

Customer Engagement Solutions

Deliver the experiences customers crave.





"87 percent of customers feel it's important for a company to be omnichannel. Of those, 28 percent report that it's critically important."

– "Critical Channels of Choice" CMO Council and Pitney Bowes



Transform your customer journeys in creative, compelling, practical ways – with Customer Engagement Solutions from Pitney Bowes.

Meet the empowered consumer.

Today's customers are in the driver's seat. Companies that can deliver satisfying, personalized experiences – no matter how, where or when the customer chooses to interact – can win lasting loyalty and accelerate business growth.

You need to take action.

It takes agile, innovative engagement to deliver the experiences customers crave. And it's essential.

"By 2020, Customer Experience will overtake price and product as most important brand differentiators – most of it will be delivered via the digital channel." – WalkerInfo

"84 percent of customers find it frustrating to have to start over in a new channel every time they have a question. 71 percent report that this frustration has led them to question why they do business with a company."

– "Critical Channels of Choice" CMO Council and Pitney Bowes

You need to reach and engage your customers at THEIR moment of need.



Convenient

EngageOne® Digital Self Service
EngageOne® Vault
EngageOne® Converse



Versatile

EngageOne® Communicate
EngageOne® Compose



Innovative

EngageOne® Video



EngageOne® Digital Self Service

Help your customers help themselves.

Customers want to interact and transact, quickly and effortlessly, around the clock. Provide them with convenient, self-service solutions, and you can step up to their needs while lowering your costs.

Deliver a smart, seamless self-service experience.

More than just basic bill payment and presentment, the most appealing solutions are consistent, intuitive and aligned to individual customer profiles, preferences and behaviors. They allow customers to self-serve in the ways they prefer.

- Mobile-friendly
- SMS and IVR integrated²
- Timely and relevant
- Interactive and engaging

Choose the solutions that fit your needs.

Pitney Bowes offers three convenient self-service solutions to empower your customers.

Smart View

Instant access to customer's communication history through a secure, personalized portal.

Smart Bill

Sophisticated bill-navigation and account-management tools.

Smart Pay

Bill payment including auto-pay, one-time and scheduled payments.

Deliver 24/7 engagement.

Make it easy for customers to self-serve.

Transact: Schedule one-time, recurring and automatic payments.

Manage: Add services, set notifications, upgrade devices.

Answer: Check balances, coverage, account options, payments and more.

Access: View and download statements, correspondence and other documents.

"Self-service interactions have overtaken all other channels for the third year running." – Forrester, 2018

² Short Message Service (SMS); Integrated Voice Response (IVR)



EngageOne® Vault

Get everyone on the same page.

When customers have questions, they want answers fast. Go straight to the source. With immediate access to archived communications in their original form, you can give your self-service customers and customer-care reps the access they need to solve questions fast.

Provide access to a full communication history.

- Streamline search by document type, date or customer.
- Provide rapid access to full archives.
- Facilitate self-service.
- Reprint documents on demand.

Choose the universal repository built for today's high-volume archiving challenges.

Fast, powerful and simple to deploy, EngageOne Vault leverages advanced compression technology to archive billions of documents with no loss of quality or performance degradation.

- Scales to support thousands of concurrent users at no additional cost
- Lowers cost of storage hardware, maintenance and support
- Easily integrates with:
 - Accounting systems
 - Billing systems
 - Customer care systems
 - Web applications

See exactly what the customer sees.

When your customers and customer care reps can walk through identical documents together, it gives resolution a personal touch.





EngageOne® Converse

Messaging made easy.

Easy to use, and incredibly convenient, the automated, rules-based conversations chatbots deliver are now in high demand. Pre-configured or customized, they bring a new level of immediacy to customer self-service. They're an effortless way to:

- Make payments
- Check account balances
- File an insurance claim
- Schedule appointments
- Refill prescriptions
- Access technical support
- Get product recommendations

Connect with your customers. Optimize engagement by delivering experiences that step up to customer needs.

Quick to market, highly reliable and secure.

EngageOne Converse offers a fast, simple and cost-effective chatbot platform you can deploy to Facebook Messenger, the web, portals, mobile, and more. Now you can expand self-service. Shift customers from expensive live-agent support to cost-effective automated conversations. Even analyze customer conversations to identify gaps in your knowledge bases, then adapt and redeploy.

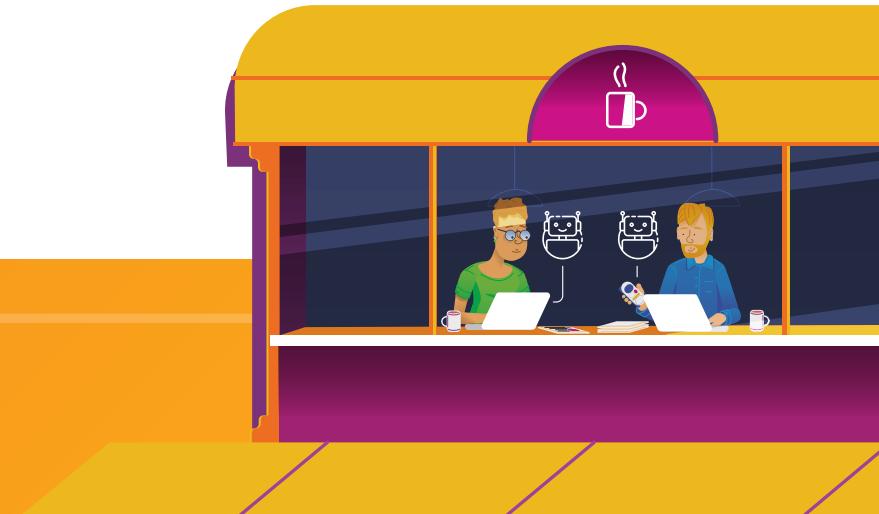
Designed for customization.

When you want to deliver a more immediate, personalized experience, EngageOne Converse makes it easy to integrate location data and other custom datasets to:

- Render maps
- Provide driving directions
- Embed interactive personalized video, and more

FACT: *It's estimated that chatbots can drive more than \$8 billion in savings by the year 2022 for Retail, eCommerce, Banking and Healthcare alone.*

– Juniper Research, 2017





EngageOne® Communicate

Discover the quick and easy way to create scalable, responsive communications.

Anytime, anywhere and on any screen, delivering relevant, in-context digital communications is key. Competition for consumers' attention is fierce. Increasing channel choice adds complexity to effective customer engagement. It's essential to optimize messaging for every screen.

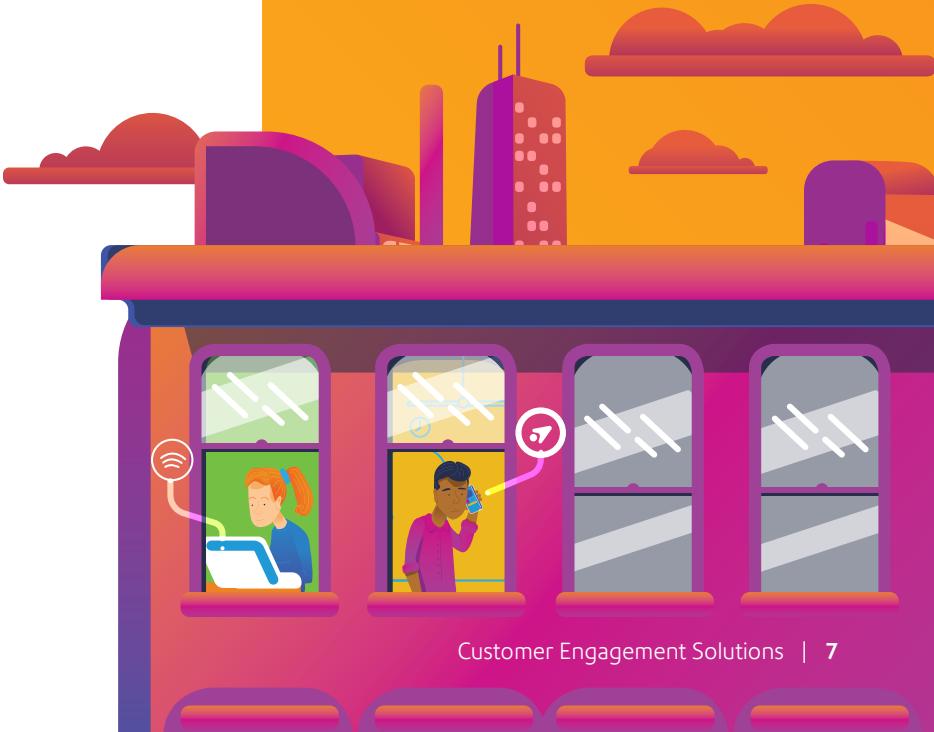
Get to market faster with EngageOne Communicate.

Now you can deliver data-driven, personalized, responsive, digital communications with outstanding efficiency. Bring in data from a variety of sources and have access to dashboards to track and measure performance. The process is quick, simple and intuitive for all business users.

- Choose ready-to-use templates, or create or import new ones.
- Incorporate data assets.
- Track, measure, analyze every metric of importance.

FACT: By 2022, average devices per capita will increase 50 percent to reach 3.6 devices per capita worldwide.

— Cisco VNI, 2018





EngageOne® Compose

Increase personalization and real-time relevance.

Centralize, standardize and personalize multichannel communications. This high-performance communications hub uses sophisticated templates and application logic to weave customer data and custom content into compelling, cost-effective multichannel campaigns.

Streamline every step.

From document creation through archiving and retrieval, you'll gain new efficiencies. Deliver structured and interactive documents via batch or real-time production. You can even opt to add interactive video content to your communications.

- Easy to deploy
- Quick to integrate
- Boosts engagement
- Increases standardization and control

"85 percent of consumers agree that their ideal channel is actually a blend of channels, opting for a mix of both digital and physical experiences."

– "Critical Channels of Choice" CMO Council and Pitney Bowes





EngageOne® Video

Grow your sales, not your salesforce.

Interact with the same feel as live, one-to-one engagement. Combining cost-effective scalability with rich, interactive personalization, EngageOne Video can act just like your top salesperson. It addresses customer and prospect needs, delivers automated lead-qualification and lets your salesforce focus on your best prospects. You can shorten sales cycles, expand cross-sell and upsell, and achieve more with existing resources.

High-impact interactive video communications create more personal and engaging connections. Evolve to video that interacts, and experience the cloud-based platform that's cost effective, intuitive and fast to deploy.

Re-imagine customer service.

With EngageOne Video, you can explain everything from insurance policies to billing statements in easy-to-understand ways. Captivate and inspire clients, customers, prospects and employees, replicating your best service conversations and anticipating questions before they're asked. Armed with the most accurate real-time information, you can automatically present best-next-action recommendations.

Educate, inform and inspire.

Whether you're looking to reach dozens of clients or millions of prospects, EngageOne Video delivers engagement levels much greater than standard videos. Viewers can interact, selecting the specific topics that interest them. Personalized content driven by customer data responds to viewer preferences in real time, explaining bills and statements, highlighting special offers, onboarding new customers and more.

[View Demo](#)

Achieve stellar results.
EngageOne Video
clients report:

12%
increase in
retention

6x
ROI within
6 months

98%
positive
feedback

25%
more on time
payments

44%
boost
in sales



Evolve to video that interacts...and wins awards.



EngageOne® Video puts your customers in the driver's seat. They'll interact with relevant, engaging personalized content and chart their own video journeys. Best-next-actions generated by their transactional behavior and responses will enrich their video experiences and inform the engagement that follows. Starting with increased open and click-through rates, you can boost customer acquisition, retention, satisfaction and more.

Deliver the digital experiences customers crave.

Smart, impactful and personalized, Customer Engagement Solutions from Pitney Bowes can transform your customer experience from ordinary to extraordinary.



Educate, inform
and inspire.



Streamline
customer service.



Acquire new
customers.



Retain and grow
existing relationships.

[Learn More](#)

