline is generally much slower than was predicted² as the potential of paper mail is being rediscovered. This is especially true for bills and statements; most recipients still prefer the paper version. Combining digital with the new power of mail boosts customer engagement and drives revenue.³

Pitney Bowes has been working with clients in this business for many years, and we understand where things are headed. Drawing on our expertise and a wealth of insight from our clients, we have identified and consolidated the best practices exemplified by top service providers and in-house operations. We organised these into four capability groupings that can provide the foundation for a world-class business. Together, they provide you with a view of what it takes to make it to — and stay at — the top. This kind of competitive advantage is critical to driving competitive advantage.

What does world class mean to you? Capabilities for competitive advantage



What is “omni-channel”?

Omni-channel engagement is focused on reaching customers through their desired channels, in the manner they want to be reached, creating a holistic brand and customer experience. It differs from multi-channel in that it is a synchronised, connected journey across all the channels — mobile app, call centre, physical communication, video, website — with the pieces creating one seamless conversation that is targeted and relevant, tailored to each stage of the customer journey.

“Choose how you want to differentiate. You can’t do it all. To be world class, you must pick your battles. Choose one area to excel at and aim to be in the top half for the others.”

— Phil Landler, Vice President Marketing and Communications, Pitney Bowes

What does “world class” mean to you?

“World class” will not look the same for every organisation. Every business has a specialty or core function. The first step is to think about which of the four competencies represents what you do best. Is your business creating differentiation through that capability and developing it for competitive advantage?

Then, consider your long-term strategic options. The capabilities you develop today can lead you in a specific direction later on. That’s something to consider as you decide where to invest and how to position yourself in the marketplace. Whatever strategy you choose, Pitney Bowes can help. We offer solutions and technology with the accuracy and precision required to increase your competitive advantage. We can be your strategic partner on your journey to world class, whether your first step is small or large.

What does world class look like? *Logistic Mail Factory GmbH*



Christian Lohner-Nittmann

- Headquartered in Augsburg, Germany, Logistic Mail Factory (LMF) is a private postal service provider founded in 2002 that offers printing, insertion and delivery of mail pieces, as well as in-house mailroom services, to a growing customer base.
- LMF has reduced labour and operational costs by leveraging high speed sorting and inserting systems from Pitney Bowes. The company recently implemented a unique sequence sorting solution that harnesses Pitney Bowes location intelligence software.
- LMF produces more than 40 million pieces of mail each year and by moving from a manual sorting solution to an automated one, will improve sort to sequence rates by 70 percent.



Operational excellence

Optimising productivity and operational excellence

To be world class in this category boils down to an intense focus on productivity — which can decrease operational expense while increasing quality and value for your customers. On top of that, you must meet or exceed the service level agreements (SLAs) to which you've committed.

Trends and challenges

Back in the day of traditional scale performance — big jobs, many customers — a one-size-fits-all approach prevailed and was profitable. Not now. Today, the goal is customisation, smaller job runs and a unique communication for each end customer.

Enterprises must now develop agility with a focus on efficiency and throughput across many disparate projects. To stay competitive, they also need a process for delivering long-term improvement and customer value.

“As our longtime partner, Pitney Bowes has helped us become a world class service provider. 15 years ago, Pitney Bowes helped us boost insertion rates from 7,000 pieces per hour to 15,000 pieces per hour, enabling us to give clients what they wanted at a better price. More recently, as our volume has grown, we again turned to Pitney Bowes, and we are now successfully inserting over 20,000 pieces per hour.”

— **Scott Braunstein, Senior VP, Data-Mail**

Wisdom and strategies gleaned from partnering with our clients

Operational efficiency can be achieved through an incremental approach with the goal of continuous improvement. By taking baseline measurements and identifying and eliminating bottlenecks, improvements can be implemented and measured across the workflow. The right tools can help you develop effective measurements.

A key tool is data: using real-time factual data can provide an important benchmark for you to measure against, allowing you to uncover issues and observe the impact of any changes you make. Use the data to identify the cost of non-productive downtime and deliver cost savings to your customers.

“By helping us to automate our entire workflow, Pitney Bowes plays a vital role in getting us to our goal, which is better, cheaper, faster. We're always looking to improve processes, and Pitney Bowes plays a huge part.”

— **David Janecek, Executive Director of Operations, CSG**

Measuring the efficacy of technology, people and processes can help you ensure that all elements across the workflow — from composition through delivery — are streamlined and optimised, so that holistic improvements can be implemented. This includes aligning with your customers and delivering customer value.

Of course, postal optimisation continues to be vital. Postage is still the single biggest cost of physical communications. By harnessing innovation, you can streamline the print/insert/sort process to uncover postal savings.

“Pitney Bowes understands our needs. We are working with Pitney on a sequence sorting solution for the mail, which is optimised on the duration and distance for the postman's walk. Multiple software and hardware components are required. Now, the postman receives the mail in optimised order, saving time and unnecessary steps, and we have realised an increase in production capacity, higher efficiency and quality.”

— **Christian Lohner-Nittmann, Production Manager, Logistic Mail Factory**

Whether operational excellence means delivering customer value, becoming agile with existing assets, adopting new technologies, or a little of each, is up to you — all are valid paths forward. Even minor improvements can increase your production yields and dramatically improve financial performance.

"Pitney Bowes software is key for us — piece-level tracking. I can tell you when your statement's been mailed, the time of day, the routing map. You can imagine the leverage that gives us with the financial industry, the insurance industry."

— David Janecek, Executive Director of Operations, CSG

Evolving technology

Our industry has a rich history of innovation that continues today. We are embracing evolving technology that has the potential to lower costs and make your business more efficient.

Industrial Internet: Through the use of sensors, advanced analytics and intelligent decision-making, the Industrial Internet will transform the way production assets connect and communicate with the enterprise. New solutions include predictive indicators to resolve issues before a problem occurs, precision maintenance, and workflow and capacity optimisation.

Big data: Via new tracking capabilities, the mail piece becomes part of the omni-channel experience. We are using data from processing 14 billion pieces of mail annually to optimise workflows and develop a forecasting model that can generate postal savings.

Consider these world-class best practices

- Aligned, end-to-end process that delivers customer value, empowers and engages your people, eliminates waste and manages postage to create a world-class cost structure
- Seamless, efficient onboarding of customers and projects. Develop a common workflow and optimise job setup time
- Variable data print, eliminating preprinted used envelopes and forms and consolidating smaller jobs
- Hardware, software and advanced presort services used to reduce postal costs
- Advanced factory management capabilities with multi-site operational transparency and a formalised business disaster and recovery plan
- Superior quote accuracy, enabling competitive bidding

What does world class look like?

CSG International

- CSG is one of the world's largest business support solutions providers serving the communications industry. CSG produces and, with Pitney Bowes, presorts more than 750 million statements per year while meeting the highest standards of integrity, accuracy and precision.



David Janecek

- CSG uses high-speed insertion equipment from Pitney Bowes and has implemented file-based processing across their insertion fleet. They have mastered workflow automation and have recently integrated robotics to reduce processing time for mail destined to the USPS or Pitney Bowes Presort Services.
- CSG uses Pitney Bowes Spectrum software as part of their innovative CSG Workforce Express® offering. CSG is also leveraging location intelligence to route customer service representatives for some of the country's largest cable and satellite TV providers.

Data-Mail

- Located in Newington, Connecticut with a second facility in Windsor, Connecticut, Data-Mail is a family owned and operated full-service direct marketing firm providing complete turnkey solutions across multiple channels, scalable to large volumes. In a single year, the company mailed over 1.5 billion pieces.



Scott Braunstein

- Established in 1971, Data-Mail is today one of the nation's largest direct mail production facilities. The Windsor facility is in itself the largest post office between New York and Boston.
- Data-Mail uses new Pitney Bowes technology, which supports a wide range of materials and sizes and offers per piece cost savings via highly efficient operation. The company is also optimising operations through less operator intervention, fewer misfeeds and fewer stops and starts, and has increased productivity with faster job turns, larger job volume and more uptime.

What's next?

Our goal at Pitney Bowes is to provide you with the tools to become more operationally efficient as well as more innovative. Pitney Bowes Global Services is committed to creating maximum value for your entire production environment, accelerating time to results. We can assist you with a full range of services and support that includes technical pre-sales, consultative and business process reengineering, implementation services and analytics, to help transform your culture for sustained operational excellence.



Industry-leading compliance

Appropriate risk management and industry-leading compliance

With massive data breaches in the news seemingly every week, the well-known quote from FBI director Robert Mueller has never seemed more accurate: “There are only two types of companies: those that have been hacked and those that will be.”

Trends and challenges

Hacking has become more sophisticated and industrialised. Print streams and mailing operations include information that hackers could potentially be interested in. Yet, the majority of breaches are caused by simple human error.

Not surprisingly, consumer trust has eroded; many feel that protection of personal data is not taken seriously enough. This trust must be preserved because consumers are highly unlikely to do business with any company that does not protect their privacy. Meanwhile, many companies do not feel prepared to deal with the consequences of a data breach.

Growing privacy and security issues paired with financial accounting reforms point to more regulations and compliance requirements on the way. Likewise, while big data is driving many marketing campaigns today, it also raises data privacy issues to which governments are likely to respond.

Wisdom and strategies gleaned from partnering with our clients

While managing compliance can be viewed as a challenge to income and productivity, it can also be a growth driver. Companies that specialise in industry compliance expertise can drive volume by building a business around it. Financial, healthcare, telecommunications and energy industries are especially likely to face government regulations and fines. Your company will have an advantage if you keep abreast of potential regulations before they become law.

“There’s a synergy between DST and Pitney Bowes. One of our biggest markets is financial asset management, and there are a lot of government regulations requiring the work to go out on time and right, every single time. Pitney Bowes helps us serve our clients, thanks to the accuracy of the equipment.”

— David Phillips, Operations Director, DST Output

Regulations are often a minimum standard that are behind the curve in terms of adapting to threats. They are often designed to protect the public, not necessarily the enterprise. Companies that stay ahead of the curve and aggressively prepare for upcoming legislation can turn these challenges into opportunities.

“Everything we mail is regulatory in nature. We have to stay out ahead of the regulation changes and provide a safe, secure, reliable solution for our clients. Our client retention rate is ninety eight percent plus, and Pitney Bowes has been right at the forefront of that.”

— Brian Clark, Vice President of Operations, Broadridge Financial Solutions

The key for many of our clients is to focus on risk and address it in a proactive way. Addressing risk can save money, but more importantly, it can protect your organisation’s reputation. If your company can’t manage risk effectively in critical areas — operations, sensitive data protection, regulatory mandate compliance — then the greatest risk will be to your reputation.

Each industry and region across the globe has its own set of regulations and compliance issues. Integrated solutions that streamline regulatory compliance can help. For example, clients benefit from the ability to track a mail piece from when it was created through printing, inserting and sorting and on into the postal system. This allows you to meet customer expectations and provides an audit trail.

“The integrity of the solutions that Pitney Bowes provides has really made us the leader in our industry. We use them from the start of data processing through the mail going out the door to the end client. Pitney’s been right there with us.”

— Brian Clark, Vice President of Operations, Broadridge Financial Solutions

Consider these world-class best practices

- Print stream and Mail Run Data File access protection; file-based processing
- Advanced output tracking and data integrity, including piece-level tracking, duplex integrity, and reduction of double-insertions and errors
- Print verification ensuring barcode quality; final mail piece thickness verification
- Proper handling of outsorts, mutilations and rejects — automatic shred and reprint, “touch and toss” processing
- Mail piece chain of custody — traceability from creation through production and presort to postal service
- Data quality and enrichment, including address cleansing and matching to “do not send” databases

“A world-class company in this space knows the laws, the regulations and the specifics around a market so well that they can do it better and more efficiently. They invest in infrastructure to support it, which lowers their cost of delivery.”

— Grant Miller, Vice President Global Strategic Product Management, Strategy & Solution Delivery, Pitney Bowes

What does world class look like?

Broadridge Financial Solutions

- Headquartered in Lake Success, New York, and with locations around the globe, Broadridge is a leading provider of investor communications and technology-driven solutions for wealth management, asset management and capital markets firms. Broadridge helps its customers drive operational excellence to manage risk, accelerate growth and deliver real business value.



Brian Clark

- The company provides and distributes proxy material to its customers along with a suite of other services. Broadridge is at the forefront of multi-channel communications, strengthening its customers’ capabilities to communicate and meet regulatory requirements.
- The company has a 98 percent customer revenue retention rate over the past three years.

DST Output

- Based in the United Kingdom, with five production sites, DST helps businesses engage with their customers, deliver relevant messages and content, and work more efficiently. The company prints and mails three million items daily, and sends countless e-communications, for some of the UK’s best-known brands.
- DST’s customer base includes retail banking, asset management, utilities and telecom companies.
- DST’s head office and production facility is situated near the City of London financial district. This site specialises in the development and production of compliant applications, particularly for the financial services sector.



David Phillips

What’s next?

Security is fundamental to the development of commerce. At Pitney Bowes, we enable commerce, and that fundamental security has been our concern since 1920 and the creation of the first postal franking machine. We understand global regulatory and compliance issues — both what’s current and what’s coming — so that we can help your business be prepared.

Our solutions are engineered with accuracy and precision to help you mitigate risk and maintain compliance, while our hardware and software can be flexibly retooled to meet changing regulations. Our know-how will help you meet regulatory mandates now and keep you one step ahead of complex compliance issues in the future.



Higher-value communications

Expansion of offers and value propositions for higher-value communications

Doing more for your customers — internal or external — helps you win them and keep them. Help them identify and target customers, then help them communicate effectively with those customers to boost response rates. And help them manage shipping and fulfillment, including growing parcel volumes.

“Our clients demand the latest in technology and our partnership with Pitney Bowes has allowed us to provide them with higher value communications that equate to higher response rates.”

— Darrin Wilen, President and CEO, Wilen Group

Trends and challenges

In a survey of 2,143 marketing, digital and ecommerce professionals, 33 percent felt that making the customer experience as personalised and relevant as possible was a top priority.

Personalising the customer experience can mean reinventing physical communications to make them more engaging or tapping analytics to make communications more relevant. Your customers want to acquire more end customers and drive higher response rates through dynamic personalised messaging delivered by combining physical and digital to create a hybrid mix of print, web, email and mobile communications.

“Our clients have huge amounts of data and are trying to reach their customers in new and relevant ways. Our partnership with Pitney Bowes has allowed us to meet the needs of our clients using the latest technology. Now we can offer our clients mass personalised solutions that provide relevancy and higher direct marketing return on investment.”

— Darrin Wilen, President and CEO, Wilen Group

Wisdom and strategies gleaned from partnering with our clients

Industry leaders have weighed in: Making mail more colourful, interactive and engaging can drive higher response rates and deliver results. While email rarely generates open rates in the double digits, colourful print mail can boast open rates of up to 70 percent. Variable data print, for example, is helping some industry leaders to effectively personalise direct mail communications and significantly boost response rates.

“If you are not using customer bills and statements in marketing campaigns, you are missing a critical tool viewed by 97 percent of existing customers.”

— Jason Dies, President, Document Messaging Technologies, Pitney Bowes

Monthly bills and statements are often a valuable yet untapped marketing resource. Service providers and in-house mailrooms that add revenue-generating cross-sell offers to statements often double response rates, while adding colourful relevant information to the outside of the envelope can double open rates. What's more, a recent study found that 84 percent of people believe they understand information better when they read print on paper.⁴

“Using customer data properly can make or break a direct mail campaign. Harnessing the power of data to create individually customised messages on the outside of the envelope can lift response rates two to three times over static messages.”

— Darrin Wilen, President and CEO, Wilen Group

In fact, as some of our clients have learned, transactional communications have the potential to move from a cost to a revenue-producing opportunity.

“We now have this digital technology on the floor, and we were able to take that to Marketing and say, rather than just creating transactional documents, let's create documents that also tell a story.”

— Frank Butler, Senior Manager Support Services, Aflac

By employing high-quality, dynamic colour printing capabilities, you can add value to every mail piece, thus accelerating payments to improve cash flow. Or you can include targeted cross-sell opportunities with bills, add meaningful information that increases customer engagement to statements, or answer questions that translate to fewer calls to the call centre.

Consider these world-class best practices

- Dynamic personalised messaging for email, video and traditional mail communications
- Real-time document creation with input from multiple stakeholders
- Flexible production to assemble information personalised by recipient
- Advanced inkjet colour with variable data printing for impactful communications that extend marketing reach
- Analytics to make communications more relevant
- Creative content and marketing capabilities
- Automated parcel sorting solutions, a logical extension of fulfillment capabilities

What does world class look like?

Aflac

- Founded in Columbus, Georgia in 1955, today Aflac is a Fortune 500 insurance company. Aflac is the number one supplier of supplemental insurance for cancer, short term disability, accident, and critical care in the United States, and has over 50 million customers worldwide. The company sends out 20 million mail pieces per month.
- By transforming customer renewal notices into easier to read, full-colour communications, Aflac has driven higher response rates at lower cost, saving approximately \$120,000 per year.
- High-quality inkjet technology satisfied the critical requirement to achieve brand compliance for colour.



Frank Butler

“We have enjoyed a long relationship with Pitney Bowes, in print and mail, workflow capabilities and also software. In 2010, we partnered with Pitney to move Aflac from a black-and-white mono shop into colour; installing one of the first IntelliJet 20® high-speed digital printers in the United States. On that one press, within two years, we have converted fifty-four percent of our total volume to colour. At the same time, we are trimming costs and improving our services.”

— Frank Butler, Senior Manager Support Services, Aflac

What's next?

The choices you make about where to compete and how to excel give you different long-term strategic options. If you are world class in higher-value communications, consider providing creative services capabilities, such as design and branding, offering your customers one-stop shopping.

“In an effort to reduce the number of suppliers they work with, customers are increasingly turning to their print service providers for additional services. By bundling value-added services and extending product offerings, service bureaus and direct mailers can build new revenue streams, increase profits, and become further entrenched with their customers.”

— Matt Swain, Director, Document Outsourcing, InfoTrends.

If you know fulfillment, extend your capabilities by helping customers manage growing parcel volumes. As e-commerce grows, so does the volume of parcels. Many companies are challenged by increased parcel volumes, and the inability to manually process them within shorter and shorter timeframes. Automated parcel sorting solutions offer an area of growth.

At Pitney Bowes, we are committed to creating value for your entire production environment and assisting you in achieving your desired outcomes. There are continuous improvement steps you can take in your journey to becoming world class — it need not happen all at once. We will work with you to build a world-class physical and digital customer engagement model.



Omni-channel

Relevant omni-channel customer engagement

In an always-on world, the pervasive use of mobile and social technology has created a new breed of extraordinarily empowered consumers. With the explosion of channels and devices, consumer expectations for a seamless, engaging and relevant experiences across all of them have also grown.

Trends and challenges

Customer engagement has emerged as the key priority for many organisations. Today, organisations are challenged not just to win customers, but to keep them. In this age of the customer, customers need to feel that businesses understand them and their needs.

“At DST, innovation is really key to us. We work with our customer base as a partner to make their communications as bespoke as possible. I think that’s where the digital strategies of Pitney Bowes and DST really come together. You guys have got the technology and the software to support that delivery.”

— David Phillips, Operations Director, DST Output.

Focusing on customers and how they are engaged throughout the customer journey is a strategic imperative. Customers today want to be treated individually and reached in multiple ways. They want their statements delivered through the mail, so they have a record of them. They want to pay bills via electronic funds transfer, to shop or search for information online, and to talk to a person when they have a problem. And their preferences may change often.

To deliver all this, enterprises must deploy integrated customer engagement, information management and location intelligence solutions, bridging the gap between digital and physical channels. Effective omni-channel interaction relies on the ability to integrate siloed systems of engagement to create consistent customer engagement across all channels.

“I think everything is now about being smarter with data and applying the digital technologies to that data.”

— David Phillips, Operations Director, DST Output.

Now more than ever, customers’ opinions and satisfaction impact the success of a company. Buyers today are more sceptical, discriminating, and inclined to brand hop. Trust in brands is low, and it is becoming harder for a brand to earn and keep consumer trust.⁵ Unhappy customers can reach millions through social networks, while those who remain silent will simply leave for another provider.

Wisdom and strategies gleaned from partnering with our clients

Enterprises that have world-class omni-channel capability are able to deliver real-time, relevant and engaging interactions consistently across all channels, allowing customers to move smoothly between them.

“DST really specialises in delivering across multiple channels. We’re not just heavily print and physical mail. It’s about electronic media, email, text messages, websites — the full breadth. Pitney Bowes is a strategic partner because they look at the challenges we face, then come to us with ideas and new technologies.”

— David Phillips, Operations Director, DST Output.

This is where seamless physical and digital integration really matters. Anchoring mobile, web and video-based communications with an effective mail piece creates ever greater opportunities for customer engagement. Add a QR code that customers can swipe with a smartphone to download a coupon, for example. Or link to an interactive personalised video that uses real-time data to highlight an opportunity. A recent study found that most people perceive brands in a more positive light after viewing interesting video content from them.⁶

“The insurance business is evolving toward E. Pitney Bowes has delivered software solutions and workflow solutions, not just equipment. They have recognised the changing marketplace and have reinvented themselves to provide more.”

— Frank Butler, Senior Manager Support Services, Aflac

More than 90 percent of the world’s data has been generated in the last five years. Successful marketers are using this data to create a more complete view of customer preferences and tendencies. Combining physical and digital communications increases response rates and ROI. And the more channels you add, the better the results.

“There are three strategic imperatives for service providers and in-house operations: Drive down the cost of the mail piece; drive up the value of the mail piece; become part of the digital ecosystem — with the customer always at the center.”

— Jay Bourland, Senior Vice President and General Manager, Customer Engagement Solutions, Pitney Bowes

Consider these world-class best practices

- An incremental strategy that includes physical, digital, inbound and outbound
- Digital enrichment and engagement, including interactive personalised video, e-presentation and payment
- Mobile integration, including QR codes and near field communications
- Advanced data services integrated into client systems: analytics, archive and retrieval

What does world class look like?

The Wilen Group

- With locations in New York and Florida, the Wilen Group is a full-service direct marketing provider, offering clients end-to-end solutions using the latest in print manufacturing technology.
- The company is a leader and innovator in direct marketing campaigns that use state-of-the-art printing processes, personalised direct marketing strategies, and digital and variable data imaging, as well as advanced mail strategies, logistics and fulfillment, to deliver highly targeted, effective and cost-efficient outreach.
- The Wilen Group's client list spans the entertainment, financial services, lifestyle, insurance, leisure, sports and packaged goods industries.



Darrin Wilen

“We must continually evolve with the marketplace and offer smarter print practices that produce targeted, relevant, measurable communications for our clients. Our partnership with Pitney Bowes allows us to give our clients what they want — relevant communications in both the digital world and the print world.”

— Darrin Wilen, President and CEO, Wilen Group

What's next?

With accuracy and precision, Pitney Bowes uses location intelligence, data quality and integration, and customer engagement and insight along with its communications delivery capabilities to deliver relevant and engaging interactions at the right time in the customer journey.

To be successful, businesses need real-time insight to connect the dots in their customers' complicated lives and deliver engaging messages across all touchpoints. Pitney Bowes is committed to your success and productivity, and our innovations will help you navigate the complex evolving world of commerce.

How Pitney Bowes can help

Your journey to world class starts — or continues — here. We understand the issues, we know how to stay ahead of the curve, and we take a global view.

There is a lot to digest here. That's why we have always advised taking one step at a time, building your world-class capabilities as budgets and workflow allow. There are multiple approach routes, and we can help you choose the one that makes the most sense for your organisation.

“In a dynamic market, we have been able to generate the quality our clients expect together with Pitney Bowes.”

— Christian Lohner-Nittmann, Production Manager, Logistic Mail Factory

As your strategic partner, Pitney Bowes can help you move to a world-class physical and digital model of customer engagement, with the accuracy and precision required to boost your competitive advantage. Your success is our success.

To learn more about how Pitney Bowes can help your organisation determine which solutions and capabilities are right for you, and how to deploy them for maximum effectiveness, please visit pitneybowes.com/uk.

¹ InfoTrends, *Service Bureau Insight*, May 2015.

² InfoTrends, *Customer Communication Survey*, 2014.

³ Econsultancy in association with Adobe, *Digital Trends 2015*, January 2015.

⁴ Two Sides, *Reading from paper or reading from screens. What do consumers prefer?* May 2015.

⁵ The Guardian.com, *Social media has undermined people's trust in brands*, August 2014.

⁶ Axonn Media, *Video in Content Marketing*, November 2013.

We would like to thank the Pitney Bowes clients who shared their insights and expertise to help Pitney Bowes develop this paper.



For more information, visit us online: pitneybowes.com/uk