



Customer Engagement
Customer Lifecycle Management

Making every interaction relevant and engaging

Increase the lifetime value of every customer.



Customer Lifecycle Management from Pitney Bowes.



Customer experience leaders outperform the market, generating a return that's 26 points higher than the S&P 500.¹

Create profitable experiences.

A different employee supports every interaction. Each department has its own process. The same data is captured on several platforms. Sound familiar? It's no wonder that 40 percent of organizations cite complexity as the greatest barrier to improving the customer experience.²

You already have systems that track transactions. We'll help you use that information to create meaningful engagements. Experiences that offer customers real value. Interactions that grow relationships, boost acquisition and maximize cross sell. That's what customer lifecycle management is all about.

¹Watermark Consulting, *The 2014 Customer Experience ROI Study*

²eConsultancy, *Multichannel Customer Experience Report*.

Build on your existing framework.

You don't need to "rip and replace." Our Customer Lifecycle Management solution offers a well-planned, incremental approach that integrates with your current systems and platforms. In weeks, you can deliver more personalized interactions across every channel.

- Access, enhance and integrate customer data across departments
- Identify each customers' interests so you can target effectively
- Automate decisions on a customer-by-customer basis
- Personalize content across inbound and outbound engagements
- Determine which specific engagements will drive desired results
- Increase productivity with real-time marketing automation
- Reach each individual with a message that's precise, actionable and relevant

Deliver value at every stage of the customer journey.

Turn prospects into profitable customers.

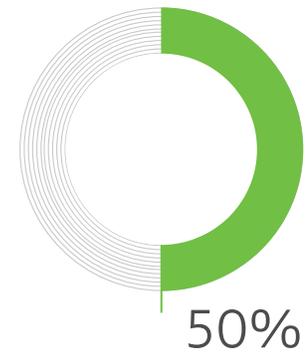
When you know more about your most profitable customers, you can target others like them. Attract high-potential prospects with personalized experiences, and connect with them in whatever channels they choose. Compelling offers will solidify relationships during the critical first 90 days, adding to your bottom line.

Boost cross-sell and grow relationships.

The right insights turn simple interactions into revenue-driving engagements. Your statements, call center inquiries and self-service websites provide opportunities for cross-sell. Knowing when to promote offers and when to focus on service gives you the ability to engage customers more effectively.

Increase satisfaction with personalized service.

To foster retention and long-term loyalty, you need to customize experiences based on individual preferences. Consistent interactions, real-time document access and a more complete understanding of customer needs helps you respond with speed and accuracy. The result: lower attrition and higher satisfaction.



An international financial services firm increased product holding per customer by 50% through online self-service.



It's easy to connect when you have all the tools.

Customer profiling	Interaction management	Content management
Visual data modeling	Multichannel designer	Call center transformation
Location intelligence	High-speed output engine	Customer engaged billing
Data integration	Cross-channel engagements	Channel synchronization
Predictive analytics	Electronic bill presentment	Response management
Uplift modeling	Digital self service	Document archiving
Best-next-action engine	Marketing automation	Personalized interactive video

An Internet
service provider
achieved
industry-leading
retention and
\$45 million in
new revenues.



Prioritize capabilities that make an impact

A consistent view

Customers expect you to know them. Not just their name and account number. They expect you to remember all of the transactions and one-off engagements they've ever had with you. We help you solve that problem. Our centralized data and document repository helps you overcome obstacles common with standalone systems.

- Present relevant information every time, everywhere
- Access over 2.5 million pages per hour
- Ensure your customer-facing staff see exactly what the customer sees
- Support any type of web presentment or self-service application

Actionable customer insight

Once you know your customers, you can use that information to create unmatched service levels. Customer analytics uncover what each customer needs. Predict and define ideal target segments. Identify where specific engagements will bring the results you need, and systematically match the right customer with the right offer at the right time.

- Add context to every engagement
- Uncover who to target and who to avoid
- Identify the best-next-action for each customer in real time
- Deliver a more strategic, synchronized experience

Real-time marketing automation

The best next action could be a specific offer, a compliance update, or a request for information, such as an email address. But knowing what to do and being able to do it are two different things. Our system allows you to connect insight to action, so you can personalize the experience on a customer-by-customer basis for every interaction.

- Personalize engagements at production speeds
- Set business rules based on goals and objectives
- Employ a rules-based engine to determine message and delivery channel
- Eliminate list pulls with automated, real-time scoring

Omnichannel engagement

- Every interaction informs and updates future engagements, even across channels.
- High-speed output ensures a consistent experience, whether in print, digital, video or voice. Content can be updated instantly to reflect real-time needs and preferences.
- Synchronize inbound and outbound engagements
- Personalize content based on prior interactions
- Coordinate print, mail, Web, email, text, call center, IVR and mobile experiences
- Deploy personalized interactive videos, providing a human touch at much lower costs
- Update templates and rules with no IT coding required





Help customers learn more, do more and respond more online. They'll be happier and you'll save big.



Make a stronger connection.

Acquisition? Retention? Cross sell? You don't need to tackle every problem at once. With Pitney Bowes, you can rapidly build upon your current infrastructure when and where needed most.

The open, modular design lets you build an end-to-end customer experience over time by taking advantage of your existing legacy systems. Start with a specific process, interaction or department now, then use the same solutions later to create

more efficient, personalized interactions across your entire organization.

Know your customers, increase your profits

Understand customer needs. Honor their preferences. Provide precise answers on every call, click and app. Present relevant, compelling offers but only when the time is right. Create an experience that motivates your customers to not only come back but to also tell their friends.

Don't let disparate technologies get in the way. Customer Lifecycle Management from Pitney Bowes can help you increase customer lifetime value in more ways than one.

The Pitney Bowes advantage

We power billions of physical and digital transactions, helping our clients make connections to achieve more with their existing operations. Talk to us today. We will be happy to demonstrate how these capabilities can help you delight your customers in new, exciting ways.

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