

THOUGHT LEADERSHIP

## Event-based intelligence: how the latest postal mandate drives business results

2010 Perspective

Some companies invest up to five percent of revenue on information technologies, continuously looking for new ways to gain a competitive advantage. This year, however, organizations can generate valuable customer intelligence from an asset that already exists—mail.

Print and mail managers in most companies are already working to add a unique, information-rich barcode to every mailpiece. This new Intelligent Mail® barcode provides for the lowest postal rates today and will be required by May 2011 under postal regulations. However, the value outside of the mailroom is even greater.

Companies are using this new information to:

- increase response to marketing efforts
- provide accurate, timely customer service
- expedite cash flow and reduce the cost of funds
- eliminate waste and redundancies
- retain customers

Right now, managers within your company are likely making plans to switch over to the new Intelligent Mail® barcode as the postal savings alone could represent hundreds of thousands of dollars. Your company's transition to Intelligent Mail® will generate millions of data points that can help you improve marketing, enhance customer service and streamline billing and collections. Already, market leaders are using this information to improve results across the enterprise.



### MARKETING: SELL MORE EFFECTIVELY

**Optimize call center staffing.** With too few agents, calls go unanswered; having more agents than needed adds a tremendous cost. The capacity to pinpoint mail delivery with precision helps marketers ensure the right number of agents are available to take new orders.

**Target in-home windows.** When you can track and monitor mail delivery across the country you gain a competitive edge—the ability to plan communications so that they arrive at precisely the right time.

**Reach more customers, more often.** Nearly 50 million Americans move each year—and many make little effort to advise you. For marketers, that represents a huge cost and a lost opportunity. With Intelligent Mail®, the postal service will provide you with address corrections absolutely free of charge so you can stay connected.

### CUSTOMER CARE: DELIVER TIMELY, ACCURATE RESPONSE

**Reduce talk time.** The ability to monitor and track the status of mail-based communications—including check disbursement, fulfillment kits, statements and compliance notifications—arms representatives with the facts they need to respond to customer inquiries with speed and accuracy.

**Prompt fewer calls.** A high percentage of calls are related to mail communications – confirming whether parcels, payments and orders have been sent or received. Now, delivery status can be tracked from the production floor through delivery; and you can make that information available to customers through web-based portals, eliminating follow-up calls.

“The new Intelligent Mail® barcode is required under postal regulations in order to qualify for the lowest postal rates, but the value outside of the mailroom is even greater.”

#### Pitney Bowes Communications Intelligence Solutions

- Aura™ for Enterprise Address Management
- MAIL360™ for Intelligent® Mail Barcode
- MAIL360™ for mail tracking
- MAIL360™ for Move Verification with ACS
- VeriMove™ for NCOA Move Verification

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## Event-based intelligence

### Drive business results

**Make better fee-waiver decisions.** If there's any confusion as to when a bill was received or when the payment was sent, many companies will forego legitimate late fee charges in the interest of customer service. Armed with precise information, customer service reps can act with facts and confidence.

#### OPERATIONS: MAKE SMARTER DECISIONS

**Reduce cancellations.** Every week, utilities, telecoms and others spend thousands of dollars turning off service, only to reinstate customers a few days later when payment is received. These costs—including the corresponding strain on customer relationships—can be avoided in many cases, because you can gain visibility of incoming payments up to three or more days in advance.

**Manage risks and decrease fraud.** When high-value mail such as checks and credit cards do not reach their intended destination, that could signal theft or fraud. The ability to trace delivery from beginning to end offers companies a powerful tool that can help manage risk and identify issues before they become a liability.

**Save millions on returned mail.** The true cost is far greater than many executives care to admit. When you add up the print and mail costs for the initial mailer, the increased call volumes, handling of returned mail, and the subsequent remailing costs, you could find yourself spending between \$3.00 and \$11.00

per piece. And that's not counting the lost sales opportunities, communication delays, customer dissatisfaction and delayed revenue. With Intelligent Mail®, the data needed to update addresses and reduce undeliverable mail is already in-house.

#### BILLING: FOLLOW THE MONEY

**Expedite invoicing.** When an invoice reaches its intended recipient late – or not at all – your revenue stream may suffer. The United States Postal Service estimates that 34 percent of mail contains address errors that could delay or prevent proper delivery. With this new barcode, you'll receive address corrections and can update records before the next invoice is sent.

**Improve lockbox performance.** Time is money, and the time it takes for your lockbox service to process and post remittance checks can cost thousands of dollars in interest revenue. By monitoring the flow of payments from the time they leave your customers' hands to the time revenue is posted to your account, you can identify potential gaps in the process and take the necessary corrective action.

**Collect more effectively.** With precise knowledge of when customer remittances enter the postal system, you can eliminate excuses ("the check is in the mail") and prioritize who and who not to contact—saving five dollars or more for every call you can avert. You can also suppress production of unnecessary dunning notices, which leads to big savings.

### BRING THIS ONE-STOP OPPORTUNITY TO LIFE.

Pitney Bowes Business Insight offers the experience and expertise you need to maximize the full value of Intelligent Mail®. Leveraging our industry-leading solutions in customer data quality, data integration, business geographics, electronic content management and unrivaled know-how in postal data optimization, you can improve the quality of decisions made throughout your organization.

Bridging the gap between the mailroom and critical business operations, solutions such as MAIL360™ and Aura™ software turn barcode data into actionable information. Whether your organization is looking to pursue one or more of these strategies, see how you can locate new opportunities, connect with customers and communicate more efficiently. To learn more, contact Pitney Bowes Business Insight at 800.327.8627.