

# Next generation Communications Management

Liberating your performance  
in a multi-channel world.



In today's multi-channel communications environment, the smartest organisations are evolving at speed to meet customer demands. They're thinking strategically and embracing emerging mobile and digital technologies to integrate how they handle communications coming into and out of their business.

The result? A revolutionised customer service approach, reduced costs, improved revenue generation and compliance are just the start.

Let the Communications Management experts at Pitney Bowes help you create a next generation communications environment too.

**Liberate your multi-channel potential and set your business free.**



# Free your business to connect and compete

Most of the significant activities in your organisation revolve around communications. Every customer request processed, new account opened, complaint handled, job application accepted, invoice chased, appraisal booked and marketing flyer posted contributes to your performance, efficiency and bottom line. That's why today's most innovative companies are putting Communications Management at the heart of their corporate strategy.

The cost and complexity of managing multi-channel communications is on the rise, with the everyday channels your organisation uses probably spanning email, mail, SMS, fax and web forms. And who knows what emerging communication technologies lie around the corner?

Staying compliant is a tough challenge too in a fast evolving regulatory landscape – alongside developing the kind of responsible, sustainable communications processes that customers demand.

So the big question is how can you reduce costs and drive revenue generation, sustainability and compliance across your complex communications lifecycle – while staying responsive to customers?

By embracing emerging mobile and digital technologies alongside traditional paper-based channels, joining up incoming and outbound communications and integrating them with your core business systems.

Some of the world's biggest brands and most forward-thinking government agencies trust the experts at Pitney Bowes to centralise and optimise their multi-channel communications – while they get on with making the decisions that will shape their organisation's future.

Over the last two years, Pitney Bowes has driven incoming and outbound mail efficiency for Santander as part of an integrated communications strategy. Our team supports change management and has proactively identified over 160 process improvement opportunities to help the bank reduce its costs. This has all helped it to achieve top position in the bank's supplier league table for two years running.

**Case Study – Santander**

# What would a revolution in Communications Management mean to you?

Imagine streamlining your critical multi-channel communications straight through your organisation: optimising them for cost and performance, releasing your people from administrative grind and empowering your decision-makers to focus on strategic success.

By revolutionising how you manage communications, Pitney Bowes can help you liberate how your organisation connects and competes at every level. Enabling you to deliver the promised efficiencies of shared service centres – and even turn them into active profit centres.

## **Unleash performance. Release your people.**

Our range of highly secure, modular, scalable managed services integrate across your incoming and outbound communications channels straight through your core business processes to help you:

- **Liberate revenues and performance.** Get invoices, applications, customer requests and much more into workflows faster.
- **Enhance your brand image.** Drive business responses back out into the world at speed using high-quality digital, mail and print solutions.
- **Unlock costs savings.** Centralise communications operations and go digital where you can – refining paper processes where you can't.
- **Inject decision-ready information into core processes.** Get communications flowing through your organisation and speed critical decision-making and customer service.
- **Reduce carbon and improve Corporate Social Responsibility.** Through smart archiving and our 'deliver globally, print locally' ethos.
- **Empower governance and compliance.** Achieve fast, auditable response times and smart communications archiving, information search and retrieval.

### **Incoming communications:**

#### **Consolidate, optimise and secure**

- Optimise the receipt and delivery of incoming communications
- Consolidate your mailrooms on- or off-site
- Deliver robust security for sensitive communications
- Put in place document digitisation and scanning
- Increase sustainable working practices and recycle waste
- Embrace remote and mobile workers and satellite offices
- Creating decision-ready processes/injecting key information rapidly into workflows

### **Core business process integration:**

#### **Connect, comply and spread best practice**

- Connect incoming and outbound communications into one straight-through process.
- Optimise existing enterprise and legacy infrastructure and software
- Deliver document compliance across multi-channel communications and create a compliant archive
- Replicate best-practice across HR, Finance, Sales and Marketing and more with centralised services
- Improve relationships with employees, customers, suppliers and partners
- Enable rapid search across many information sources
- Deliver against your strategic vision with our professional consulting services

### **Outbound communications:**

#### **Streamline, save and impress**

- Drive print volumes down and print performance up with smart document output and print services
- Choose transactional statement and invoice printing or transpromotional print
- Deliver on- and off-site print services
- Drive up sustainability and deliver greener operations
- Enjoy end-to-end print management and optimisation, including strategic print sourcing
- Optimise postage costs and mailroom management
- Take advantage of secure digital asset storage and archiving



# See why Pitney Bowes handles over 10 billion communications for customers every week

Whether you're an enterprise, public sector body or a charity, Pitney Bowes can help you and your senior leadership team build better communications and a more visionary business.

Many senior decision-makers choose to partner with us because we're vendor neutral, able to offer best-of-breed technologies and truly impartial advice. That also means that we're expert at working with third-party solutions in a multi-vendor environment.

But we're also highly agile and service-focused: responsive to your needs and passionate about delivering a next-generation communications management strategy with real business impact.

- Over 90 years' heritage in communications
- More than 30,000 employees
- 2 million customers in 100 countries
- Expert at working with third-party solutions in a multi-vendor environment
- Agile and service focused: extremely responsive

“Pitney Bowes is constantly looking to uncover mutually beneficial ideas. The team’s strong focus on cost-efficiency and quality contributes to Santander being able to offer very attractive rates back to our customers which is at the heart of our success... Pitney Bowes has proven time and again that it excels operationally and with the management of change.”

**Julian Myers, Head of Logistics, Santander**

“Pitney Bowes really has delivered a service that supports all the primary business goals of our organisation. They deliver on their promises of high-quality service provision, while their expertise and determination to understand our business make them the ideal service provider.”

**Dominique Behuré, Head of Bills Collection, GE Capital FactoFrance**

“Pitney Bowes services offer us the level of document security and flexibility that we need in our industry for focused and efficient communication with our customers. We not only provide professional communications in our output management, our customers also benefit through excellent customer service.”

**Rüdiger Mause, IT Director, Hanseatic Bank**



Liberate your multi-channel potential

Visit **[setyourbusinessfree.com](https://setyourbusinessfree.com)** for more information

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