



## EngageOne™ Communication Suite

Engage customers and build stronger relationships with more consistent, personalized, multichannel communications

# To stay competitive, enterprises need to assure that each customer contact is relevant and engaging across every channel. Speed, agility and consistency are the new “must-haves” as you strive to connect with customers in ways that grow relationships and profits.

## Communicating effectively in a multichannel world

Given today's anywhere-anytime communication environment, your customers have never been so open to receiving your messages across so many different channels. The challenge is to drive personalized, relevant content across print, mail, web, email, call center and mobile touchpoints in ways that engage your customers.

## Sieze the opportunity

Unfortunately, far too many organizations manage each interaction as a singular event, rather than as an ongoing conversation. To make matters worse, few organizations are dealing well with the growing complexities that arise with new media and methods of communication.

In many cases, channels are managed by different business units. Even when departments draw upon the same data sources, this information is rarely synchronized. This disconnect inevitably translates into poor customer experiences, redundant messaging and fewer cross-sell opportunities.

## Energize the ongoing conversation

The EngageOne Communication Suite can help you overcome these challenges and transform everyday communication efforts into profit-building engagements. By adopting a more strategic approach to customer communication management, you can acquire, grow and sustain lifetime customer relationships. You can communicate in a unified voice in a coordinated fashion across multiple channels.

With Pitney Bowes, you can drive communication content based on more accurate, timely customer insight to improve response, upsell and cross-sell results.

“... we can offer products that are tailored to the requirements of the client.”

Mark Wijnats  
Bank J Van Breda & Company

## Operational Efficiency

The EngageOne Communication Suite can expand and improve your customer communication management capabilities with a scalable, modular suite of solutions that seamlessly integrate with your existing systems and workflows.



Engage customers and prospects as individuals



Communicate in a single voice across every channel



Enable lifetime customer relationships

### Turn insight into action

Now you can link data quality, location intelligence, demographic data and sophisticated analytics with a scalable, easy-to-integrate customer communication engine. Just as organizations have standardized how they collect, cleanse and govern data, now those same principles of collaboration and shared services can be applied to communications. With the EngageOne Communication Suite, you can mine the data around your communications, while modifying, formatting and customizing content for individual needs and preferences.

### Create consistent experiences

While departments and channels are often managed in silos, legacy systems shouldn't dictate how you interact with customers. With the right technology provider, you can maintain consistency across batch, interactive and on-demand communications in print, mail, web, email, mobile and call center environments. Flexible templates and automated content logic make it easy to engage customers in a well-branded, consistent voice so you can deliver the relevant, personalized communications needed for profitable growth.

### Add agility and flexibility to your organization

You can maximize your resources by integrating personalized customer experiences using your existing systems and workflows. So you can increase the return on your existing technology investment. EngageOne's flexible, rules-based logic makes it possible to automate communication management and respond to opportunities with minimal IT resources. Flexibility and business-unit controls add the agility that organizations need to gain a competitive edge as they respond to changing market conditions.

“It has helped us save money by reducing the deployment and labor costs required to make document and template changes.”

Charles Spencer  
Fairfax County  
Government

# Real-world impact

Discover how companies around the world are taking a more strategic approach to Customer Communication Management

## Telefónica: Saving \$20 million with e-billing

Serving more than 37 million customers throughout Latin America, this telecommunications firm launched its e-Account initiative in May 2009, which allows invoices to be sent to customers via email. Subscribers can then pay bills online and print invoices only as needed.

“The project inspired the improvement of procedures in all areas of Telefónica—corporate legal, through regulatory, tax billing, technology and systems, and finally arriving in the area of marketing, with a huge breakthrough in terms of management and improving relationships with customers.”

**Juan Berrocal**  
Planning and Demand Management Director  
Telefónica



[Read complete case study](#)

## Experian: Personalizing millions of credit reports

This global information leader needed reliable document automation technology to maintain credit information in a flexible manner. By combining a familiar Windows-based environment with a high performance production engine, they can easily create highly customized output.

“We don’t have to manufacture the data before it goes into the document and write code...that lets us cut our programming requirements and greatly simplifies the process.”

**Eileen Peschong**  
Team Manager  
Experian



[Read complete case study](#)

## Bank of Montreal: Lower costs, faster processing and improved service

Needing to implement changes quickly, this bank found they could match, consolidate and reformat key customer communications with no need to reprogram legacy applications.

“After several years of consistent account growth, our manual processing approach just couldn’t keep up with the extra volume. We needed to streamline and speed the process.”

**Dave Gray**  
Senior Technical Analyst  
Bank of Montreal



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# Game-changing insight

Experts share the latest trends and best practices in Customer Communication Management

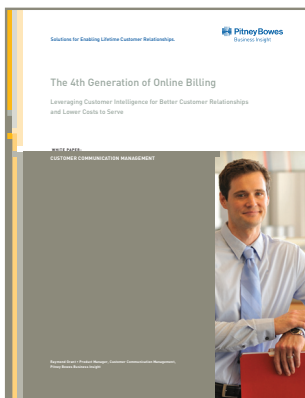


[Read complete white paper](#)

## Data, Disconnected

In recent years, firms have realized significant revenue growth and expense saves when IT and business units have come together to overcome the inefficiencies associated with data errors. Discover how leaders are taking the necessary steps to build accuracy into their customer management processes.

**IN AN ENVIRONMENT LIKE TODAY, WHEN COMPANIES NEED TO BETTER CONNECT WITH CUSTOMERS, THE ROLE OF DATA QUALITY HAS NEVER BEEN GREATER**

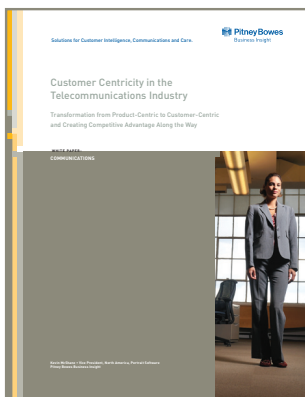


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## The 4th Generation of Online Billing

In 2011, 63% of households will pay bills online. Now companies can optimize this point of contact by personalizing customer experiences based on detailed customer profiles and analytics. These 4th generation solutions lead to lower operating costs, increased revenue and exceptional customer service.

**WITH CUSTOMER INTELLIGENCE, A BUSINESS CAN LEARN CUSTOMER HABITS AND MAKE UNIQUE OFFERS ON THOSE FINDINGS**



[Read complete white paper](#)

## Customer Centricity

Experts demonstrate a link between customer value and organizational value, and show how a common language and specific metrics can bridge the gap between marketing and finance to create customer-centric strategies that deliver a true competitive advantage

**SOME CUSTOMERS AND SEGMENTS ARE THE ENGINE THAT DRIVES NET INCOME, WHILE OTHERS ARE DESTROYING IT**

# Expand your customer communication management capabilities with a scalable, modular suite of solutions that seamlessly integrate with your existing systems and workflows.

## EngageOne Communication Suite

The EngageOne Communication Suite is comprised of various applications and solutions that work together to create more engaging, more impactful customer communications.

### Composition engines

Engage customers across every print and digital interaction with personalized communications and relevant transpromo messages. High-speed, scalable composition engines are the building block to clear, effective and relevant communications. Now you can easily create, update, manage and control customer communications (transactional, on-demand and interactive documents) across print, email, web, interactive voice response or text messages.

### Data and print stream management

Crucial data often resides in disparate systems and distinct formats, so organizations need ways to speed data integration, data analysis and information delivery. With Pitney Bowes, you can increase control of data to create a single, 360-degree view of your customers. With a clearer view of your customers, you can deliver more targeted offers and experiences in the communication channels they prefer. Now you can access that data and modify customer communications on-the-fly, easily updating, enhancing and personalizing communications in print and digital form with greater accuracy, flexibility and efficiency.

“Every time someone wants a copy of their bill printed out, EngageOne Vault saves us on average 5 to 10 minutes.”

Frank Avila  
Charlotte County Utilities

## Flexible delivery

EngageOne offers a scalable, modular suite of solutions that integrate and build upon your existing systems and workflows.



### [Content and design tools](#)

Create impactful communications quickly, while easily personalizing them with the best-next-offer and the most informative, time-sensitive messages. Content and design modules make it easy for business users to create, modify and generate communications that take into account customer preferences, prior interactions and targeted messages based on one's current and future value. Predefined templates and rules-based logic automate workflows, dynamically adding or updating content in a web-based controlled workflow environment.

### [Electronic billing and e-messaging](#)

More customers are going paperless with increasing reliance on mobile applications. While many companies offer basic online bill presentment and email alerts, a more personalized experience should include real-time account status, dispute resolution and reporting. In parallel, integrated business intelligence can help you provide targeted offers, improved service, reduced costs and increased revenue. With Pitney Bowes, you can send any communication that customers currently receive on paper via email or text message, without the need for any redesign of content. Advanced

functionality includes electronic bill presentment and payment, self-service, billing intelligence, as well as mobile and customer-care solutions.

### [Archiving and content management](#)

You can enjoy an immediate improvement in customer service when your call center representatives can immediately access all previous inbound and outbound customer communications. You can even provide customers with the ability to access these documents on the Web, completely negating the need for a customer query in the first place. Your organization already has all the necessary documents, in various applications. By storing your existing CRM and transaction data in a high speed, high volume, high-performing document and data repository, you can provide a comprehensive view of the customer and all communications.

### [To find out more](#)

The EngageOne Communication Suite provides the only scalable, communication engine that makes it easy to engage customers across every channel and every department through more relevant, cost-effective, relationship-building contacts.

For more information about the EngageOne Communication Suite from Pitney Bowes Software call 800.327.8627 or visit us online at: [www.pb.com/ccmsoftware](http://www.pb.com/ccmsoftware)

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Every connection is a new opportunity™



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