

Unlock the value of your communications

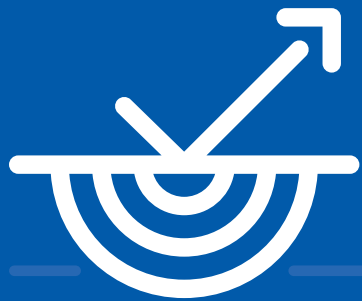
You send bills and statements to your customers every month. **Are you making the most of these valuable communications?** After all, it's a preferred channel that has higher open and response rates than email and mobile.

97% of transactional mail is opened and read for **2-5 minutes**¹



By 2018, of the 24.5 billion bills and statements delivered annually,

63% will still be **paper-based**¹ (37% Electronic)



Improve operational efficiency.

Eliminate pre-printed forms and envelopes.

Emdeon eliminated over **1,500** different forms by moving to a White Paper Factory¹.



Reduce inventory storage, obsolescence and waste.

Incepture Print Solutions reduced storage by **75%** to save over **\$300K** per year

Decrease postage spend.

Save **\$\$\$** millions in postage, labor and equipment



Consolidate equipment and reduce labor.

1 production inkjet printer can do the work of **6** traditional printers

Deliver greater value.



Accelerate payments and improve cash flow.

According to InfoTrends, people like to receive bills in the mail to **remind them** they need to pay.



Lower call center volume.

81% of consumers with questions about their bills and statements will contact their providers **by phone**¹

Increase customer loyalty.

52% of consumers would like statements to be easier to understand¹



¹InfoTrends 2014 | ²Pitney Bowes Connect+ Study
³Pitney Bowes Client Success Measure

Drive revenue and client engagement.



Increase response rates.

Adding colorful and relevant information to the outside of the envelope increases open rates by

2 1/2 times²



Grow revenue.

38% of advertising inserts included with bills and statements are discarded without being reviewed³

Double response—by adding revenue generating cross-sell offers to the statement³

Improve customer engagement.

39% of consumers would like personalized content on their statements¹

34% of consumers would like color to emphasize important information¹

Make your communications work harder.

For more information, visit us online:
pb.com/unlockthevalue