



Call Center Transformation

Create more profitable, value-added customer engagements by adding insight and efficiency to every call.

Capitalize on your customers' undivided attention. Now you can grow revenue and increase loyalty by giving your agents the ability to engage customers, automate decisions and follow-up across channels with the greatest insight, speed and efficiency.

Inbound calls can be measured by more than their cost

With a 73% utilization rate, voice remains the most widely used customer-engagement channel¹. While call-center metrics and practices are effective in managing costs, the current environment is ill-equipped for real-time, multichannel marketing automation. Disparate technologies can make it difficult and time-consuming to understand customer needs, access information, and make decisions. The transition to “agile service”—the seamless interactions across multiple platforms—can empower call-center agents to boost satisfaction and maximize cross-sell with technology-enabled customer interactions.

Create value-added engagements that delight your customers

Today's state-of-the-art call center can do much more than simply resolve customer issues. Every organization can take advantage of opportunities to not only increase resolution and reduce call volume, but to substantially increase customer engagement—as well as loyalty, satisfaction and sales. Pitney Bowes makes it easy to build on current CRM capabilities with easy-to-deploy tools. Soon, agents will be enabled to make better decisions during each call, respond even quicker to customer inquiries, and follow-up with relevant information in the most cost-efficient way possible.

Boost performance before, during and after the call—automatically

What will call-center transformation from Pitney Bowes do for your organization? It begins with a comprehensive suite of ready-to-launch capabilities. Building on your current CRM infrastructure, they include real-time analytics, automated decisioning, cross-channel interactions, personalized document creation and high-speed document access. Our suite facilitates a goal-oriented dialogue across inbound and outbound channels and enables agents to engage customers more effectively at lower costs—during and after each call. With Pitney Bowes, there's an easy, cost-effective way to transform call centers from cost centers to value-added customer-engagement centers.

52% of customers use three or four channels when seeking customer care², yet most existing CRM platforms are not equipped for real-time, multichannel marketing automation. 2% of customers prefer getting answers online, but only half actually find the information they need.

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

² *Optimizing Customer Service in a Multi-Channel World*, Ovum



Empower your call-center agents to quickly and easily engage each customer as an individual with best-next-action prompts.



Enable agents to create and deliver highly personalized outbound correspondence efficiently and in the customer's preferred channel.



Enhance your existing CRM platform, providing agents with immediate access to all prior customer communications so they can resolve inquiries more quickly.

Increase first-call resolution with more accurate, responsive service

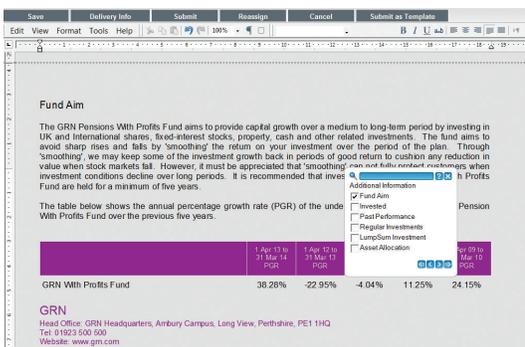
A goal of many call centers is to increase first-call resolution. Our solution puts customer calls in context. Agents can instantly access and view prior communications, so they can see the exact same documents the customer sees. Respond quickly using drop-down menus and prompts that simplify navigation, allowing agents to create and share the most relevant information and deliver a faster resolution.

Deliver a highly personalized, cross-channel experience with speed and consistency

With Pitney Bowes, you can access a wealth of customer information that does more than simply resolve issues. Agent prompts are based on a full understanding of the customer relationship, including the customers' most recent interactions on other channels—even if this was just seconds ago. These real-time, behind-the-scenes predictive analytics make it easy for even new agents to deliver a more seamless, well-coordinated experience.

Grow revenues with real-time insights and effective multichannel follow-up

Turn your call center into a busy hub of customer engagement. Up-to-the-minute insights on customer profiles, products, transactions, billings and behaviors prompt your agents with the best-next-action for each and every customer be it an offer, message or service. Based on specific customer needs and profiles, the agent can systematically target these customers via the phone, mail, email or SMS—with no reliance on word processors.



The value of WYSIWYG—what you see is what you get

Only Pitney Bowes enables agents to quickly create tailored, compliant customer communications in a browser-based, interactive environment. As the agent is creating the communication, they can see exactly how the communication will appear in the customer's preferred delivery channel.

Call-center transformation starts with visibility into customers, communications and preferences. Predictive analytics and real-time decisioning enable even new agents to automatically recommend the best-next-action. Then integrated, multichannel workflows continue this dialogue across every interaction.

Add context to every customer engagement

The more information you have about a customer, the more ways you can enhance your relationship. By overcoming technology hurdles, Pitney Bowes engages customers more efficiently and effectively, transforming call-center interactions, improving agent productivity and lowering cost of service. Real-time predictive analytics, automated decisioning, cross-channel interactions, personalized document creation and high-speed document access give you the details to truly engage customers and personalize every call.

Power up your CRM platform with automated intelligence

Put real-time scoring and automated decisioning right at your agents' fingertips and increase customer satisfaction and cross-sell opportunities. Pitney Bowes helps you build on your existing CRM platform with an ability to interject highly personalized content—offers, notifications, invitations and alerts—based on prior interactions. Advanced customer analytics help your call center focus on driving revenue with automated targeted best-next-action screen prompts. This combination of data analytics and marketing automation capabilities create a smarter, more operationally-friendly call center environment that maximizes call-center engagement.

Increase accuracy and control by eliminating manual processes

It's time to throw out the manual. By automating customer engagements, your call center can eliminate costly time-wasting manual processes and unmanaged word documents while increasing agent productivity and performance levels. An intuitive WYSIWYG interface makes it so simple, the process requires little agent training. Now, your organization can quickly generate targeted, compliant outbound communications based on specific customer needs and profiles—and engage customers via mail, email or SMS. Our multichannel solution also eliminates the manual effort and costs usually associated with document and message preparation. Automation also decreases the chance for errors and ensures adherence to branding and compliance controls.

Empower your agents for success

Your ability to arm agents with the most timely, relevant, data-driven prompts enables them to deliver a more personalized experience—while you maintain control. The result? Increased agent productivity, satisfaction and morale.

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



Integrate customer analytics and real-time marketing automation

Every customer call presents an opportunity. Beyond simple first-call resolution, Pitney Bowes can help you transform specific information into relevant real-time cross-selling. Built-in data analytics access customer profiles and prior interactions and suggest best-next-actions for agents. Best-next-actions include upsell and cross-sell offers, messages, and amending profile information. Personalized and powerful, these capabilities help every engagement become a targeted marketing opportunity that can retain customers, grow loyalty and increase share of wallet.

Simplify the way agents gain insight, access documents and create communications

The most insightful real-time customer information helps your agents make better decision on each call. High-speed document access and the ability to generate and deliver interactive communications on any channel make call center agents more effective and customer focused.

Engage customers across channels in a smart, consistent way

Pitney Bowes helps your organization create an automated content-creation platform that integrates data, document composition and multichannel delivery. By simplifying access to a wide range of information, call centers can respond quickly to the demands of customers—as well as sales, marketing, billing, operations and compliance.

Personalizing the customer experience is the right call

Let Pitney Bowes help your organization engage customers more effectively at lower costs. It's the easiest way to transform call centers from cost centers to value-added customer-engagement centers.

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