pitney bowes

Customer Engagement
Print & Digital Communications

Four strategies for advancing customer engagement and digital transformation

Achieve lasting impact across physical and digital channels
with EngageOne® Compose 4.4.

Companies often misunderstand what digital transformation is all about. They recognize significant steps must be taken but don't always know where to begin. By focusing too narrowly on digital communication, many miss out on opportunities to effectively engage across all channels. Others fear that even minor changes to their current processes require massive changes to the way they do business.

Those that have DOC1® or EngageOne® Compose (Formerly known as EngageOne® Communication Suite) in place however, are well positioned to take smart, strategic steps that build on what they're already doing right. If you rely on these powerful solutions to facilitate high-speed batch communication processing, it's easy to add valuable on-demand and interactive communications across physical and digital channels—even driving to video.

A straightforward upgrade to the Pitney Bowes EngageOne Compose 4.4 Customer Communication Suite enables you to transform your communications the right way, right away.

With its new application architecture, the EngageOne Compose 4.4 upgrade requires minimal upfront investment but achieves lasting impact across every communication channel.

The case for augmenting physical with digital

If you augment your physical communications with digital, you don't need to change everything at once. Successful companies leverage digital technologies to augment physical communications to connect with customers in more meaningful ways. They engage via the right channel and provide the information their customers need when they need it. Sometimes that means a physical mailing, other times it might involve an email or a video. It's about striking the right balance to benefit both customers and the business.

You're already a step ahead.
With EngageOne® Compose, you already have the right foundation in place to accelerate digital transformation and enrich customer engagement. With the innovative capabilities included in the latest EngageOne Compose 4.4 release, you can build on your success. Extend your reach with powerful interactive, on-demand and batch communications via physical and digital channels.

Beyond "speeds and feeds"

If you're currently using EngageOne Compose 4.4 simply for high-speed batch, you're missing out on significant opportunities. With EngageOne Compose 4.4, you'll enjoy outstanding batch performance plus access to robust interactive and on-demand document composition.

• Increase service-center automation.

• Eliminate dependence on MS Word templates.

• Reduce data-entry error.

• Expand self-service capabilities.

• Help to improve compliance and quality control.

Strategies for success

Four common-sense strategies will help you to overcome common obstacles to digital transformation.

Strategy 01. Consider a sensible transition.

Strategy 02. Take a unified approach.

Strategy 03. Be ready to adapt.

Strategy 04. Control your costs.

Strategy 01: The sensible transition

The biggest hurdles to organizational change are often cultural and technological. It can seem safest to stick with the status quo. Yet, with the accelerating pace of digital developments and opportunities, catching up is harder and harder to do. You do not want to fall behind.

Resistance is often rooted in the perception that digital transformation is a massive, potentially risky undertaking. In truth, the advance toward digital maturity should be evolutionary, not revolutionary. You can build on what you have. When you seamlessly integrate solutions compatible with your existing business ecosystem, you can smoothly transition to upgraded functionality without wholesale changes to the way you do business.

Rapid template change

Making template changes manually can take months and cost millions. EngageOne® Compose 4.4 provides a better solution. Out-of-the-box template-change capabilities eliminate manual back-and-forth and expedite collaboration. With built-in side-by-side comparisons and intuitive tools for business-personnel review, this single feature adds tremendous efficiency and value.

EngageOne Compose 4.4 is designed to help you make a sensible transition. You can expect:

Minimal disruption. Upgrading to EngageOne Compose 4.4 is seamless by design. Pitney Bowes will help to ensure continuity in your day-to-day productivity, allowing you to seamlessly address business and compliance requirements as you expand your capabilities.

Interface selection. Choose from a suite of interfaces including APIs and Web Services. Connect with your front-end and back-office systems to generate, collaborate, track, and reconcile communications created from EngageOne Compose 4.4. A robust document archive allows you to instantly store, and rapidly access and retrieve documents in native format via the EngageOne 4.4 portal.

Intuitive experiences. Benefit from a solution that employees can use right away, with minimal training required. EngageOne Compose 4.4 offers an intuitive role-based user interface that exposes the appropriate features to front-end and back-office users across your organization. It can also connect to your existing CRM, ERP and workflow applications, allowing users to collaborate with EngageOne Compose 4.4 via already-familiar interfaces.

Rapid deployment. Overcome one of the biggest impediments to change. A sensible transition shouldn't take forever. You need a solution that is quick to deploy and up and running fast. With EngageOne Compose 4.4, productivity doesn't have to wait.

Strategy 02: The unified approach

Some organizations are reluctant to change. Others pursue change, but are not methodical. When problems and opportunities are addressed in an ad-hoc manner, the consequences are predictable:

• Consistency is compromised.

• Brand voice is fragmented.

• Systems are often incompatible.

• Each new improvement becomes more daunting.

You want your organization to communicate with one voice. That simply isn't possible when different sides of your business don't talk to each other. A patchwork of systems from different vendors often results in varied infrastructure requirements, maintenance and update schedules. Chasing the latest "new shiny object" can result in a growing tangle of incompatibilities, redundancies and unnecessary expense.

Taking a unified approach means considering the whole of the organization as you approach digital transformation.

EngageOne® Compose 4.4 takes care of all your customer communications in one simple-to-use solution.

A straightforward upgrade facilitates batch, interactive, and on-demand communication all together in a unified framework.

It's no longer necessary to draw on compartmentalized and fragmented solutions. With EngageOne Compose 4.4, different parts of the business can talk to each other with the same language, employing the same standardized workflow and drawing on a single, centralized database. Reduce complexity and increase your capacity for more robust physical and digital customer engagement.

Strategy 03: Be ready to adapt.

Often the conversation around digital transformation makes the process sound like a one-shot deal. However, being "transformed" today doesn't automatically leave you poised for tomorrow. With the accelerating pace of innovation, it's essential to be able to efficiently adapt and evolve to new circumstances and opportunities. With continual changes to content, compliance and template requirements, you also need the flexibility and control to adjust quickly.
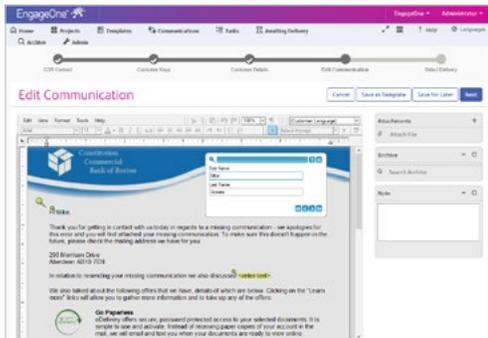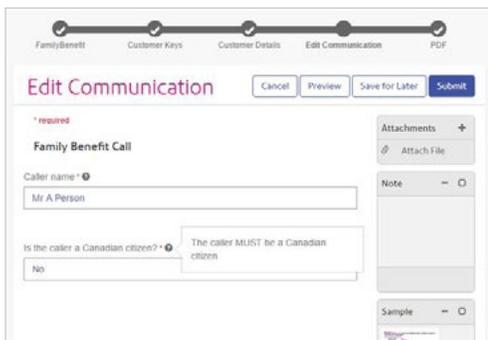
Utilize a forms-input view or a WYSIWYG template experience within each browser.

EngageOne® Compose 4.4 includes a host of new tools and resources that will help you attain peak flexibility:

Collaboration tools. It is now easier to manage changes to all your communications. With the EngageOne Compose 4.4 workflow, your project managers can assign auditable tasks to subject matter experts and decision makers, then easily track, compile and consolidate inputs. Automated design review and approval increases quality control and accelerates time to market. Template changes that once took months can often be completed in a fraction of the time. Plus, new communication templates can be quickly designed, reviewed, approved and released with confidence.

Single-platform simplicity. Some customers will prefer print; others will want to be engaged via digital channels. Sometimes mail will be the right medium. Other times you may need to send an email, a text or even a video link. With EngageOne Compose 4.4, you can manage all those customer communications on a single platform. You'll be able to ensure template quality, consistency and optimization for each touchpoint.

Browser flexibility. Your organization can deploy EngageOne 4.4 using the Internet browser of your choice. The new, modern EngageOne Compose 4.4 user interface is WCAG compliant and supported on Internet Explorer, Microsoft Edge, Google Chrome, and more. Within each browser, interactive users find additional choice: They can utilize a forms-input view or a WYSIWYG template experience, whichever they find most expedient.

Step up to innovative opportunities.

With EngageOne Compose 4.4 you can also supplement batch, interactive and on-demand communications with innovative new capabilities like EngageOne Video. Connect your existing communications to compelling, personalized interactive experiences, to educate and enthrall customers, boost engagement and drive sales. You can automatically display a PURL or video-embedded barcode in your digital and physical communications to link to your video.

Strategy 04: Control your costs.

Many companies believe that a competitive approach to digital transformation requires all-in radical change. However, digital transformation doesn't need to be an all-or-nothing proposition.

Just as different generations of consumers find themselves adapting differently to digital technologies, different organizations can shape their transformation to fit specific requirements and needs.

You'll want a solution that doesn't require rip-and-replace, minimizes ancillary costs and facilitates ongoing improvement.

EngageOne® Compose 4.4 reflects a simple philosophy:

True innovation means making the most advanced technology practical. With this upgrade, it no longer requires a separate application server.

• There's no need to purchase or license application-server hardware and software to support your EngageOne Compose 4.4 install.

• There's no need to budget for application-server support and maintenance.

• Your organization simply needs to deploy and support the EngageOne Compose 4.4 application.

This approach makes the EngageOne Compose 4.4 install far faster and easier than you might imagine. It removes a significant proportion of the costs associated with alternative solutions. It also paves the way for ongoing innovation: You won't be tied to server technology that doesn't evolve at the pace of your opportunities.

Putting it all together

EngageOne Compose 4.4 is just one of the many industry-leading software solutions from Pitney Bowes. From comprehensive data quality to robust Location Intelligence solutions to innovative solutions that streamline and enhance Customer Engagement, Pitney Bowes continues to bring cost-effective, ingenious innovation to enterprise software.

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