



SOLUTION DATA SHEET

Gain Visibility into Customer Events

TURN COMPLIANCE WITH THE LATEST
POSTAL MANDATE INTO ACTIONABLE
INSIGHT – ACROSS EVERY DEPARTMENT

Solution overview

Most companies will change how they process mail this year in order to comply with a new postal mandate – but smart organizations will look at this change as way to gain fresh insights about their customers. In 2014, all business mail must include a barcode, known as the Intelligent Mail® barcode, which tracks when incoming and outgoing communications are sent and delivered.

When you gain visibility into customer events – such as when a payment was sent or fulfillment kit received – you can use these insights in other departments to reduce costs and increase customer satisfaction. Pitney Bowes Software makes it easy to realize the untapped value of mail, so you can use the Intelligent Mail® mandate to engage customers more effectively across every channel.

Turn proprietary data into your competitive advantage

Your organization is already allocating resources and time for a smooth transition to Intelligent Mail®. But with a little more effort, you can achieve so much more. Working with Pitney Bowes Software, you can reduce costs, generate new revenues and create a real-time analysis of customer communication. The potential is huge, the investment minimal. We'll provide expertise in postal compliance, enterprise data management, customer engagement and workflow integration, so you can:

- Improve business performance in finance
- Increase customer satisfaction with instant feedback
- Monitor billing inquiries for invoices sent and received
- Eliminate costly follow-up calls, past-due notices from billing and finance departments
- Streamline operations with inter-department address changes updated
- Dovetail email and USPS correspondence for guaranteed communication across all mediums
- Increase marketing efforts response rate with insights of customer behavior

REALIZE THE UNTAPPED VALUE

Extract business insight from your existing mail processes. Now you can track when customers receive and send back their mail, then incorporate these insights into existing workflows to improve results across an entire enterprise.

- Increase employee productivity
- Provide accurate, timely customer service
- Expedite cash flow and reduce cost of funds
- Eliminate waste and redundancies
- Retain and reward best customers

Added value

Improve the customer experience at every interaction

The ability to accurately monitor the exact location of a letter, order, check, invoice or package allows transparency the customer will appreciate. The mutual ability for businesses to see when communication is sent and received allows for accurate, multi-channel marketing efforts, with the ability to improve communication through different mediums. Intelligent Mail® allows confidence in the ability of a business to respond appropriately, and allows businesses to closely monitor customer inquiries, billing concerns, and high-level communication to anticipate problems and intervene before crisis erupts. The ability to respond, thank and reward customers quickly will enhance customer engagement, satisfaction and loyalty, and may lead to increased referrals.

Reduce costs, manage risks and eliminate waste

Intelligent Mail® will undoubtedly provide immediate postal savings and improved mail delivery. But these are only the start of your business benefits. The ability to track the flow of incoming and outgoing communications, will efficiently improve internal operations, while reducing overall costs and expenditures. For example:

- Avoid making unnecessary collection calls to customers who have just put payment in the mail
- Gain immediate notification when high-value communications such as checks or credit cards are lost or misdirected
- Staff call centers for ideal call volume by monitoring in-home delivery date for marketing campaigns, offers and notifications
- Reduce the number of account or service cancellations (and costly re-instatements) with accurate en route notifications of customer payments

Mail-based insights benefit the entire organization

Every organization must employ the mandated Intelligent Mail® barcode, but not every business will harness the power to collect insights into customer behavior, and use that data to improve operations. Pitney Bowes Software allows you to do just that: create actionable barcodes; link individual mail pieces to specific customer accounts and transactions; monitor communication for targeted multi-media follow up; and then integrate postal insights into core business systems and processes. Pitney Bowes Software can systematically choreograph the information gained from the Intelligent Mail® barcode, sharing and segmenting customer insights with every department for better use of time, energy, staff, and budgetary allocations. Don't stop at "mandated postal requirements" when there is so much more to gain.

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A complete solution

Pitney Bowes Software is the only solutions provider that combines proven expertise in postal compliance, enterprise data management, customer interactions and workflow integration.

- Generate barcodes
- Apply barcodes
- Capture insights
- Maintain data
- Integrate data with existing systems and workflows

Go beyond postal code requirements to realize the previously untapped potential of Intelligent Mail® insights. From easily attainable postal discounts to improved responses to marketing efforts, loyal customer engagement, and improved employee productivity, Pitney Bowes Software saves time, money and resources while providing an inside look at customer behavior.

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Every connection is a new opportunity™



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