Mailing Software
Article Three: Customer Engagement
September 30, 2013

Multichannel Delivery

How to harness mail processing to improve print and digital engagements

How do you prefer to get information?

How you communicate with your oil company differs greatly from you communicate with
your mother-in-law. How you prefer to engage with your cable provider is probably quite
different from how you interact with the car dealership you bought your car from.

Your customers are no different. They want your organization to deliver a message that
relates to their specific customer experience. They expect communications that are on time,
delivered when they need them, and in the format they prefer. And, like you, your customers
fully expect your entire organization to be consistent and on the same page, whether they
interact with you online, in print, or through a customer service rep.

Is this happening in your department?

Previously, communication channels operated independently of each other. Most were
managed in silos, on separate platforms, often by separate departments, with customers
often bearing the brunt of such mismanagement with confusion, frustration, and missed
opportunity.

The truth is, customers actually jump from channel to channel: from smartphone texts and
Tweets, to the mailbox, to the inbox, and back again. They fully expect each message to be
relevant, consistent, and accurate. Some prefer emails only, others traditional mail, and some
a combination of their choosing.

It's a lot to manage, because anything that falls short can lead to a loss of business and trust.

Deliver accurate messages across a multitude of communication channels

Progressive organizations realize that channels need to be managed from a customer's
perspective—and that insights gained in one media, such as mail, could help improve the
customer experience across print, digital, and call-center customer interactions.

Your in-house postal processes, for example, provide insights and updates every day. You are constantly updating and correcting addresses, identifying when customers move, and tracking when they send back payments. Yet these insights are rarely used outside of the mailroom.

Likewise, when an email bounces back as undeliverable, it should trigger an action in a separate channel to ensure that critical messages reach customers in a timely manner. Often, however, bounce-backs simply become a line item in an email report.

Do you know what your customers want and how they want it?

Smart software solutions that keep your mail-production departments running smoothly offer much larger benefits to your company as a whole, specifically the ability to accurately deliver targeted multichannel communication with pinpoint accuracy.

Improve deliverability in print and digital communications
It is easy to establish a customer's preferred mode of communication and use it to deliver what they need as they wish to receive it. However, over 40 million Americans move every year and perhaps even more change email addresses. By monitoring when customers change their addresses, organizations can increase revenue, reduce costs, and streamline workflows. And, when you integrate channel management, if one channel is deemed undeliverable, that could automatically trigger a communication via alternative means.

Ensure key notifications reach customers on time, on message
Using address and delivery data insights, it is easy to analyze how a customer reacts to different messages, apply predictive analytics, and determine the best prospects for any given campaign, messaging, incentives, or customer loyalty programs. With accurate tracking, key components to marketing campaigns can be triggered upon receipt of one offer, when payment is sent, or when a package arrives.

Coordinate multichannel communications
New mailpiece barcodes make it easy to track exactly when a communication will reach a customer's mailbox. With the right tools, for example, you can synchronize efforts—including follow-up calls and emails—to maximize response.

Enable self service
When you coordinate communication across channels, you can also provide the information for customers to self-serve. When they can find the solutions they need regarding returns, renewals, billing, shipping, payments online, they gain an added convenience, and you can reduce the need for costly, often repetitive call-center inquiries.

Customer service and satisfaction is how business is won today. Marketing heads know this: capturing the contact information for your customers opens the doors to communication and helps in consistently giving customers the information they want how they want it.

In many cases, your organization may already have the technology in place. Your mail-production department surely knows when customers move, which addresses are incomplete, and when they receive and send back critical communications. Such data can provide insights into customer events and interactions as well.

Working with Pitney Bowes Software, you can update physical and digital addresses, track when communications don't arrive, and take steps to resend critical communications in an alternative manner. And, by managing efforts across channels, you can improve deliverability, which is critical for customer loyalty and satisfaction. To learn how, contact us today at 1-800-327-8627 or visit www.pb.com/software.

##