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For more than 10 years, Pitney Bowes Group 1 Software and Oracle have worked together to improve billing and the overall customer care experience.

Pitney Bowes Group 1 Software has teamed with Oracle for more than 10 years in more than 50 joint projects globally. Oracle spoke with Laurence O'Hagan, chief technology officer, Pitney Bowes CCM, about enabling businesses to easily create personalized billing and other customer communications for multichannel delivery, call center, and customer self-service to optimize the customer experience and maximize postal discounts.

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"Pitney Bowes Group 1's proven CCM technologies, including data capture, data cleansing, location intelligence, mail efficiency, document composition, archive, and customer self-service, help improve every aspect of the customer experience and deliver a true end-to-end enterprisewide solution."

LAURENCE O'HAGAN, CHIEF TECHNOLOGY OFFICER OF CUSTOMER COMMUNICATIONS MANAGEMENT (CCM)

Q Discuss Pitney Bowes Group 1 Software solutions and customer care and billing efficiencies.

A Businesses today are striving to improve the customer experience while driving down billing and operations costs. Integrated with Oracle's billing and CRM systems, Pitney Bowes Group 1 Software has helped more than 50 utility, communications, tax management, finance, and insurance customers easily design and generate bills and correspondence to streamline billing, maximize USPS discounts, and ensure accurate customer data.

We help companies create targeted messages and high-impact communications that are delivered in a customer's preferred format. We also improve customer service by providing call center representatives (CSRs) with fast access to exact replica documents to quickly resolve billing questions.

Q The world knows that Pitney Bowes pioneered mail solutions. In which lines of business does Pitney Bowes Group 1 Software offer leading solutions today?

A Pitney Bowes Group 1 Software provides innovative software solutions that help more than 3,000 organizations maximize the value of customer data to improve profitability, increase effectiveness, strengthen customer relationships, and streamline mailroom operations. Our comprehensive customer data management, customer communication management, and communication intelligence solutions span from database to delivery, adding value to every aspect of communication.

In September 2007, Pitney Bowes brought together two industry leaders—Group 1 Software and MapInfo. Together the companies offer a unique combination of location and communication intelligence software, data, and services that can be leveraged throughout an organization. Offering an arsenal of location intelligence, data quality, and communication management capabilities, our solutions increase the accuracy and effectiveness of customer information delivery and drive better decisions.

Q How does Pitney Bowes' intelligent customer communications enhance the customer experience?

A In high-volume transactional documents, we help customers conduct targeted promotional messaging—placing messages in a document that is relevant to the recipient, such as a bill or invoice. Customers have to open their bills, and that is an

opportunity to get their attention. The communication may be aimed at cross-selling services or offering a savings opportunity. With our modular CCM solution, you can easily integrate customer self-service for online bill presentment and payment and account management. And call centers can also have centralized access to all your customer information.

Q What is Pitney Bowes Group 1 Software's latest offering, and what are its advantages for customers?

A One of our most exciting new solutions enables business users to easily create, deliver, and manage real-time, personalized, interactive customer communications, such as correspondence, new business applications, and negotiated documents, across the entire enterprise.

Our solution offers an efficient and effective means to replace costly and hard-to-maintain legacy correspondence applications. Business users gain complete control of content and design of interactive documents, creating predefined templates. Template management, version control, and approval workflow services, along with metrics and analytics, ensure the quality of every document before it is delivered to the customer. Front-office users such as CSRs can quickly and easily find the right template, tailor the communication to the specific needs of the customer interaction, and deliver in real time in the customer's preferred channel. CSRs can easily create and manipulate communications in context of the document itself and present the document exactly as it will be printed.

We provide a modular solution to handle high-volume batch documents and ad hoc correspondence. The benefits are savings in time and branding consistency—you can ensure that the contents are correct and verifiable by legal—all in real time. It also provides significant reductions in printing and mailing costs while enabling green initiatives.

Group 1 Software is a long-term, trusted Oracle partner, helping businesses enhance customer care and billing and CRM applications. Our areas of expertise include customer data quality (address validation, geographic coding, and latitude and longitude assignment), location intelligence, real-time and batch document composition, and archive and retrieval of documents for CSR access, all while ensuring maximum postal discounts.