



Pitney Bowes expertise

At Pitney Bowes, we design, implement and operate solutions that provide our clients with critical mail, communication and document lifecycle services that result in more effective, efficient and compliant business processes and operations.

Talk to an expert from Pitney Bowes today.

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Or call us to learn more about Pitney Bowes Customer Communications Management.

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Communicate effectively

Pitney Bowes Customer Communications Management



Make the most of your communications.



Your communications strategy is on-target and its creative execution is top-notch. Yet you're still not connecting with your audience. What about execution on the other end—implementation and delivery? The most brilliant messaging is useless if it arrives late, is outdated, or doesn't speak to your audience. We developed **Pitney Bowes Customer Communications Management** to take the margin of error out of the execution and implementation of your most important communications. With on-demand collateral, Web-to-print marketing portals, and streamlined workflows, our turnkey marketing execution is the fastest, surest way to reach your audience.

What types of communications need to be managed? It is different for everyone, but consider any communication that is critical to the goals of your organization or its constituents. It might be providing time-sensitive health information. Or fulfilling a request for information so that you won't lose the sale. All of these are critical communications that you can't afford to leave to chance.

High value communications

A major U.S. healthcare benefits manager of Medicare Part D needed to create on-board kits for a large number of new subscribers. Kit integrity and a secure operation that would meet HIPAA standards for privacy was a priority. PBMS developed a print fulfillment and mailing workflow that receives daily data downloads from the plan provider, allowing PBMS to produce and mail materials for in-line subscriber cards and on-board kits daily. An inspection process using barcoding and unique IDs ensures security and transparency. Also, by providing a localized resource directory, PBMS reduced the total cost of print by 70%.

High value client communications is a comprehensive offering that ensures your critical communications get through to the right audience with the correct information on time, every time—at a near 100% response rate.

Our Customer Communications specialists will work with you through the entire process — from document creation and production through delivery. We use Six Sigma project management techniques and tracking capabilities to help you meet your compliance and revenue goals.

We can help you:

- Reduce cost and waste by individually culling out information recipients don't need.
- Increase relevancy of materials with targeted, personalized communications.
- Provide greater visibility in collateral spend with tighter controls including auditing.
- Standardize communication across the globe through enterprise templates.
- Optimize digital content libraries for versioning and customization.

Distributed marketing

A large nonprofit organization with global reach is a leader in collecting funds for research and education related to a life-threatening illness. They needed to create an efficient platform to support companies who customized their branded collateral materials. PBMS provided them with a user portal that houses templates for 200 collateral elements, each customizable for employees and stakeholders and in accordance with the organization's business rules. As a result, access to collateral is simple to order and available 24/7.

When your materials are being used and distributed through various localized channels, how do you protect them from "rogue marketing"—the tendency to customize materials outside of your brand standards? With distributed marketing, PBMS will protect your brand by giving field offices a consistent implementation of materials at a single point of contact. Through a secure, scalable Web portal, users will be able to sign in and download customized templates, email target lists and more. Your brand integrity is maintained, your message is clear, you have more control, and your remote agents can still localize the marketing messages.

Collateral management

A fast-growing restaurant franchise needed to drive scale and operational efficiencies, while controlling marketing materials for franchise locations nationwide. PBMS streamlined a workflow for distributing materials at a reduced cost, faster turnaround, and with increased spending visibility. We also created an online digital library of all marketing materials that franchisees could easily access for print-on-demand. The franchiser saved more than \$10 million over the contract term and was able to protect the brand integrity of its materials across thousands of locations.

Today customers are used to getting real-time responses when requesting information. You need collateral materials that are personalized to the customer and that reach them in hours or days, not weeks. Collateral management helps you do just that. This complete solution integrates personalization, print-on-demand capabilities, and mail management services to make your response mechanisms more in sync with your sales and marketing.

Customer Communications Management means lower costs. Higher response rates. Personalized content. Short turnaround time. Elimination of warehousing and obsolete material. Real-time management of inventory and more.