OnRoute™
Mail Tracking Solutions

Mail Channel Intelligence for
Your Critical Business Processes
OnRoute™ Solutions
Deliver New “Intelligence” to Your Enterprise

Implementation is as easy as 1-2-3.

1. Intelligent Mail® Barcode Generation

Create Intelligent Mail Barcodes for each mail piece within a job. Track mail pieces as addresses change through Move Update and Forwarding processes. Receive added benefit of tracking mail pieces with poor quality or unknown addresses. Apply Intelligent Mail Barcodes at nearly any stage in the process – with full compliance to USPS® regulations.

2. Mail Tracking and Data Management

Capture mailing statistics from USPS® Confirm® data and enriched Pitney Bowes track-and-trace technology. Link account numbers or other identifying information to individual mail pieces. Create mail tracking reports by mailing or job, or to the unique mail-piece level. Geographical aggregate views provide a simple visual presentation of mailing job performance. Custom reporting can be developed to meet unique requirements.

3. Enterprise Integration

Connect mail tracking information to the call center, customer service, billing, credit and collections, fulfillment or marketing via an intuitive, user-friendly interface.

Leverage the untapped power of your mail for a powerful payback – with OnRoute™ solutions from Pitney Bowes.
What’s the status of the new credit cards we mailed? Where’s the service-level data that shows when cancellation notices were mailed? Has my customer’s payment envelope entered the U.S. mail? When did my customer get the latest promotional offer?

In the past, it took a long time – if ever – to get answers.

But now OnRoute™ mail tracking solutions provide instant information like this to the people in your organization who need to know – whether they’re in billing and collections, marketing, security or in the call center talking with a customer. OnRoute™ solutions let them track individual customer communications from creation through delivery – right at their desktops.

Built on the United States Postal Service® Confirm® service and Intelligent Mail® Barcode technology, OnRoute™ solutions use proprietary Pitney Bowes software to capture mail tracking information and link it to distinct customer data inside the envelope. Pitney Bowes provides a unique communication identifier that allows you to integrate job and piece-level tracking data with critical business processes that extend beyond mail operations.

OnRoute™ solutions offer the broadest range of mail tracking capabilities available.

- **SLA Manager** – Streamlines service-level agreement (SLA) reporting for both jobs and individual mail pieces. Helps ensure SLA requirements are met.
- **Proof of Mailing** – Confirms mailing of important documents, displaying step-by-step routing through the USPS® delivery network. An affordable option for regulated or high-value mailings.
- **Payments Tracker** – Helps control call center and collection costs. Provides visibility into the outbound bill and inbound payment mail streams.

Make better business decisions across your organization.

- **Mail Operations** – Help ensure integrity of the communication and the mail piece through the document production process and the USPS® delivery network. Adjust resources to handle inbound mail volumes.
- **Credit and Collections** – Scan the USPS® mail stream to detect specific returning payment envelopes to suppress needless production of late notices, a major expense for large corporations. Project receipt of incoming payments.
- **Customer Service Centers** – Answer common customer questions faster. Avoid calling a customer over a late payment when you can see the check is in the mail. Even provide mail tracking information to customers via automated voice response.

Partner with a mailing industry leader.

Pitney Bowes knows mail. We are, after all, the leading provider of integrated mail and document management systems, services and solutions. So there's no need to ask your already busy IT team to develop homegrown applications. We can even help facilitate seamless integration into corporate or customer-facing web servers.

The OnRoute™ system helps ensure that your mail tracking meets USPS® regulations. Use this system to generate the required forms 8125 and 3152-A for USPS® Confirm® tracked mailings, including physical forms and electronic Advanced Shipping Notices (ASNs). The OnRoute™ Web interface enables creation of tracked mailing ASNs.

View Step-by-Step Delivery Details for Individual Mail Pieces

Link mail delivery status with your call center to answer customer concerns over late statements or checks.
OnRoute™ solutions offer the most comprehensive set of tracking and data management capabilities available. OnRoute™ solutions are vendor neutral and can integrate with virtually any enterprise technology platform. And only Pitney Bowes incorporates technology for implementing coding at nearly any point in your production process – from document composition to sortation.

Monitor SLA achievement as jobs enter the USPS® delivery network.

Easily Track Delivery Service Performance for a Mailing Across the Nation

Drill down to details at the state, 3-digit ZIP Code®, 5-digit ZIP Code® or even mail-piece level.
Receive precise status of mail routing – piece by piece

Automatically confirm mailing of regulated and high-value items

Minimize fulfillment re-issue costs

Affordable, detailed delivery information is essential to cost-effective operations. Without it, high-volume mailers are flying blind, and often left with excessive fees, service discrepancies and needless re-issue expenses.

Now you can deliver the confirmation guidance your organization needs to boost its bottom line with OnRoute™ mail tracking from Pitney Bowes.

Spend less, track more.

OnRoute™ tracking lets you predict when your mail reaches your customers, and when delivery has been delayed or compromised. Unlike certificate of bulk mailings, which confirm delivery at one United States Postal Service® (USPS®) entry point, Pitney Bowes solutions give you piece-by-piece tracking of important items through the postal network. And integrating OnRoute™ solutions with your printer, inserting and sortation service providers gives you visibility into the entire production process as well.

Once you connect all this information to your organization, it becomes valuable new intelligence that delivers a powerful payback, including:

Cheaper confirmations. At $0.03/piece or less, you can gain savings of up to 96% over certificate of mailing costs.

Less waste. Real-time tracking of individual mail pieces within the USPS® means you can pinpoint items still in transit and virtually eliminate unnecessary re-issue expenses.

New efficiencies. When re-issuing an item is required, OnRoute™ technology can help automate processing and minimize your reprinting and production expenses.

Stronger relationships. With the ability to provide more accurate answers, your team can more effectively address concerns and build customer confidence.

Simplify proof of performance.

OnRoute™ tracking solutions generate verifiable data that can quickly resolve a wide range of disputes. Information can be archived and shared with internal constituents, service bureaus, regulators, senior management and others to verify compliance and streamline service-level agreement (SLA) management.

In addition, USPS® performance can also be validated to help identify lapses in service delivery.

The high-performance link between enterprise technology and USPS® systems.

Only OnRoute™ mail tracking solutions help your enterprise gain full advantage of PLANET® Code technology – the USPS® fully-deployed, 12-digit barcode system. And only Pitney Bowes incorporates technology for implementing coding at nearly any point in your production process – from document composition to sortation.
With unrivaled capabilities to identify, design, and deliver the most cost-efficient solution for you, Pitney Bowes can further increase the value of mail-tracking intelligence by driving down costs across your enterprise, including:

:: **Call centers.** Reduce call times and call backs with precise, on-demand status of mailings and projected delivery.

:: **Credit and collection centers.** Cut customer contacts up to 20% by suppressing notices and calls for remittances already in the postal system.

**Improve performance – and control – with the leader in Customer Communication Management (CCM).**

Mail. It’s the one touch point that reaches your customers most. In each piece lies information with the power to reduce costs, improve effectiveness and strengthen relationships. Converting that information into intelligence that gives you an edge is what you can expect from Pitney Bowes. After all, we bring more solutions to mail and communications management than anyone else.

So contact us today, and find out about a smart way to give your fulfillment operations a boost.

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**OnRoute™ Mail Tracking for Proof of Mailing**

**CASE IN POINT**

$3 million annual savings, and counting.

For one large insurer, intelligent proof of mailings proved far more cost-effective than certificates. Delivery status costs on cancellation notices dropped from $0.30/piece to $0.015/piece, generating $285,000 in savings – month after month.

Drive down document processing costs with the untapped power of your mail.

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**Affordable, Extended Tracking Through the USPS® Delivery Network**

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee per Piece*</th>
<th>Delivery Phases (Date and Time Log)</th>
</tr>
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<tr>
<td>Pitney Bowes OnRoute™ Solutions</td>
<td>$0.03 (or less)</td>
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</tr>
<tr>
<td>Certificate of Mailing</td>
<td>$0.90</td>
<td>✓</td>
</tr>
<tr>
<td>Certified Mail</td>
<td>$2.30</td>
<td>✓ ✓ ✓</td>
</tr>
</tbody>
</table>

*2004 rates. Does not include postage.

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For more affordable proof of mailing, contact us today: 877.536.2736

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Pitney Bowes is an expert in *Engineering the flow of communication*™ with end-to-end integrated mail solutions. Our leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

Pitney Bowes and the Pitney Bowes design logo are registered trademarks and Engineering the flow of communication and OnRoute are trademarks of Pitney Bowes Inc. United States Postal Service, USPS and PLANET are registered trademarks of the United States Postal Service.
Receive precise delivery status of your outbound and inbound mail – piece by piece
Reduce call durations and improve customer service with integrated, inside-the-post-office reporting
Increase revenues with more selective waivers of late fees

The time-sensitive information your customer service reps need to respond to customers is essential to your performance. Without it, calls can run longer, customer relationships can be strained and your cost of doing business can go up.

Now you can deliver the information your team needs – and empower your people to boost your bottom line – with OnRoute™ mail tracking from Pitney Bowes.

“Now that your health policy has been delivered, do you have any questions for us?”

Talk less, save more.
OnRoute™ tracking lets you see when your mail reaches your customers, and when your customers send responses back. Connect that information to your customer service process and it becomes valuable new intelligence that delivers a powerful payback, including:

:: Smarter answers. Delivery status on statements, offers, payments and responses inside the United States Postal Service® (USPS®) means your team can instantly resolve inquiries with greater accuracy.

:: Shorter calls. By quickly identifying delivery delays, you gain a solution that speeds response time to status requests and reduces call-back volume.

:: Fewer calls. Gaining capability to add mail piece delivery status to phone and Web applications means you can reduce live calls and provide customers with more self-service choice and convenience.

:: Less waste. OnRoute™ tracking pinpoints items still in transit, virtually eliminating unnecessary card and check re-issuing expenses.

:: Stronger relationships. With the ability to provide more accurate answers, your team can build increased customer satisfaction – call after call.

Know more, waive less.
OnRoute™ mail tracking solutions bring granular detail to tracking that can also help you realize revenue that otherwise would be lost. For instance, you can determine whether a remittance has entered the postal system and make more

View Tracking Details for Individual Mail Pieces

Link mail delivery status with your call center to answer customer inquiries
selective decisions that can minimize issuance of late-fee waivers and generate millions of dollars in income each year.

You can also generate proof of mailing – at a fraction of the cost of certificates of mailing – as well as time your mailings more effectively and streamline service-level agreement (SLA) management.

Tech up your retention.

With OnRoute™ tracking technology, your staff can quickly access precise, timely information that reduces frustrating research and protracted resolutions, as well as a whole lot of stress. Plus, streamlined integration with all leading enterprise systems makes implementation a hassle-free process.

It adds up to minimal training, innovative working environments and negligible IT impact from a solution that delivers a substantial savings month after month.

The high-performance link between enterprise technology and USPS® systems.

Only OnRoute™ mail tracking solutions help your enterprise gain full advantage of PLANET® Code technology – the USPS® fully-deployed, 12-digit barcode system. And only Pitney Bowes incorporates technology for implementing coding at nearly any point in your production process – from document composition to sortation.

With unrivaled capabilities to identify, design, and deliver the most cost-efficient solution for you, Pitney Bowes can further increase the value of mail-tracking intelligence by driving down costs across your enterprise, including:

- **Credit and collection centers.** Reduce customer contacts up to 20% by suppressing notices and calls for remittances already in the postal system.
- **Fulfillment operations.** Minimize re-issuance expenses with accurate delivery status.
- **Proof of mailings.** Lower mailing confirmation costs for regulated and high-value mailings.

Improve performance – and control – with the leader in Customer Communication Management (CCM).

Mail. It’s the one touch point that reaches your customers most. In each piece lies information with the power to reduce costs, improve effectiveness and strengthen relationships. Converting that information into intelligence that gives you an edge is what you can expect from Pitney Bowes. After all, we bring more solutions to mail and communications management than anyone else. So contact us today, and find out about a smart way to give your call center a boost.

To capture intelligence for your call center, contact us today: 877.536.2736

Pitney Bowes is an expert in Engineering the flow of communication™ with end-to-end integrated mail solutions. Our leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

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Cut collection costs – not RESULTS – by collecting the INTELLIGENCE from mail

OnRoute™ Mail Tracking for Collection Centers

:: Receive precise delivery status of your outbound bills and inbound payments – piece by piece
:: Minimize the hassle and cost of outbound calls and late notice mailings
:: Increase revenue with more selective waivers of late fees
:: Keep payments on track with up to 20% fewer contacts

The time-sensitive information your collection staff needs to follow up on late payers is essential to your performance. Without it, unnecessary calls are placed and potentially damaging late notices are issued – driving both customer dissatisfaction and your costs.

Now you can deliver the precision tracking your team needs – and empower your people to boost your bottom line – with OnRoute™ mail tracking from Pitney Bowes.

Less contact, more results. OnRoute™ tracking lets you see when your mail reaches your customers, and when your customers send payments back. Connect that information to your credit and collection center and it becomes valuable new intelligence that delivers a powerful payback, including:

:: Fewer calls. With precise knowledge of when customer remittances enter the United States Postal Service® (USPS®), you can eliminate unnecessary collection calls.
:: Reduced waste. Precision inbound tracking also allows you to suppress production of unnecessary dunning notices, which leads to big savings in both printing and postage costs.

:: Eliminate excuses. With more precise information at hand, your service team can resolve inquiries more quickly and waive late fees more selectively.
:: Stronger relationships. Rather than potentially damaging your relationship with a customer who has already paid, OnRoute™ mail tracking can eliminate the risk well in advance.

Call by call, the savings add up. With OnRoute™ delivery status, you can significantly reduce outbound collection call volume. At a cost of as much as $5.00 per call, the savings goes straight to your bottom line and continues to accumulate month after month. By knowing the date customer payments enter the postal system, your team can also make selective decisions on late-fee waivers and generate millions of dollars in income.

In addition, outbound mail tracking provides low-cost proof of mailing – at a fraction of the rate for certified mail – and helps you time mailings more effectively and streamline service-level agreement (SLA) management.

Tech up your retention. With OnRoute™ tracking technology, your staff can quickly access precise, timely information that reduces frustrating research and protracted resolutions, as well as a whole lot of stress. Plus, streamlined integration with all leading enterprise systems makes implementation a hassle-free process.

It adds up to minimal training, innovative working environments and negligible IT impact from a solution that delivers a substantial savings month after month.
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So contact us today, and find out about a smart way to give your collection center a boost.

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**CASE IN POINT**

**Millions of dollars in annual savings.**

At one leading credit card provider, intelligent mail proved far more profitable than the power of persuasion. Verifiable tracking data on payments entering the USPS® slashed outbound call volume by 18% and generated annual savings in the millions with no reduction in collection efficiency.

**Lower annual operations costs up to 10% with the untapped power of your mail.**

**Use OnRoute™ Solutions to Help Reduce Unnecessary Customer Contact**

**Link mail delivery status with collection operations to help suppress unnecessary calls and late notices.**

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Connect mail to your critical business processes.

With OnRoute™ solutions, people in critical functions can track individual communications throughout the delivery cycle. They can answer inquiries faster, tighten security, track payments, collect key data for service-level agreements and most important, keep your customers happy.

For more information, call us today at 877.536.2736 or visit us on the Web at www.pbdmt.com.

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