



Customer Engagement

Print and Digital Communications Management

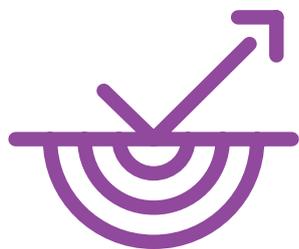
Relay™ Communications Hub

Produce best-in-class communications with the Relay™ Hub





In today's complex world, it's critical to find better, faster ways to communicate with customers with greater accuracy, impact and agility.

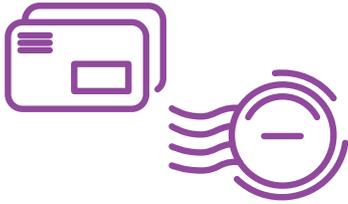


For the past 96 years, Pitney Bowes has driven customer communication. Today, we're innovating within the cloud, as we enable physical and digital interactions for seamless customer engagement. We took

our world-class communication management technology and combined it with the industry-leading Amazon Web Services to create the Relay™ Hub, designed for outstanding flexibility and value.

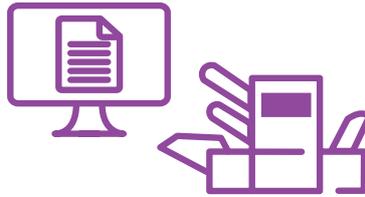
Reduce mailing costs.

The Relay™ Hub adds accuracy and efficiency to your physical mail. Here's how:



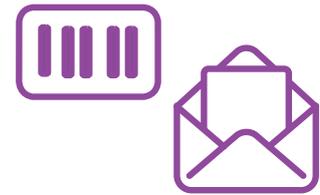
Validate and consolidate.

- Validate addresses against the Royal Mail Postcode Address File to reduce postage costs and avoid returned undeliverable letters.
- Decrease mailing costs by grouping different documents sent to the same recipient or same household into a single envelope.



Normalise communications.

- Eliminate the need for expensive pre-printed forms.
- Centralise print-to-mail operations to capitalise on efficiencies of scale.
- Right-size your printers and other hardware used for mail production.



Automate.

- Add barcodes to automate variable page folding and inserting.
- Reprint damaged mail pieces without going back to your host applications.
- Route mail production to Mailstream On Demand print-to-mail service.



Improve your customer engagement.

Enhance your existing communications to help strengthen relationships with your customers by:

01. Ensuring consistent branding

ABC WATER Company
 123 Oxbow Avenue
 Port Firth
 PF2 4TW

Ms. Alice Beck
 55 Excalibur Close
 West Lake
 WL3 5DS

Inquiries
 General, billing and payment difficulties
 0345 678 9012
 Monday – Friday: 8am – 5pm
 Customercare@ABCWater.co.uk

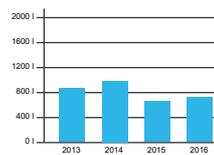


ABC Water Company
 123 Oxbow Avenue
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 Monday – Friday: 8am – 5pm
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Daily water use

Your average daily water use compared with the same quarter for previous years.



Find out more about water and waste water services at ABCWater.co.uk

Enhance your look with colour.

Highlight important information on your bills with the Relay[®] Hub. Learn more at pitneybowes.com



Your account

Account number	11 11111 11 1
Invoice date	30 Jan 2016
Pay by	15 Feb 2016
Total due	£333.33

Account summary

Residential property: 55 Excalibur Close, West Lake, WL3 5DS

Previous balance	£297.23
Amount paid	£297.23
New charges	£333.33
Current balance	£333.33

02. Utilising white space to drive customer actions

03. Highlighting important information with colour

04. Making documents easier to understand



Date paid / /

Amount paid £

ABC PAY	Bill code: 00000 Ref: 111111111
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Ms. Alice Beck
 55 Excalibur Close
 West Lake
 WL3 5DS

ABC Water Company
 123 Oxbow Avenue
 Port Firth
 PF2 4TW

Transcode	User code	Commonwealth Band net
111	111111	11111111111111



Please do not mark below

Increase paperless adoption.

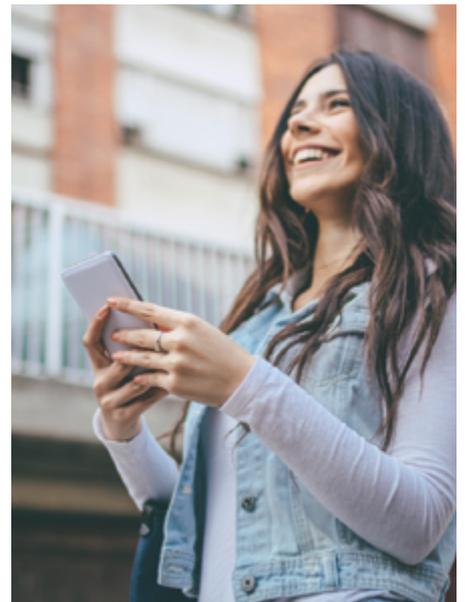
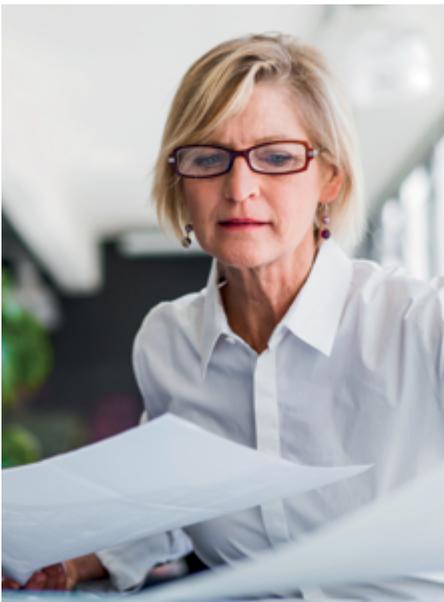
Easily transition printed documents to email and give customers a seamless experience across channels.

Your documents will look the same whether delivered via email, web or physical mail to create a consistent customer experience.

84.3%

84.3% of consumers say limited options for receiving their communications would moderately to significantly impact their relationship with providers.¹

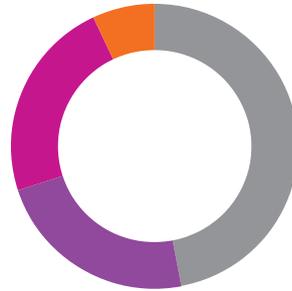
¹ Source: Annual State of the Transactional Communications Market Survey, InfoTrends, 2016



Send documents to your customers in the way they want to receive them.

Transform your communications.

Over half consumers want to receive their critical communications in ways other than physical mail². Relay Hub helps keep your business ready to reach your customers, even as their preferences change.



- Physical mail: 46.9%
- Email (not link within an email): 23.1%
- Web (www): 22.8%
- Mobile app (downloaded): 7.3%

²Source: 2016 Annual State of the Transactional Communications Market Survey

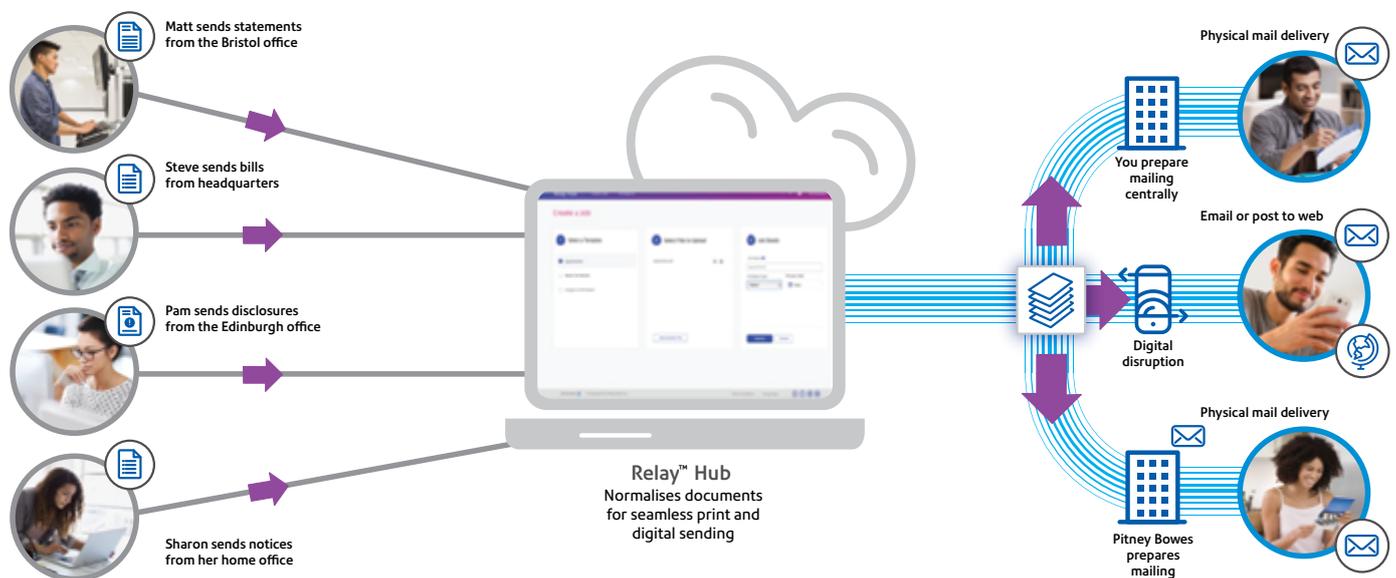


The Relay Hub fits into your workflow.

A SaaS platform, the Relay Hub fits seamlessly into your current workflow to produce best-in-class communications. An integral part of the Pitney Bowes Commerce Cloud, the Relay Hub enhances your existing documents for improved customer engagement and sends them

digitally or physically to the correct addresses. Now, you can update branding, eliminate expensive pre-printed forms and reach your paperless adoption goals. It's simple to accommodate your ever evolving business changes with the Relay Communications Hub.

Capture, Centralise, Control



United Kingdom

Building 5, Trident Place
Hatfield Business Park
Mosquito Way
Hatfield
Hertfordshire AL10 9UJ

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