



Customer Engagement

Customer Contact & Interaction Management

EngageOne® Inform

Make the intelligent choice for mail and campaign management.

Leverage mail-delivery data to improve performance.

By monitoring the entire mail communication process, you can make better business decisions. Greater insight can help you improve customer-service interactions, optimize omnichannel marketing efforts and even reduce costs related to service cancellations and reinstatements. It all starts with a more complete view into the status of your mail.

EngageOne Inform translates USPS and third-party tracking data into a single, standardized format that can be easily integrated with systems across your organization. It connects the Intelligent Mail barcode, USPS Informed Visibility® and your customer data. This insight helps you optimize timing of future maildrops and increase the impact of complementary outreach across phone, SMS and text.

Improve performance.

- Track mail delivery end-to-end.
- Monitor performance.
- Identify issues impacting response rates.
- Inform analysis of campaign effectiveness and ROI.

Get the visibility you need, inbound and outbound.

Track incoming mail.

When a customer's check really is "in the mail", there's no need to chase it down. Inform tracks remittance mailings through Intelligent Mail to determine incoming payments and responses. You'll reduce costs associated with service cancellation and reinstatement. Plus, you can better prepare resources and messaging for your best next customer contact.

Get proof of mailing.

Confirm the start of each mailing event and obtain a clear audit trail. With Inform, you'll see precisely when your mailings are accepted into a USPS facility. It's easy to view where and to whom those mailings were addressed. Inform also allows you to track progress toward delivery each step of the way.

Mark in-home delivery.

Know just when your mailings are delivered. Informed Visibility data provides the most accurate in-home delivery date the USPS has to offer. You'll also see what can't be delivered. This lets you plan your next steps, utilizing other channels to serve your customers at their moments of need.

Create value across your organization.

EngageOne® Inform is more than a simple tracking tool. This digital data platform helps you market more effectively, improve customer service and engagement, and streamline operations.



EngageOne dashboard



Increase marketing effectiveness.

Inform APIs and web services can connect with your business applications for improved analytics and measurement. Leverage delivery data to calculate acquisition and conversion costs. With insight from EngageOne Inform, you can segment customers and target them with more accurate, personalized communications. Inform offers the mail visibility you need to optimize customer contacts and messaging across multichannel campaigns.



Enhance customer communication.

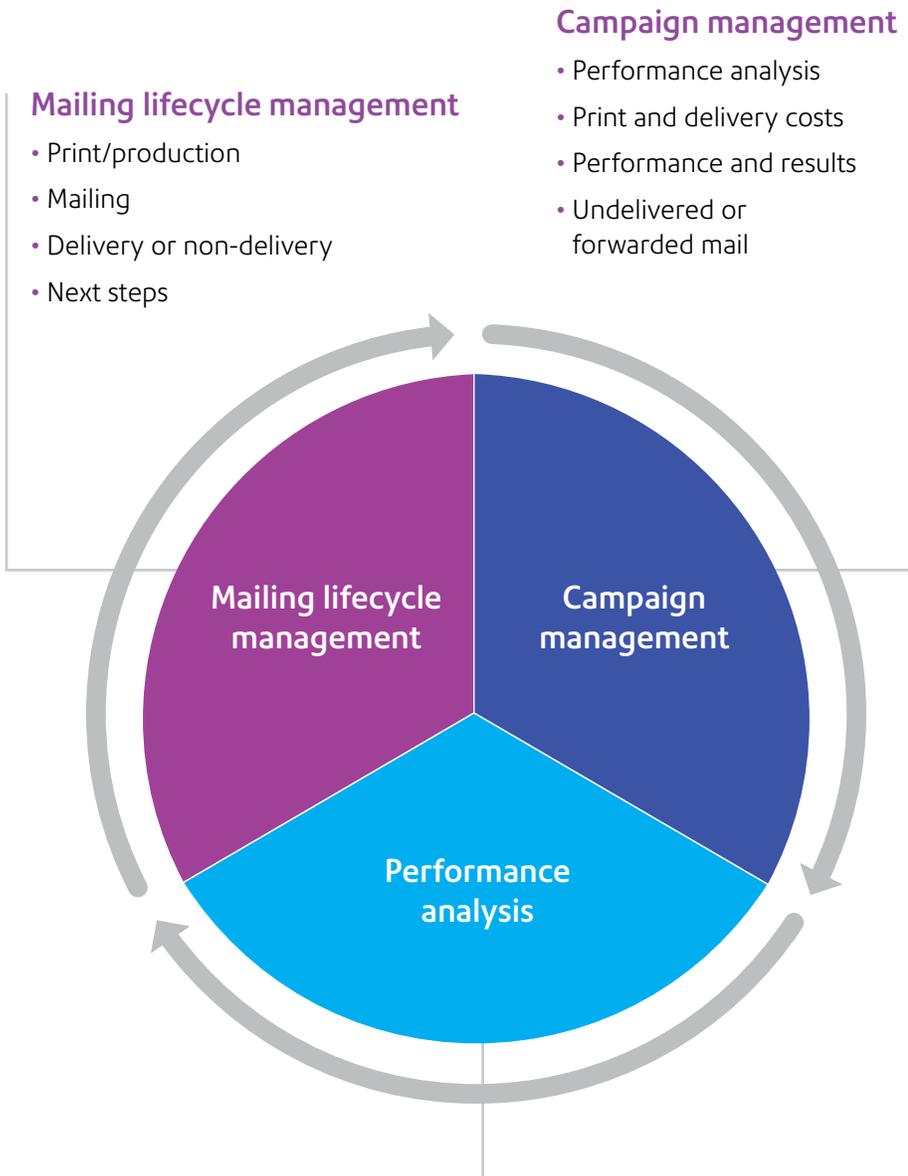
Improve customer retention with better message targeting and responsiveness. Evaluate the effectiveness of content and campaigns. Inform helps you anticipate and prepare for fulfillment, collections and processing. Use it to assess and provide appropriate call-center support. Synchronize communications for optimal multichannel engagement.



Streamline operations.

From production to delivery, track movement of mail throughout the mailing lifecycle. Analyze performance across campaigns. Improve the timing of future campaign printing and mailing events. With Inform, you can better assess ROI and reduce the cost impact of non-delivered and late mailings.

Improve performance across the mailing lifecycle.



Get informed.

Across industries, organizations are recognizing the benefits of using EngageOne® Inform.



Financial Services

Boost ROI from financial-statement mailings, customer payments and collections. Improve in-statement upsell results. Securely track and optimize in-home delivery.



Healthcare and Government

Rely on Inform to provide proof-of-mailing for Annual Notices of Change (ANOCs). Use it to help you improve the delivery and effectiveness of your communications overall.



Mail Service Providers

Analyze and optimize mailings across different partners, customers and vendors. With Inform, you'll gain insight into the movement of your mail, the quality of your addresses and your opportunities to reduce return-mail volume.



Retail

Track, assess and improve the effectiveness of mailing campaigns to improve customer satisfaction and ROI.



Accelerate digital transformation with our EngageOne® solutions.

Digital transformation is evolving the way organizations interact with customers, and Pitney Bowes is providing the tools. EngageOne Inform is one in a comprehensive selection of high-power customer communications management solutions that bring more flexibility, efficiency and control to the process of engaging customers at their moment of need.

Other Customer Engagement Solutions from the Pitney Bowes EngageOne portfolio

EngageOne Compose.

Create and deliver timely, relevant engagement efficiently tailored to customer needs. This powerful communications management solution connects to your business systems, processes and control procedures to ensure consistent, relevant customer communications across physical and digital channels, even in real time. It allows you to produce communications interactively, on-demand and in batch, all through a single, user-friendly platform.

EngageOne Vault.

See what your customer sees in seconds to inform quick, meaningful interactions. EngageOne Vault is a powerful repository that easily connects with business systems, including accounting, billing, customer care, call center and CRM applications. It connects with EngageOne Compose to create a near-real-time archive of all customer business communications. It also connects with EngageOne Inform to archive delivery data and communications for access via self-service/customer service.

EngageOne Self Service.

Enable your customers to do more via online and mobile with the devices of their choice. Plus, give them access to their entire communications history through a secure, personalized portal. With EngageOne Digital Self Service, customers can pay bills, access historical communications created in EngageOne Compose, and find the right information fast.

EngageOne Deliver.

Using Return Mail Workflow, you can automate the delivery of notices to digital channels when mailings are undeliverable. Use EngageOne Deliver to send communications created in EngageOne Compose via email, SMS and push notifications to the customer touchpoint of choice. It's easy to track opens, manage bounces and response.

EngageOne Video.

This award-winning solution allows you to create compelling, interactive, personalized customer experiences. Using the data from your customer communications management solution, it reflects customer choices and actions in real-time. It's a powerful way to interact with your customers when, where and how it's most convenient to their needs.

For more information visit:

pitneybowes.com/us/customer-engagement-marketing/customer-interaction-management/mail-management.html

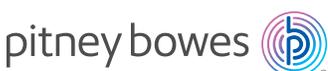
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