

Every connection is a new opportunity™

Customer Communications

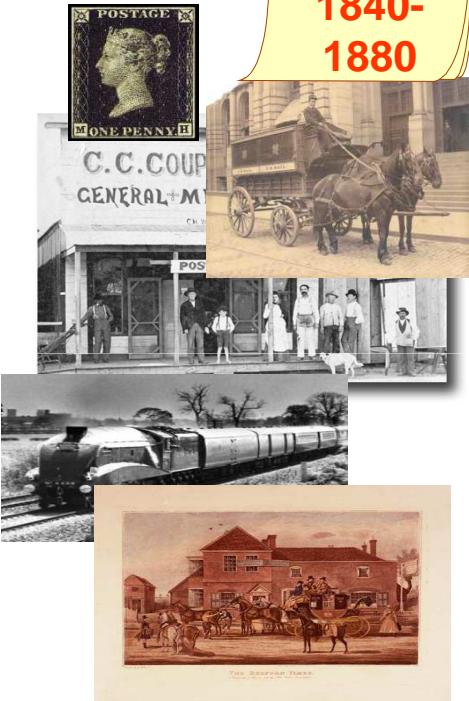
The Customer is in Charge

Bill Shannon
VP Multi-Channel Post and Carrier Solutions



Global Posts Have Led Business Communication Innovating to Provide New Solutions for Mailers

1840-1880



Sender-Driven Change

1890s



Sender-Driven Change

1980s



Sender-Driven Change

Customer Communication

A move to data-driven, personalized messages

Color enhances brand recognition

Color strengthens call to action

Highlights important information



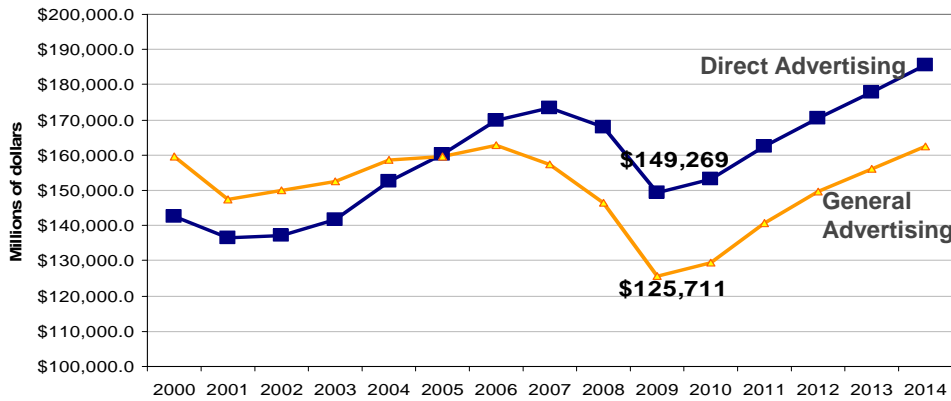
Targeted offers based on demographic information

Offers reinforced on the envelope

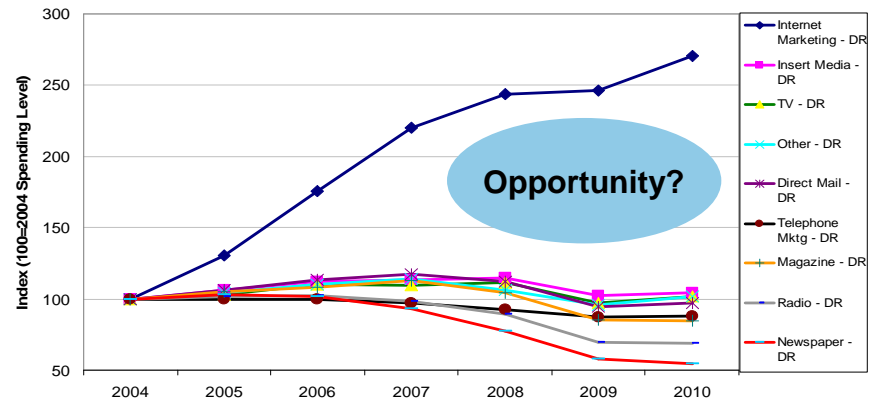
From critical/compliant communications to customer communications

Shift in marketing spend create an opportunity for multi-channel communications

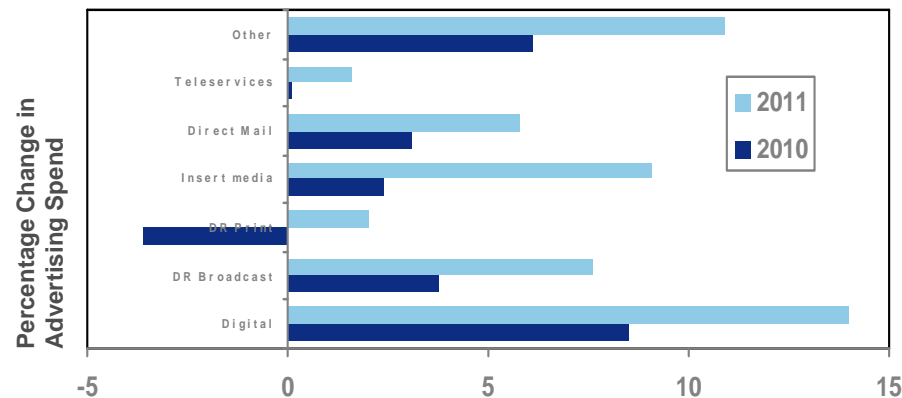
Marketing Spend Shifting



Communications channels are changing



Direct and digital channels recovering



¹ Projecting US Mail Volumes to 2020; BCG 2010; ² Household Diary Study, USPS, 2009; # Outlook 2011: What to expect in direct and digital marketing, Winterberry Group

Customer Communications Marketing Principles



“The Consumer is boss - there’s no more mass market - and is driving the flow of information”.

Kevin Roberts, CEO
Saatchi & Saatchi Worldwide

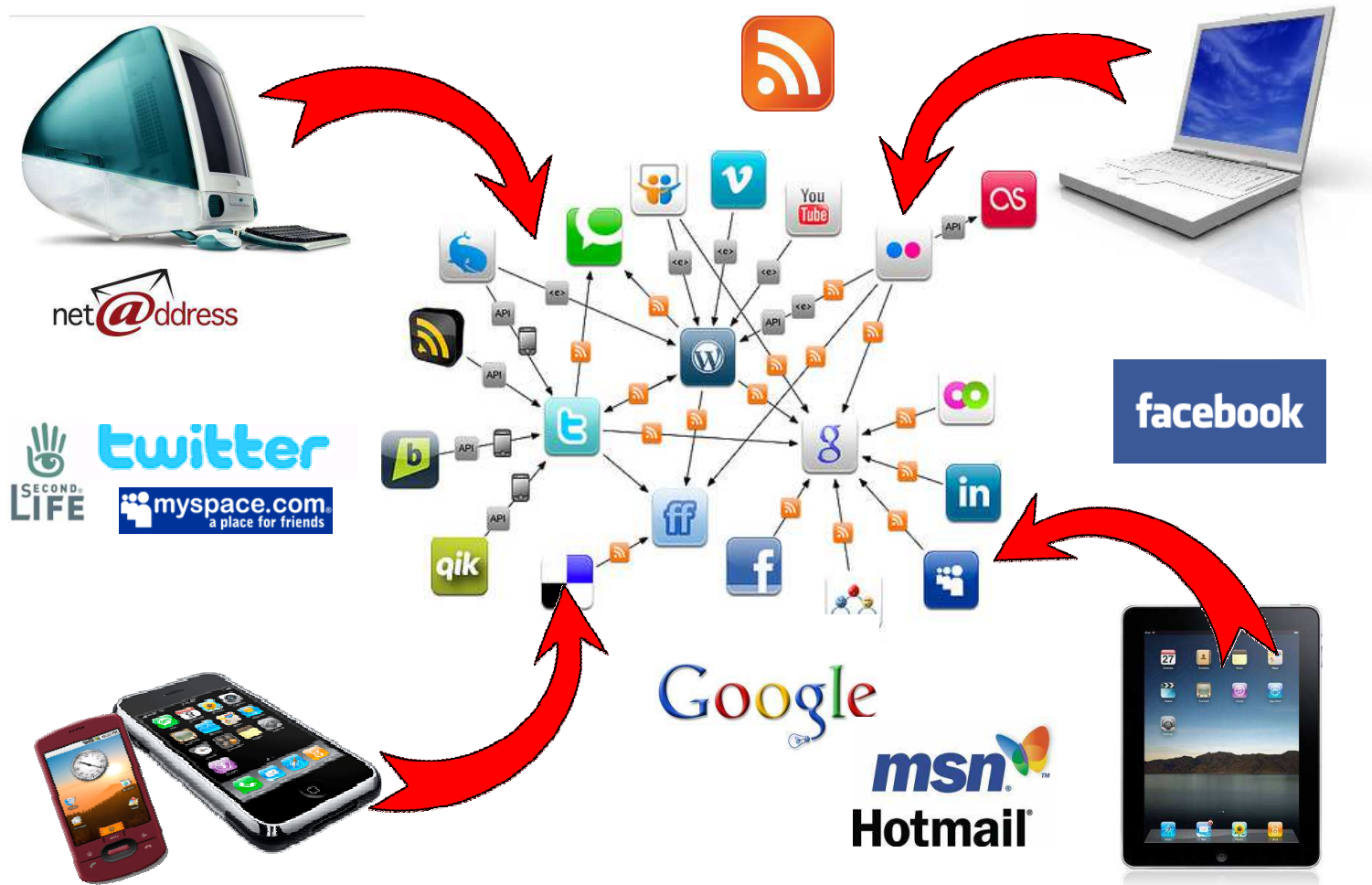
“...an on-going process of dialogue, rather than a series of discrete campaigns, is required to turn prospects from strangers into friends and customers”.

Seth Godwin, Permission Marketing Pocket Books, 2nd Edition, 2006.

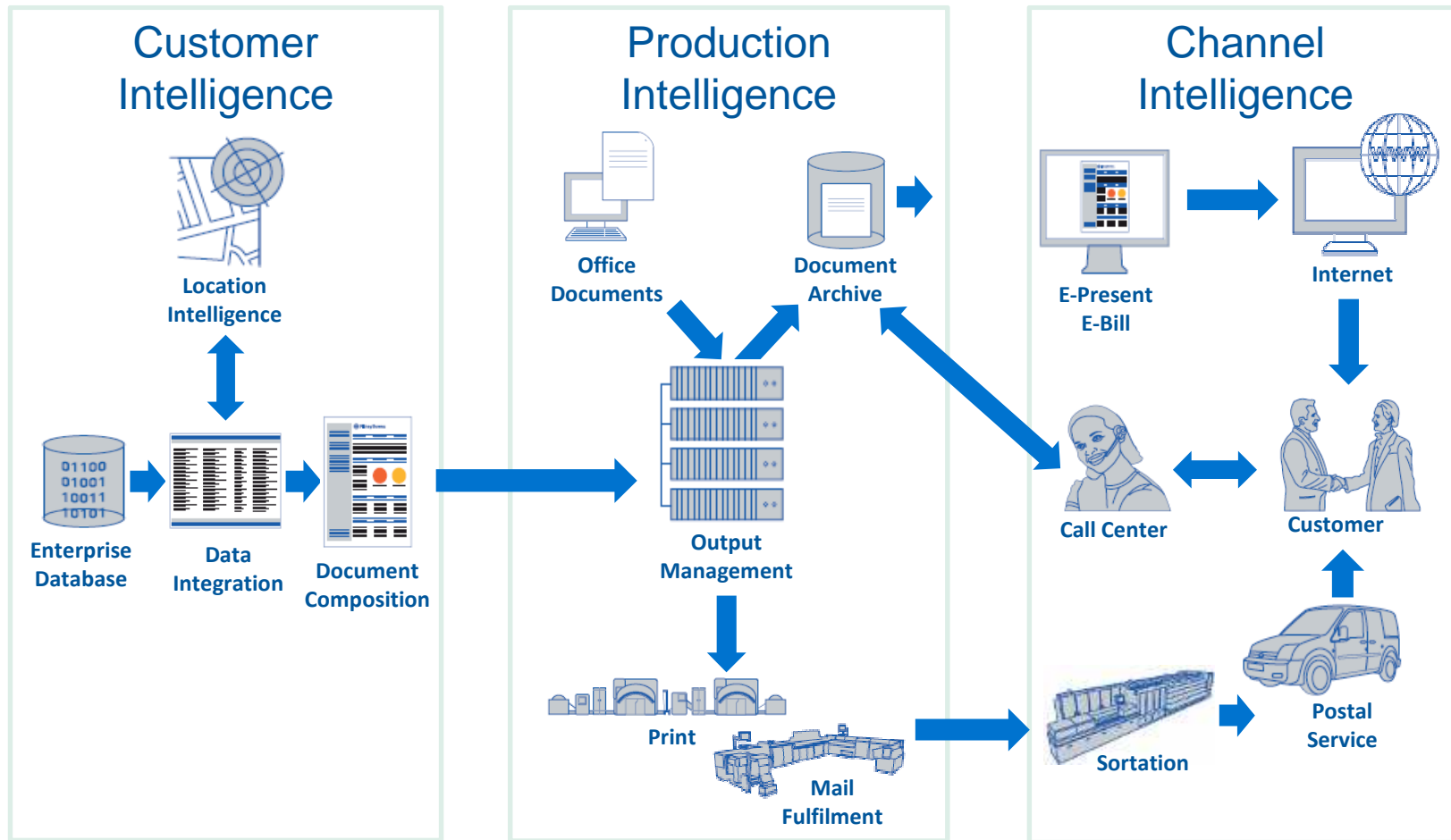
Customer Communication Technology

A Demand-Side Revolution

Featuring Recipient Preferences and Control

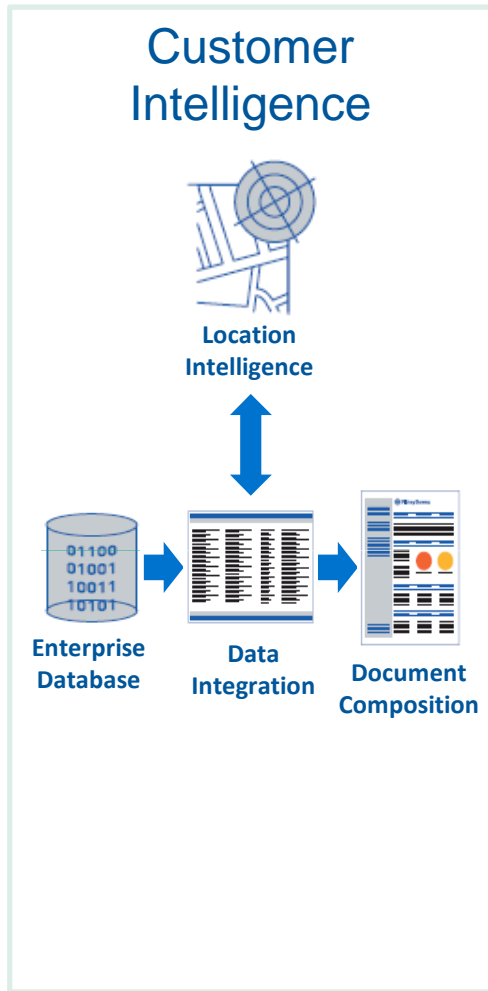


Customer Communications Connections, Integration, Richness



The right **message**, at the right **time** via the recipient preferred **channel** to enhance the customer **relationship** with the brand

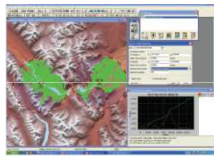
Customer Intelligence



Data Quality and Integration



Data consolidation and cleansing



Data and text mining



Data integration and storage

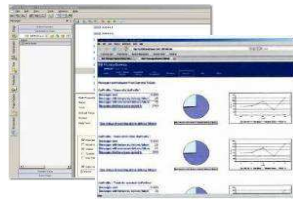
Strategy and Analytics



Predictive analytics



Marketing comms planning



Marketing management platform

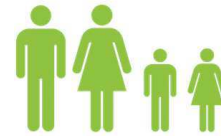
Location Intelligence



Location intelligence



Targeting prospects and customers

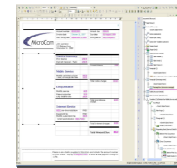


Demographic and transactional analysis

Document Composition



Printstream engineering



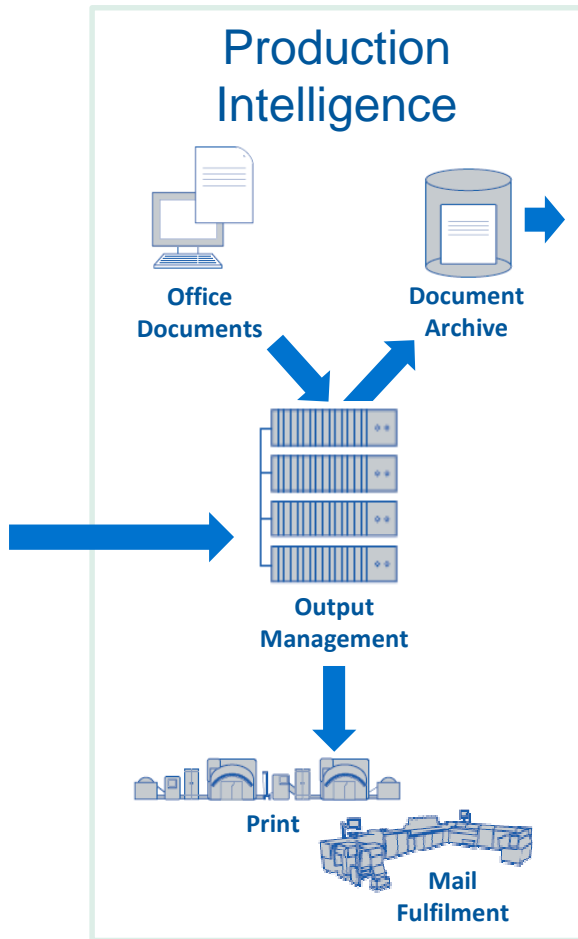
Digital document management



Electronic document Management and archiving

Customer intelligence is about the **right message** to the **right person**, **customised** based on **expressed preferences and insight** generated from transactional, demographic and location data

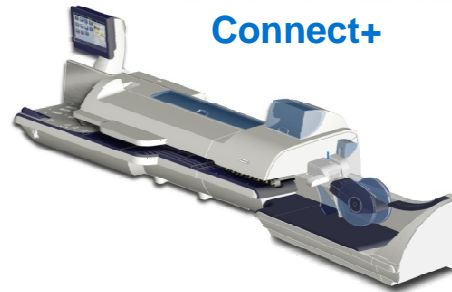
Production Intelligence



 Pitney Bowes



Connect+



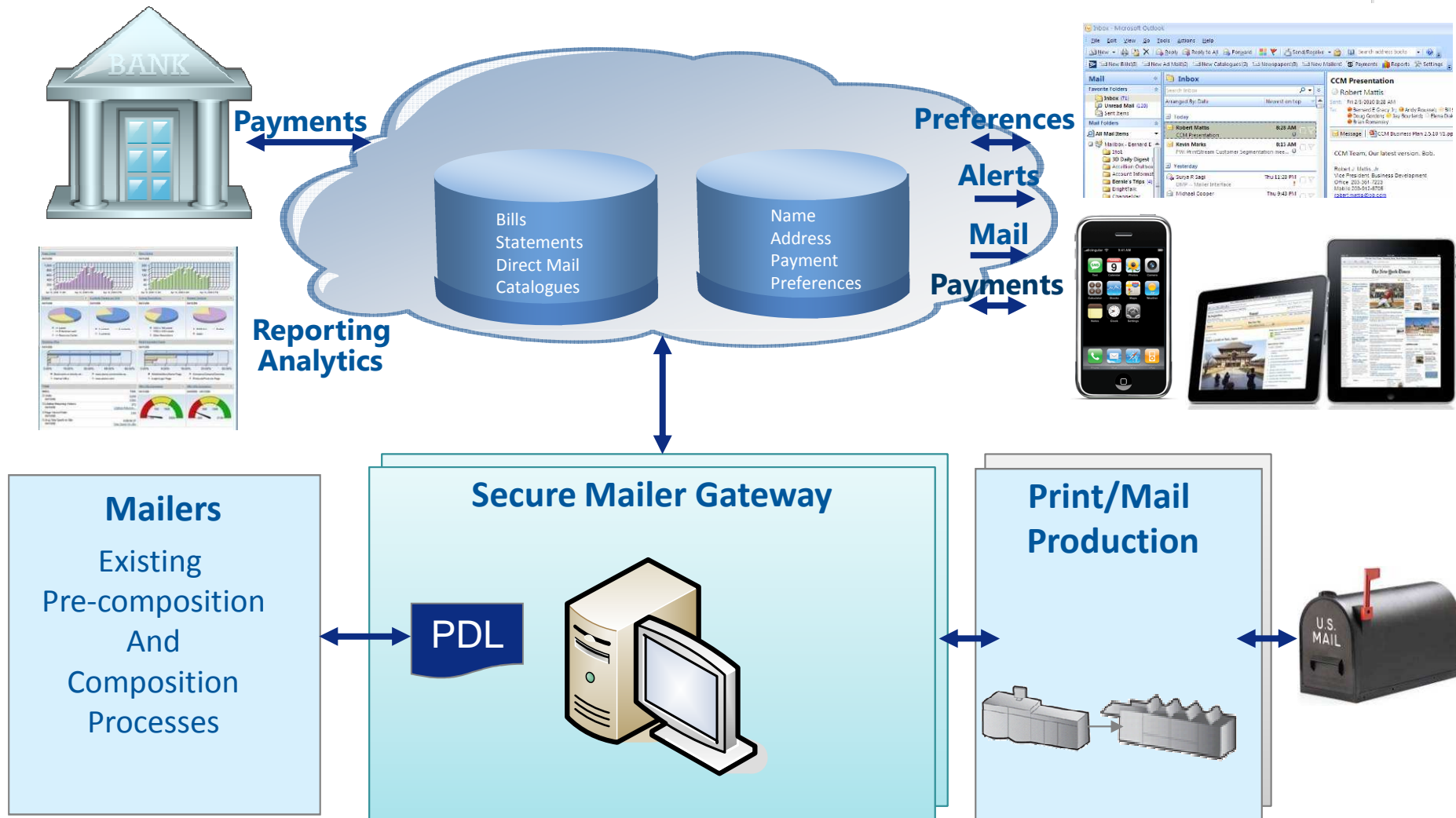
Production intelligence is about a **more productive output management** in a multi-channel world targeting customer preference

Channel Intelligence



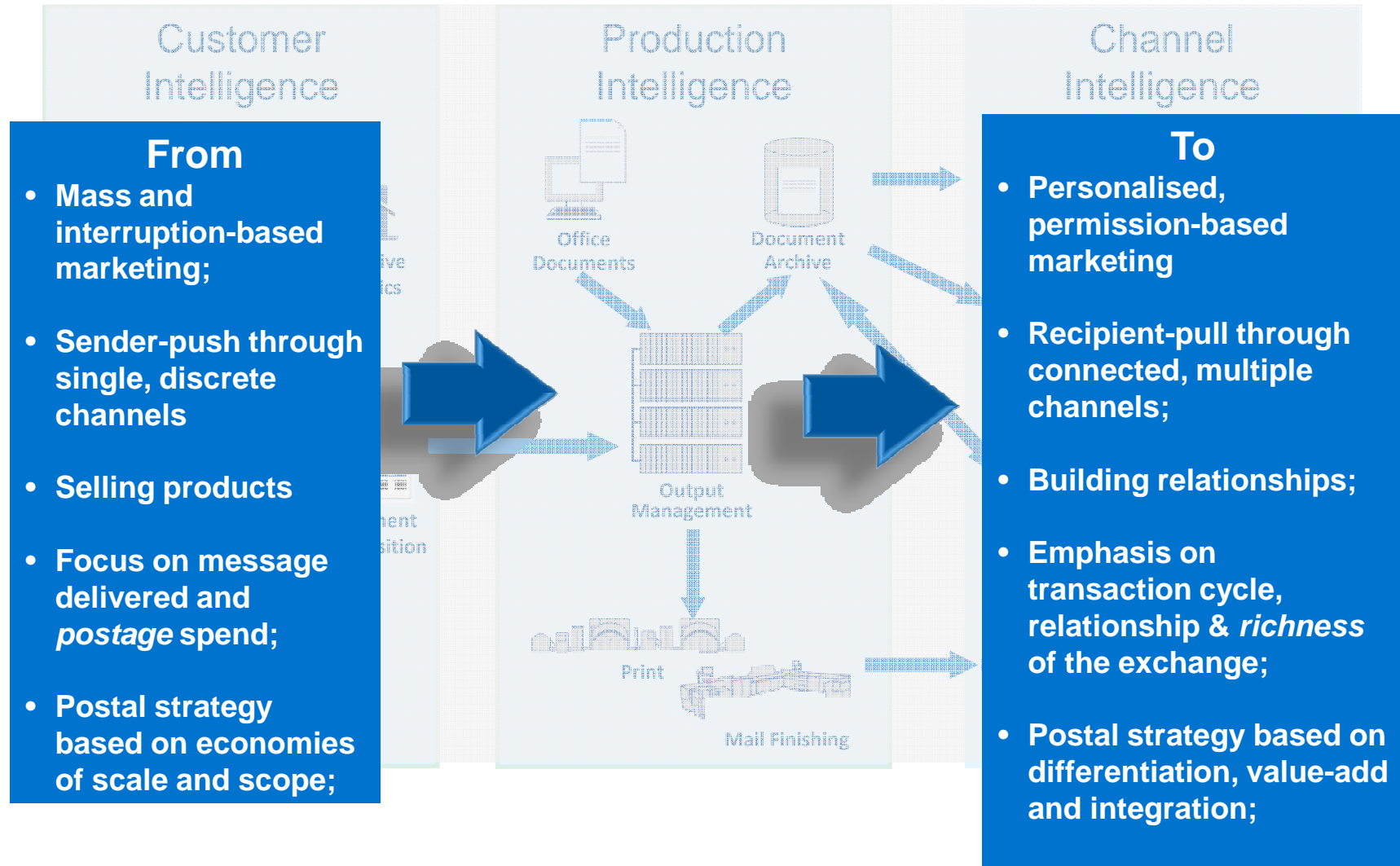
Channel intelligence is about **enhancing customer relationships** to maximize business impact through campaigns and transactional communications **across preferred channels**

Volly: Distribution Driven By Consumer Preference



Customer Communications

A Demand Side Customer Revolution that Requires Rethinking About Customer Behaviors and Implementation of New Communications Systems and Methods



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