

**Customer Engagement**

Customer Contact &amp; Interaction Management

# EngageOne® Converse

Upgrade your customer communications with automated, data-driven 1:1 messaging.

The explosive growth in chat and messaging platforms is changing the way we communicate and how we expect to interact with businesses.

Today, over eight billion messages are exchanged between people and businesses each month on Facebook Messenger alone<sup>i</sup>. It's easy to see why: Direct messaging a business is a fast, convenient way to inquire about products or services, contact customer service and more.

Chatbots are also poised to experience accelerated growth. More than email, apps and phone, consumers associate them with fast answers to the simple questions they have for businesses.<sup>ii</sup>

Easily create, modify and optimise chatbots with EngageOne Converse. This cloud-based designer allows you to quickly deploy chatbots across channels for helpful, automated exchanges with customers.

69% of consumers prefer chatbots for quick communications with brands<sup>iii</sup>

Customers expect to communicate with you when, where and how they want. Keep them engaged with EngageOne Converse and watch your relationships grow.

- Additional purchases
- More upgrades
- New referrals
- Better cross-sell and upsell results

## Drive deeper engagement through better conversations.

**Get personal.**

Deliver real-time, data-driven, customised experiences. With personalised content designed to meet the demands of today's savvy consumer, EngageOne Converse helps you increase communication effectiveness and drive customer satisfaction.

**Empower business users.**

A user-friendly drag-and-drop interface makes self-service simple. Marketing, call-centre and other business users can easily create new chatbots and connect those interactions to business outcomes. Built-in analytics and voice-of-the-customer reporting helps hone experiences and track results.

**Add a human element.**

When a bot can't answer a consumer question, our embedded live-takeover solution steps in. It notifies your live agents. Then, they can pause that individual chatbot conversation and connect live with the consumer in real time, to deliver a winning customer experience every time.

**With EngageOne® Converse, you can:**

- Reduce costs with intelligent self-service that leverages data and location.
- Increase customer satisfaction by eliminating repetitive, time-consuming tasks.
- Provide contextual customer experiences, meet your customers in the channels they use today.
- Achieve faster time-to-value with intuitive, real-time UX for business users.

Pitney Bowes is uniquely positioned to bring you the software needed to create superior conversational experiences, as well as the data, location information and video capabilities required to create a truly robust omnichannel solution.

Benefits	Features
Easy to use	<ul style="list-style-type: none"> <li>• Connect interactions to business outcomes</li> <li>• Intuitive drag-and-drop interface</li> <li>• Created with the business user in mind, enabling you to make and deploy changes without waiting on IT</li> </ul>
Rapid time to value	<ul style="list-style-type: none"> <li>• Pre-configured bots for specific, high-value use cases</li> <li>• Reusable templates and dictionaries that can be customised to suit your unique needs</li> <li>• Testing simulator to preview changes prior to deployment</li> </ul>
Reach customers where they are	<ul style="list-style-type: none"> <li>• Deploy chatbots to your website or portal, Facebook Messenger, SMS, Amazon Alexa, and more</li> <li>• Easily escalate bot conversations to live agents, with context, by leveraging the EngageOne Converse Live Takeover feature or by connecting to your existing CRM or chat solution</li> <li>• Utilise location data and other enhanced datasets to create a more personalised customer experience</li> </ul>
Provide a human touch	<ul style="list-style-type: none"> <li>• Natural language processing maps your customers' intent to the right answer</li> <li>• Escalate bot conversations to live agents with context</li> <li>• Get insights into your customers with conversational analytics</li> </ul>
Security and reliability	<ul style="list-style-type: none"> <li>• Scalable and reliable system</li> <li>• Cloud-based platform with in-country servers to adhere to compliance and governance regulations</li> <li>• Encryption to protect sensitive data</li> </ul>
True omnichannel solution	<ul style="list-style-type: none"> <li>• Upgrade experiences with Interactive Personalised Video from EngageOne® Video</li> <li>• Enhance conversations with location, demographic and other Pitney Bowes data products</li> </ul>

To learn more about how EngageOne Converse can improve your omnichannel customer engagement strategy, contact us today for a free demo.

i <http://pitneybowes.com/us/facebookf8update.html>  
 ii <http://pitneybowes.com/us/drift2018stateofchatbotsreport.html>  
 iii <http://pitneybowes.com/us/drift2018stateofchatbotsreport.html>

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