

pitney bowes 



Customer Engagement
Contact Center Automation

Contact center transformation





Turn every call into a
profitable engagement.

Every time the phone rings, you have your customers' undivided attention. Make the most of it.

Rethink how you respond.

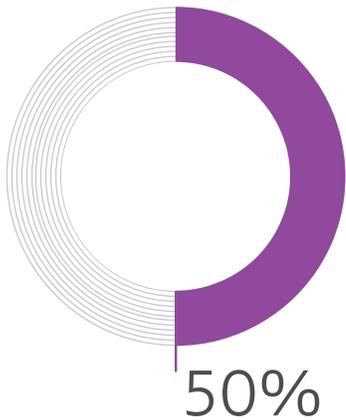
Your statements are read. Your websites get traffic. The truth is, when your customers have problems they pick up the phone, which is far more expensive.

You already have strategies to reduce call volume and talk time.

What if your agents knew more about each customer? What if they understood needs, preferences and histories? What if they could resolve problems on the very first call, and then predict which offer would excite each customer?

Relevant interactions boost satisfaction, grow revenue and increase customer lifetime value. We offer easy-to-deploy tools that can build on existing systems and capabilities. Soon, your agents will be able to make better decisions, provide faster answers and supply more compelling information in the most cost-efficient way.

Voice remains the most widely used channel. It's used by 73% of all customers¹.



Nationwide Building Society personalized service across channels and increased products-per-customer by 50%.

Create engagements that delight your customers.

Our Contact Center Transformation solution can help you overcome the hurdles of disparate technologies, limited visibility and high turnover. Now you can deliver more agile service across inbound and outbound channels using:

- Real-time analytics
- High-speed document access
- Automated decisioning
- Real-time document creation
- Personalized interactive video

When you provide agents with tools to engage customers more effectively, you'll achieve better outcomes at lower costs.

Boost performance before, during and after the call.

Increase first-call resolution

Put customer calls in context. Agents can instantly access and view prior communications, seeing documents exactly as a customer would. Drop-down menus and prompts simplify navigation, so agents can find and share information for faster resolutions.

Deliver a personalized experience.

Provide a complete picture of every customer, including profile, product, billing and behavior data. With real-time updates, agents will know if a customer has interacted with you on another channel, even if it was just seconds ago. Behind-the-scenes analytics, personalized videos and easy-to-follow prompts ensure a seamless customer experience. New agents can be as productive and successful as your most experienced representatives.

Turn service calls into sales calls.

You already have your customers' undivided attention, so capitalize on this opportunity. Provide agents with best-next-action recommendation based on customer profiles and your business rules. Now they can engage each customer as an individual, with offers, messages and services based on precise needs.

Follow-up with targeted outreach.

Continue the conversation after the call with highly personalized correspondence and interactive videos. Instead of using error-prone Word macros, your agents can create fully-compliant communications in a browser-based, interactive environment. Agents see exactly how the communication will appear in the customer's preferred delivery channel, whether mail, email or SMS text.

Create a positive work environment.

When you arm agents with the timely, relevant, data-driven prompts, you enable them to deliver a more personalized experience. You maintain control, while your agents become more productive, more loyal and more engaged in delivering superior customer service.

¹ Understand Communication Channel Needs To Craft Your Customer Service Strategy, 2013, Forrester Research.



Get more value from your existing CRM systems.

Build on your existing infrastructure at a pace that makes sense for your business. Start with visibility into customers, communications and preferences. Add predictive analytics, so even new agents will know what to say. Then, make it easy for agents to continue the conversation across any channel.

Document access: instant visibility

Our high-speed document repository ensures that your agents see bills, statements and notifications exactly as the customer sees them. Since documents can be stored in their native format, it's easy to accommodate reprints. Agents can instantly send out copies to customers upon request.

Predictive analytics: increased sales

Real-time analytics identify the best-next-action for each customer, so agents know whether to promote a special offer, provide a service alert or update a customer's profile. Personalized and powerful, these automated prompts help you turn every engagement into an opportunity to increase retention, satisfaction and share of wallet.

Personalized video: game-changing interactions

Augment the call center experience with interactive videos that are targeted and engaging. Agents can focus on high-value calls, using personalized videos to:

- Handle common questions
- Demonstrate more complex issues
- Reduce average call handling time
- Conduct post-call satisfaction interviews

Interactive communications: rapid response

Our content-creation platform automatically integrates data, document composition and multichannel delivery, so you don't have to rely on error-prone Word macros. Our intuitive WYSIWYG interface requires little agent training: Drop-down menus and pre-populated fields make it easy to navigate. Agents can quickly follow-up each call with answers, information and highly targeted offers.



Empower
your agents
for success.

Every customer call presents an opportunity.

Instead of looking only at costs, take steps to engage customers, foster loyalty and grow revenues.

The Pitney Bowes advantage

Pitney Bowes can help you improve agent productivity, lower the cost of service and better personalize the call center experience. Talk to us today. We will be happy to demonstrate how Contact Center Transformation can help increase the lifetime value of every customer.



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