



Maximize your customer data.

Align customer data across your enterprise systems.

Achieve new levels of precision.

If your organization manages customer information the same way you did yesterday, it will be difficult to face tomorrow's challenges. With Pitney Bowes, you can leverage more precise data to improve results from sales and marketing to customer service.

Our customer information management solutions make it easier to use customer data across existing enterprise systems. You'll benefit from increased accuracy and a comprehensive view of each customer that allows you to enhance and strengthen customer engagement. Then, with happier, more loyal customers, you can watch your revenues grow.

Optimize your customer data to:

- Build a comprehensive view of each customer.
- Enhance accuracy, usability and access.
- Standardize, validate and enrich for greater insight.
- Boost effectiveness and ROI.

Superior customer data impacts everything.

Drive sales productivity.

Sales teams can lose valuable time reconciling records, wrestling with poor information and attempting to retrieve data that's stuck in silos. Improve data quality and access, so your salesforce can focus on acquiring new customers and strengthening important customer relationships.

Boost marketing effectiveness.

Bad addresses and inconsistent data in enterprise systems can debilitate your marketing efforts. Boost your results. With accurate, precise customer information provided by Pitney Bowes, you can create relevant and engaging segmented marketing campaigns.

Enhance customer service.

Customer experience suffers when inconsistent data from multiple sources feeds your applications and your customer service agents. For more satisfying interactions and improved retention, equip your reps with more accurate, consistent and complete customer data.

You already have the data.
We'll help you use it to your advantage.

Make your sales force more effective.

- Create a single view of customers and accounts.
- Federate information from multiple applications.
- Standardize, validate and enrich data for greater insight.
- Develop flexible knowledge graphs for more complete context of each customer.
- Achieve higher sales productivity.
- Maximize your return on customer relationship management.

Execute more powerful marketing campaigns.

- Build a comprehensive view of each customer.
- Integrate information from all touch points.
- Rely on trusted information to deliver relevant messages.
- Boost customer acquisition, cross-sell, upsell and retention rates.

Improve customer satisfaction and retention.

- Arm customer service reps with the most complete and accurate information.
- Develop a customer-centric view that is easy to access and easy to use.
- Advance a differentiated service experience and increase customer loyalty.
- Lower your call center costs as you increase effectiveness.

For more information about how Pitney Bowes can help you
maximize your customer data, visit us at pitneybowes.com

"Poor quality customer information is often rampant in CRM and inhibits rather than enables great customer relationships and business outcomes."

– Forrester
'Fix the Data Problems that Destroy Your Customer Effectiveness'

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