

TECHNOLOGY FOR LAWYERS 2004

Vendors

V9: Pitney Bowes **Connecting Customers in a Connected Age: Is it an** **Oxymoron?**

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The Law Society of
Upper Canada | Barreau
du Haut-Canada



OBA • ABO
Ontario Bar Association
Association du Barreau de l'Ontario

Canadian Society for the Advancement
of Legal Technology

L'association canadienne pour l'avancement
de l'informatique juridique



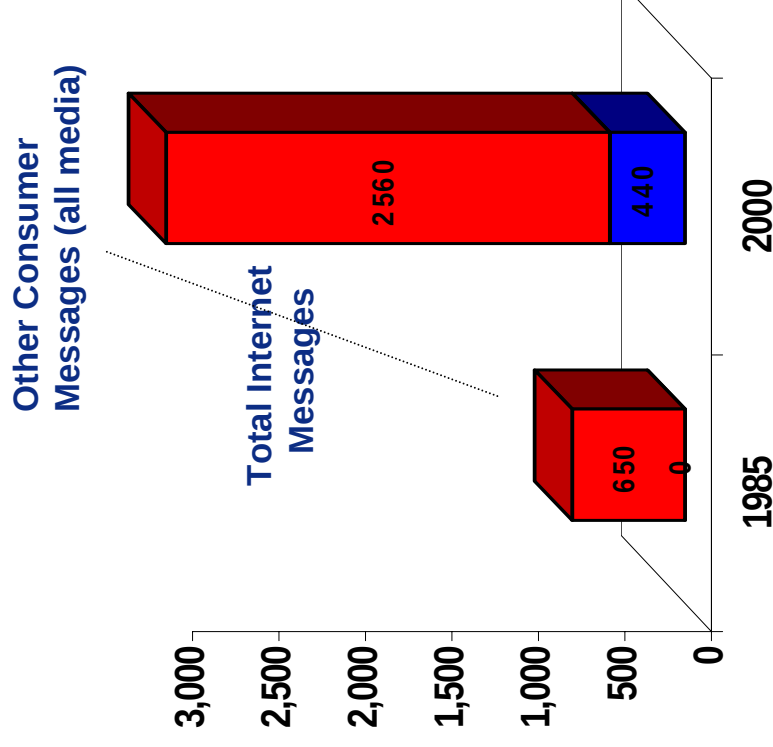
The Challenge of Consumer Marketing

Message Overload

- Consumers are exposed to over 3,000 messages per day, up from 650 in 1985
- Consumers had received between 60 and 90 telemarketing phone calls every month
- “Open rates for e-mail are half of what they were a year ago...”

The Backlash

- Do Not Call List
- ISP spam filtration
- ISP Scam filtration
- Phishing



Commercial and Internet Messages
Per Day Per Person in the U.S.
Source: Accenture

- It's no longer enough to generate messages
- Now the goal is to generate feedback
- Customers who use more than one communication channel are the most valuable customers
- We need to let customers choose how they hear from us and how they respond to us ...
- ... and reduce the cost of interactivity in the process via better insight

Defining CRM, 1to1, and Customer Value

Ability to interact
with customers
individually

Interacting

Customers
addressed only in
mass media

III database marketing	IV 1to1 learning relationships
I mass marketing	II niche marketing

Standard
products

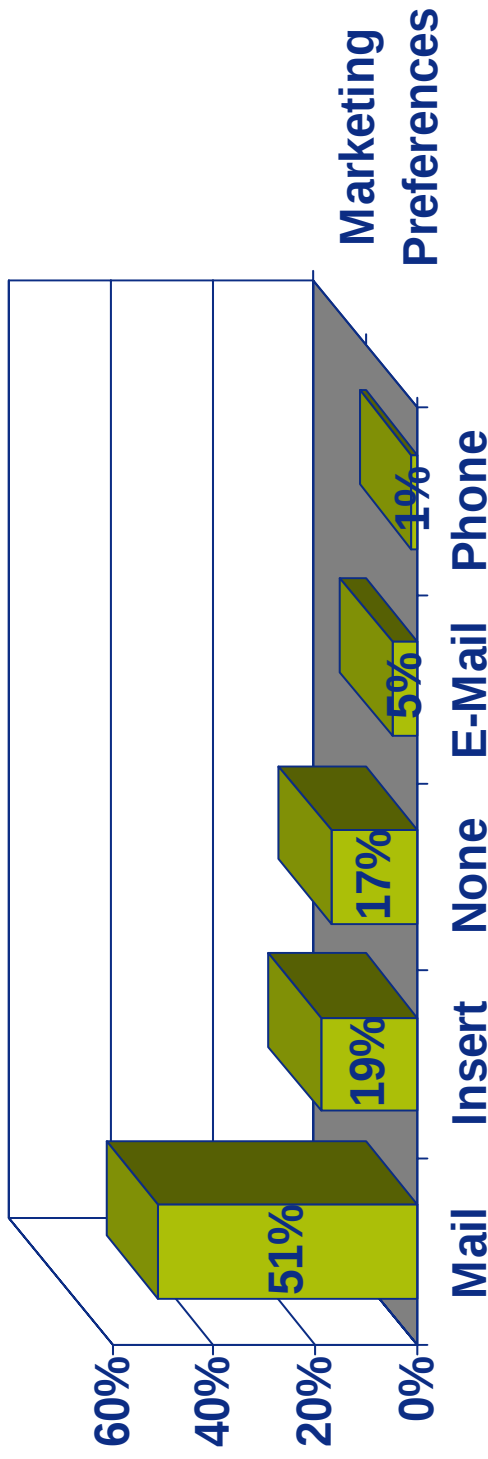
Tailoring

Tailored
products

Peppers & Rogers Group
a Carlson Marketing Group company

Optimizing Each Interaction: The Mail Opportunity

- Significant cost structure already exists
- Mail can be a vibrant personalized portal for B2C marketing



Source: Cable and Telecommunications Association for Marketing survey of 1007 consumers conducted 8/2003 (USA Today)

- No single department or project group has traditionally been tasked with coordinating an overall document or customer communication management strategy.*

Customer Communications Management: Linking Mail to Critical Business Processes

LoB Billing
Remittance
Production
Marketing solicitation

Number 1 Card

WESTPORT STORES

Your Westport Home & Garden Number 1 Card
For 2005/2006 to 10/05/2006

NEW TO OUR LIST

WESTPORT AUTOMOBILE

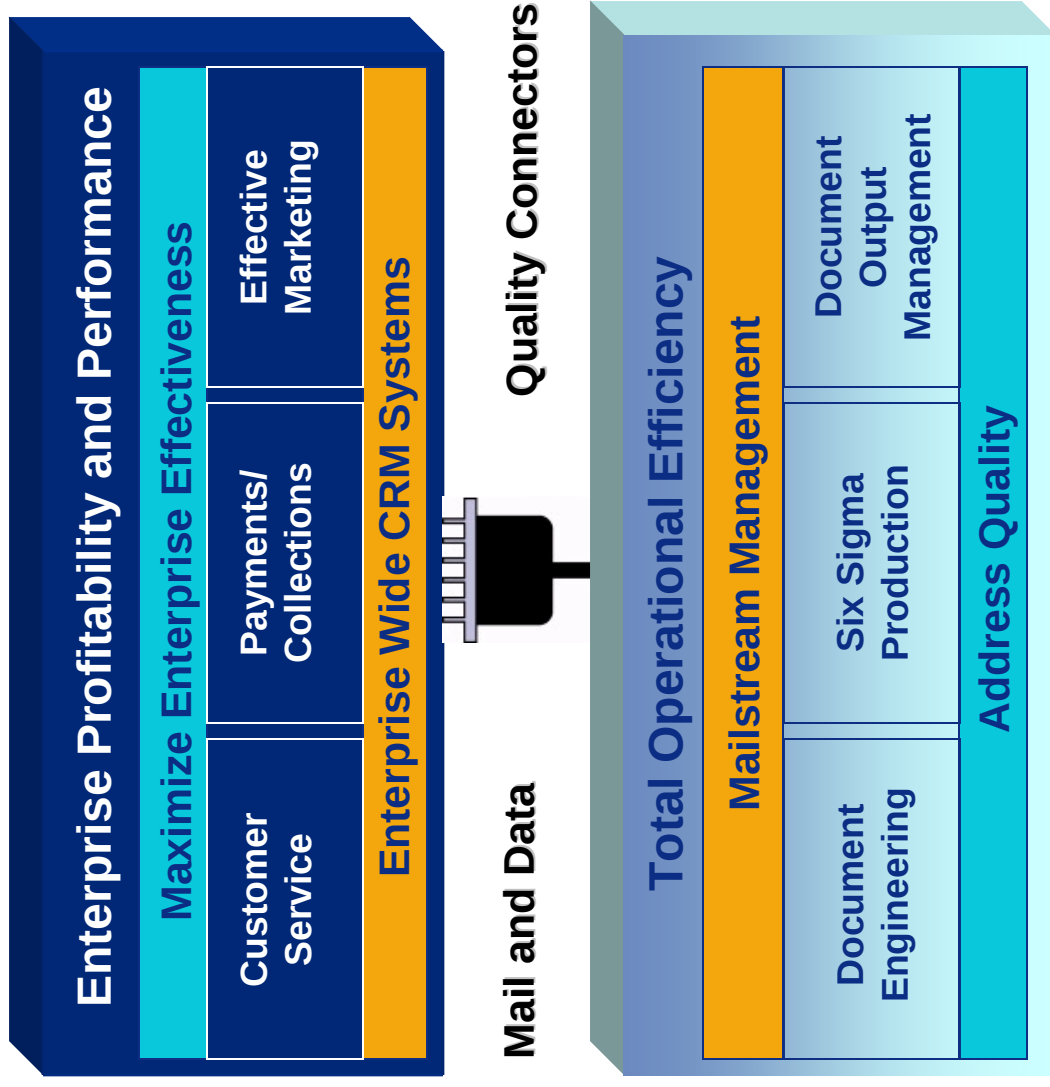
WESTPORT REMITTANCE CENTER

WESTPORT STORES

Marketing fulfillment
Fraud detection
Outbound letter suppression
- collections
Outbound call suppression
- collections
Inbound call optimization
- dispute management
- customer service
Customer Self Service
- Web
- IVR

PLANET Codes

Customer Communication Management

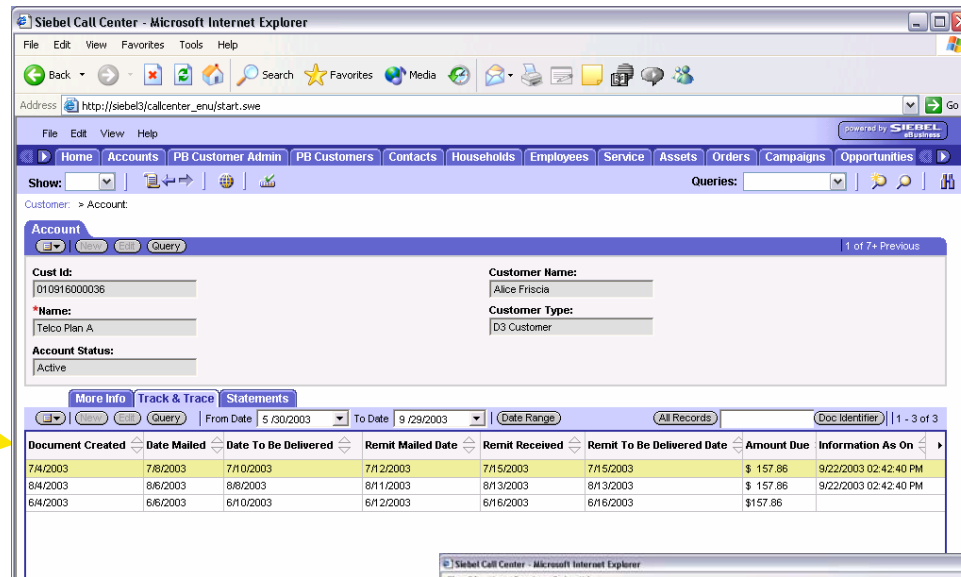


Connected Call Center Application

Mail tracking information

'As rendered'
Statement
image

Embedded
offer



Siebel Call Center - Microsoft Internet Explorer

Address: http://siebel3/callcenter_enu/start.swe

Navigation: Home, Accounts, PB Customer Admin, PB Customers, Contacts, Households, Employees, Service, Assets, Orders, Campaigns, Opportunities

Customer: > Account:

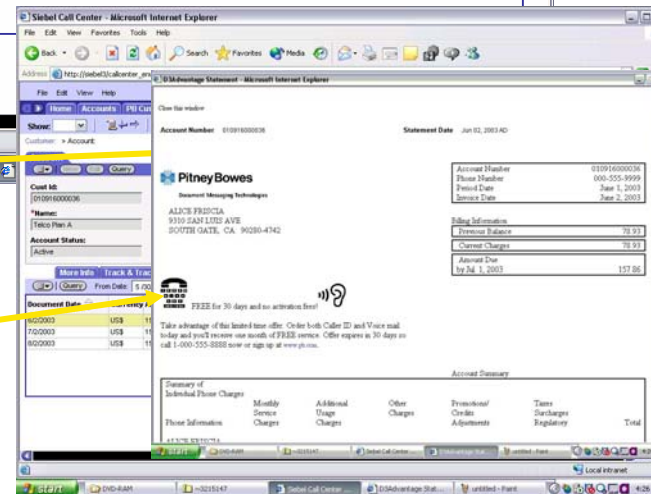
Account

Cust Id: 010916000036 Customer Name: Alice Friscia
Name: Telco Plan A Customer Type: D3 Customer
Account Status: Active

More Info | Track & Trace | Statements

From Date: 5/30/2003 To Date: 9/29/2003 Date Range: All Records Doc Identifier: 1 - 3 of 3

Document Created	Date Mailed	Date To Be Delivered	Remit Mailed Date	Remit Received	Remit To Be Delivered Date	Amount Due	Information As On
7/4/2003	7/8/2003	7/10/2003	7/12/2003	7/15/2003	7/15/2003	\$ 157.86	9/22/2003 02:42:40 PM
8/4/2003	8/6/2003	8/6/2003	8/11/2003	8/13/2003	8/13/2003	\$ 157.86	9/22/2003 02:42:40 PM
6/4/2003	6/6/2003	6/10/2003	6/12/2003	6/16/2003	6/16/2003	\$157.86	



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Customer: > Account:

Account Number: 010916000036 Statement Date: Jun 02, 2003 AD

PitneyBOWES

Account Number: 010916000036
Phone Number: 000-555-9999
Period Date: June 1, 2003
Service Date: June 2, 2003

Billing Information

Item	Amount
Previous Balance	70.91
Current Charges	70.91
Amount Due by 24.1.2003	157.86

More Info | Track & Trace | Statements

Document Created: 7/4/2003, 8/4/2003, 6/4/2003

Embedded offer: Take advantage of the latest free offer. Order both Color ID and Voice mail. Order and receive free month of FF352 service. Offer expires in 30 days or call 1-800-555-8888 now or sign up at www.pb.com.

Account Summary

Item	Amount
Monthly Service Charges	
Additional Usage Charges	
Other Charges	
Practical Credits Adjustments	
Taxes	
Discharges	
Explanatory	
Total	

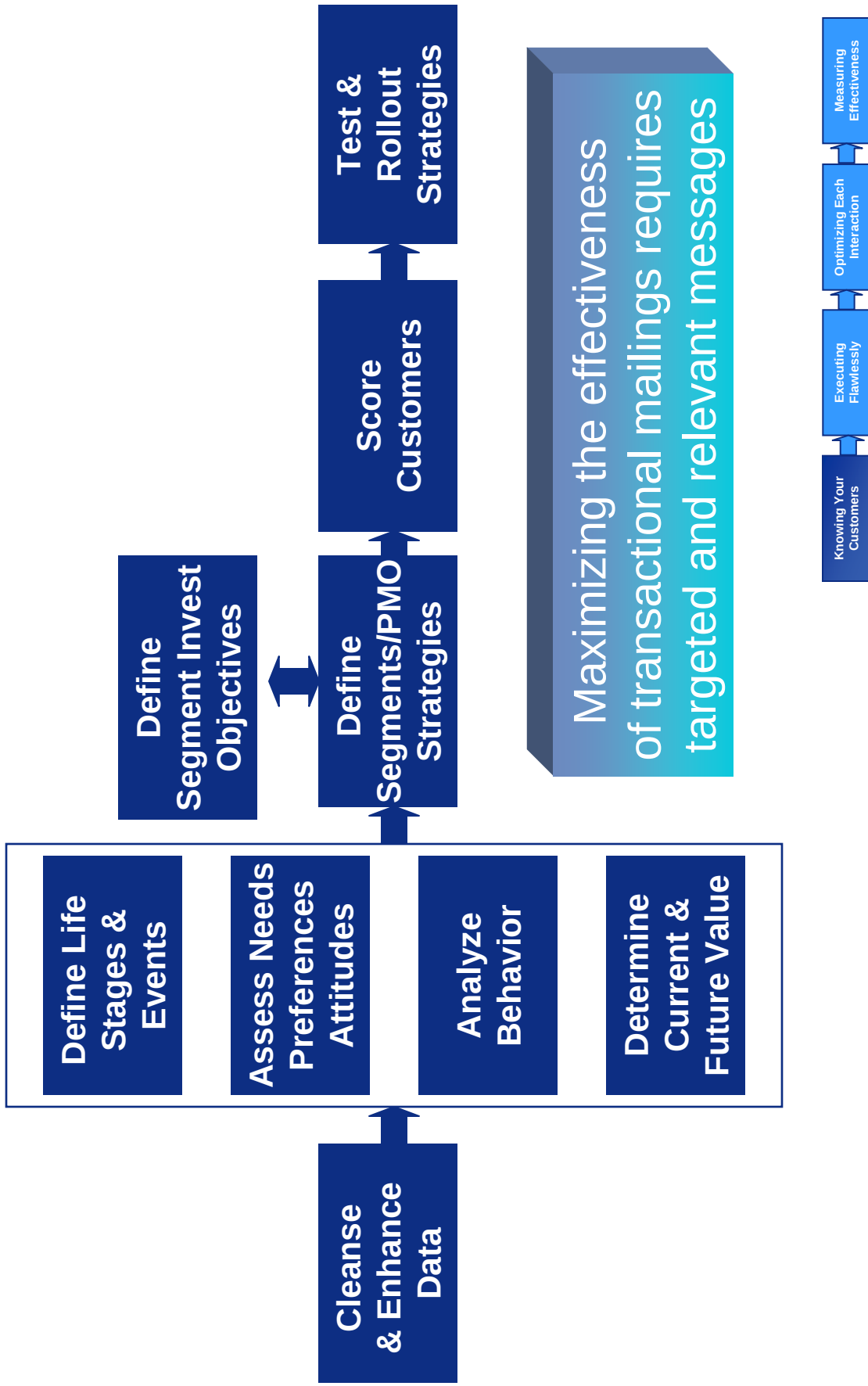
- Perception that it is not cost effective to have “campaigns of 1” in the mail channel
- Lack of business process focus within the integrated mail and document management market with respect to the challenges of multi-channel marketing, IT, and production processes
- Enterprise CRM software aligned with e-channels or “real time” channels vs. physical channels and interactive marketing vs. large scale batch marketing

Solution

- Open Analytics &
Data Integration Platform
- Integrated CRM &
Mailing Data Quality
- Robust Customer
Analytics & Segmentation
- Flexible Personalization &
Template Management
- Seamless CRM & Document
Composition Integration
- Closed-Loop, Multi-channel
Customer Communications
Management
- Mail piece Track & Trace
- Real-Time Analytics

Knowing Your Customers

*Identify and Differentiate Customers
Based on Life Stage, Needs, Attitude, Behavior and Value*



Engineering the Flow of 1:1 Communication: The Ongoing Profitable Dialogue

