



Pitney Bowes – Customer Communication Management Services

Connect with customers, shareholders, suppliers
and employees across multiple channels:

Every connection is a new opportunity™

Our Services

Seamless connections, every time

Whether the task is printing, mailing, managing customer communications or document processing, our four key service areas provide the right balance of technology, people and processes for your organisation. By partnering with Pitney Bowes, we can help you manage all physical and digital communications going in and out of your business. Trust us to deliver the solution that is right for you.

Mail Services

We can help you to improve business performance by connecting the inbound and outbound mail flows with important business processes, making your entire operation faster, more efficient and better protected against risk.

Our Mail services include:

- **Postal and Courier Management**
- **Mailroom**
- **Secure Mail**

Print Services

Our print services bring best-in-class technology, services and process improvements to make quality print and cost savings a reality, providing your organisation with the ability to go to market faster than your competitors.

Our Print services include:

- **Onsite and Offsite Print Services**
- **Print on Demand**
- **Total Print Management**

Customer Communication Management Services

Pitney Bowes provides the capabilities to help you deliver and manage complex multi-channel customer communications. We can take your business into the future of multi-media communications to create satisfied stakeholders.

Our Customer Communications Management services include:

- **Transactional Communications**
- **Multi-channel Delivery**
- **Hybrid Mail**
- **Transpromotional Communications**

Document and eDocument Processing Services

Get access to systems and technology that process your clients' communications, whatever channel they use. We automate existing processes that receive information ready for a business decision, saving you time and money.

Our Document and eDocument Processing services include:

- **Digital Communication Centre**
- **Invoice Process Automation**



Customer Communication Management

Right people, right message, right channel

European business is now operating in a complex world of customer communications. Clear, effective and relevant communication is critical to building trusted and long-term customer relationships, yet many organisations struggle to manage and deliver consistent and cost-effective communications across today's multitude of media channels. This leads to poor branding, compliance issues, higher customer care costs and, ultimately, customer attrition.

An effective Customer Communication Management strategy overcomes these challenges through a unified approach to the creation, management and delivery of multi-channel, relevant and interactive customer communications.

Most customer communications are still printed and sent through the post. But a gradual transition is happening from physical to digital communications and from mass communications to mass personalisation.

Pitney Bowes is the partner who provides the capabilities to help you create manage and deliver effective customer communication that boosts customer loyalty, ensures brand and regulatory compliance and reduces environmental impact. By outsourcing your Customer Communication Management to Pitney Bowes, we can take your business into the future of effective multi-media communications to create satisfied stakeholders.



Transactional Communications

This service helps organisations output bills, statements and regulatory notices as efficiently and reliably as possible. Our secure environment, with mailing and emailing integrity built in, ensures that these critical transactional communications are monitored and tracked throughout production and sent to each recipient, helping you to meet tough information security and regulatory compliance standards.

In practice

A problem fixed for the Finance Director

Printing and mailing monthly statements is frequently an uphill struggle for Finance Directors. Statements must be produced to a consistent standard, and sent to the right person at the right time. Sounds simple? Not when you have cumbersome legacy systems in-house. Not when you have to meet stringent compliance laws governing integrity, security and document archival. And not when you have to control costs and add new channels like e-delivery.

The remedy is to outsource. All you need to do is send your data and statement templates (or print-ready files, if you prefer) to Pitney Bowes' Transactional Services team. We print them; add any inserts; and mail-sort them to obtain maximum postal discounts. Our tracking and reporting procedures ensure you meet compliance requirements, and our archiving facility lets you access digital images of statements whenever you want. Sounds simple? It is.

Thanks to our Transactional Communications service:

- A Direct Insurer has been able to achieve rapid turnaround of insurance quotations and policy application to ensure optimal conversion to sale, while mail consolidation delivers postal savings of up to 25%
- A European Home-Shopping Retailer has seen a significant reduction in invoicing lead-times and in the production of accompanying marketing materials, such as flyers and inserts
- A multi-brand Credit Card provider that has been able to eliminate the cost of producing, storing and managing multiple pre-print stationery stock and associated operational errors by moving to a white paper full colour print solution



Multi-Channel Delivery

This service is not just limited to transactional communications. Customer enrolment documents, product and news information alerts, marketing offers, and many other communications also have to be offered across the customer's choice of channel, in order to improve retention rates, response rates and customer satisfaction. Our multi-channel delivery services make all this possible in a single outsourced environment.

In practice

Helping Customer Service Directors with 21st century challenges

In today's connected world, Customer Service Directors face new challenges. Consumers expect businesses to deliver compelling, personalised communications across diverse channels – email, internet, SMS, social media networks, mail. Each new channel requires you to modify back-office systems, and this can disrupt business, as well as being expensive and time-consuming.

Using Pitney Bowes' Multi-Channel Delivery service eliminates the pain. We host your customer data, cleanse and analyse it, and ensure all compliance requirements are met. We then produce, personalise and track the required communications across mail, email, web, fax or SMS. The benefits? Lower print and postage costs; increased customer satisfaction and loyalty as you meet their delivery preferences; higher responses to promotional marketing; and faster speed to market.

Thanks to our Multi-Channel Delivery service:

- A Global Financial Services company is delivering on customer channel preferences whilst avoiding huge capital investment in new systems
- A Private Postal Service provider can deliver corporate customers' mail according to their own customers' preferences (physical mail or e-delivery), enabling them to maintain profits



Transpromotional Communications

This service takes the burden of your transactional communications and helps turn them into a business asset. White space on bills, statements and statutory notices are transformed into a platform for powerful customer messages, making it possible to generate new business through cross-selling, to monetise your customer communications through offers from selected advertising partners and to generate customer communications that include personalised transactional data to enhance the offering.

In practice

A wish made reality for the Marketing Director

As a Marketing Director, you'd like to make use of the white space on monthly statements to up-sell or cross-sell products. But your current back-office-systems don't allow you to do so. Instead, customers receive separate statements and marketing offers. The former are personalised, but the latter are just generic offers. It's a huge opportunity wasted.

Pitney Bowes can change all that. We host the data needed for statements, and the data needed for personalised marketing messages. We analyse it to find out which offers suit which customers; and we use intelligent predictive analytics, geo-mapping, document composition and print technology to produce targeted transpromotional communications. Not only can you up-sell and cross-sell more effectively, you also realise significant savings by eliminating separate mailings.

Thanks to our Transpromotional Communications service:

- A European Private Bank has capitalised on white space on their statements, delivering targeted marketing offers on existing communications
- A Mobile Phone Service provider is able to add targeted offers for selected customers without redesigning or changing its statement application



Hybrid Mail

This service will help you to streamline your daily postal correspondence to cut processing times and cost and increase the efficiency of your customer communications. Our service is powered by a secure web portal which allows users to create and send direct mail, email, SMS, or fax for everyday business correspondence from their desktop, hassle free.

In practice

Lower production, postage and staffing costs for the Procurement Director

As a Procurement Director, the extent of your organisation's business correspondence is probably a worry. Departments such as finance and marketing generate large amounts of correspondence from their desktop PCs, which they send by mail. As well as being labour-intensive, it involves high printing and postage costs. The process is also prone to errors. Wouldn't it be good to do something about it?

You can. Pitney Bowes' Hybrid Mail service gives you access to a secure web portal where you can create (and store) a document digitally. We produce the document, and send it via mail, email, SMS, or the web. The benefits are substantial: manual processes are reduced, so you save on staffing costs. You cut printing and postage costs. You reduce errors, and you can track and audit correspondence more easily. What more could a Procurement Director ask for?

Thanks to our Hybrid Mail service:

- A European Public Sector organisation is able to send all its daily correspondence at the click of a mouse, whilst cutting mail costs and increasing process visibility
- A Recruitment Firm with multiple offices was able to streamline routine correspondence to clients and job seekers by electronically consolidating its mail at a central print and mail facility. As well as reducing production and postage costs, it gained a centralised electronic document archive.



Our Global Presence

Turn global communications into global opportunities

We can serve you wherever you are, and wherever your customers, shareholders, suppliers and employees may be. Our flexible approach means that we can deliver expert services onsite, or at one of our many shared service centres called Document Solution Centres. Take advantage of our global network to help you grow your business.

Our company

- We have one goal – to help our clients achieve their goals. Our 33,000 employees deliver technology, service and innovation to more than 2 million customers in 100 countries worldwide.
- Founded in 1920, today Pitney Bowes is listed on the New York Stock Exchange and has a turnover of \$5.6 billion.
- Pitney Bowes has a global network of Document Solutions Centres so that we can serve you and your customers anywhere around the world.

Our Innovation

- Innovation is in our blood. Our long standing history of innovation means that today we have 3,500 patents worldwide.
- Pitney Bowes' ambitious research and development programme means that we continue to innovate, to provide our clients with the know-how and tools to keep pace in a constantly evolving marketplace.

Our Sustainable Ethos

- We have a dedicated programme of corporate responsibility, demonstrating our commitment to our clients, employees, community and environment.
- We are passionate about sustainability and caring for our environment, advising and assisting our clients on how they can best achieve sustainable, multi-channel inbound and outbound communications.
- Pitney Bowes is registered for the ISO 14001 accreditation, the international standard for environmental management systems.
- Last year, Pitney Bowes recycled over 60,000 old machines.



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Pitney Bowes certifies that the product name complies with the requirements of the Low Voltage Directive 73/23/EEC and the EMC Directive 89/336/EEC.



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