



**Customer Engagement**

Print and Digital Communications Management

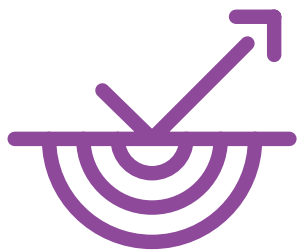
Relay® Communications Hub

# Produce best-in-class communications with the Relay® Hub





In today's complex world, it's critical to find better, faster ways to communicate with customers with greater accuracy, impact and agility.

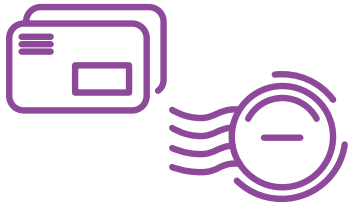


For the past 96 years, Pitney Bowes has driven customer communication. Today, we're innovating within the cloud, as we enable physical and digital interactions for seamless customer engagement. We took

our world-class communication management technology and combined it with the industry-leading Amazon Web Services to create the Relay® Hub, designed for outstanding flexibility and value.

# Reduce mailing costs.

The Relay® Hub adds accuracy and efficiency to your physical mail. Here's how:



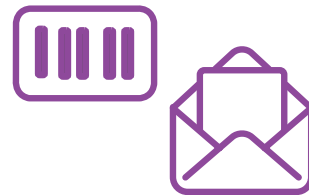
## **Validate address data.**

- Correct bad addresses.
- Update customer moves.
- Presort mail for postal discounts.



## **Normalize communications.**

- Eliminate the need for expensive pre-printed forms.
- Centralize print-to-mail operations to capitalize on efficiencies of scale.
- Right-size your printers and other hardware used for mail production.



## **Automate.**

- Add barcodes to automate variable page folding and inserting.
- Reprint damaged mail pieces without going back to your host applications.
- Route mail production to Mailstream On Demand print-to-mail service.



# Improve your customer engagement.

Enhance your existing communications to help strengthen relationships with your customers by:

## 01. Ensuring consistent branding

**SkyLimit**  
No Limits

| ACCOUNT SUMMARY                     |             |
|-------------------------------------|-------------|
| Account Number: XXXX-XXXX-XXXX-0000 |             |
| Previous Balance                    | \$2,342.87  |
| Payments, Credits                   | \$25.00     |
| Purchases                           | \$126.63    |
| Cash Advances                       | \$0.00      |
| Fees Charged                        | \$0.00      |
| Interest Charged                    | \$24.22     |
| New Balance                         | \$2,468.72  |
| Closing Date                        | 02/12/2016  |
| Total Credit Line                   | \$11,500.00 |
| Available Credit                    | \$9,031.28  |

| PAYMENT INFORMATION |            |
|---------------------|------------|
| New Balance         | \$2,468.72 |
| Payment Due Date    | 03/10/2016 |
| Past Due Amount     | \$0.00     |
| Minimum Payment Due | \$60.00    |

**ACCOUNT ACTIVITY**

| Date of Transaction               | Merchant Name or Transaction Description | \$ Amount |
|-----------------------------------|--|-----------|
| <b>PAYMENTS AND OTHER CREDITS</b> |  |           |
| 2/10                              | Payment - Thank you                      | 25.00     |
| <b>PURCHASES</b>                  |  |           |
| 1/22                              | Mario Hotel                              | 244.12    |
| 1/23                              | Starboard Coffee                         | 5.73      |
| 2/1                               | All Clean Drycleaners                    | 45.10     |
| 2/2                               | Starboard Coffee                         | 4.26      |
| 2/4                               | Lunch-And-Go                             | 32.98     |
| 2/5                               | Café Au Later                            | 18.12     |
| 2/7                               | LaLa Gas                                 | 20.44     |

Detach and enclose this coupon with your payment and allow 5-7 days for mailing to ensure payment is delivered by due date.

Manage your account online: [SkyLimitFakeWebsite.com](#) Customer Service: 1-800-555-0000 Mobile: Download our mobile app today!

**SkyLimit**  
No Limits

MAUREEN HUBBARD  
8027 EDWOOD RD  
RUTHERFORD NJ 07070

SKYLIMIT CARDMEMBER SERVICES  
P.O. BOX 123  
ANYTOWN, PA 17000-1232

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**Go Green**  
Sign up for E-Billing  
[SkyLimitFakeSite.com/green](#)

**ACCOUNT ACTIVITY**

| Date of Transaction               | Merchant Name or Transaction Description | \$ Amount |
|-----------------------------------|--|-----------|
| <b>PAYMENTS AND OTHER CREDITS</b> |  |           |
| 2/10                              | Payment - Thank you                      | 25.00     |
| <b>PURCHASES</b>                  |  |           |
| 1/22                              | Mario Hotel                              | 244.12    |
| 1/23                              | Starboard Coffee                         | 5.73      |
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**SkyLimit**  
No Limits

MAUREEN HUBBARD  
8027 EDWOOD RD  
RUTHERFORD NJ 07070-5614

**Amount Enclosed** \$  
Make your check payable to SkyLimit Card Services

SKYLIMIT CARDMEMBER SERVICES  
P.O. BOX 123  
ANYTOWN, PA 17000-1232

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02. Utilizing white space to drive customer actions

03. Highlighting important information with color

04. Making payments easier to understand

# Increase paperless adoption.

Easily transition printed documents to email and give customers a seamless experience across channels.

Your documents will look the same whether delivered via email, web or physical mail to create a consistent customer experience.

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## 84.3%

84.3% of consumers say limited options for receiving their communications would moderately to significantly impact their relationship with providers.<sup>1</sup>

<sup>1</sup> Source: Annual State of the Transactional Communications Market Survey, InfoTrends, 2016



Send documents to your customers regardless of how they want to receive them.

# Transform your communications.

Over half consumers want to receive their critical communications in ways other than physical mail. Relay Hub helps keep your business ready to reach your customers, even as their preferences change.<sup>2</sup>

<sup>2</sup>Source: 2016 Annual State of the Transactional Communications Market Survey



- Physical mail: 46.9%
- Email (not link within an email): 23.1%
- Web (www): 22.8%
- Mobile app (downloaded): 7.3%

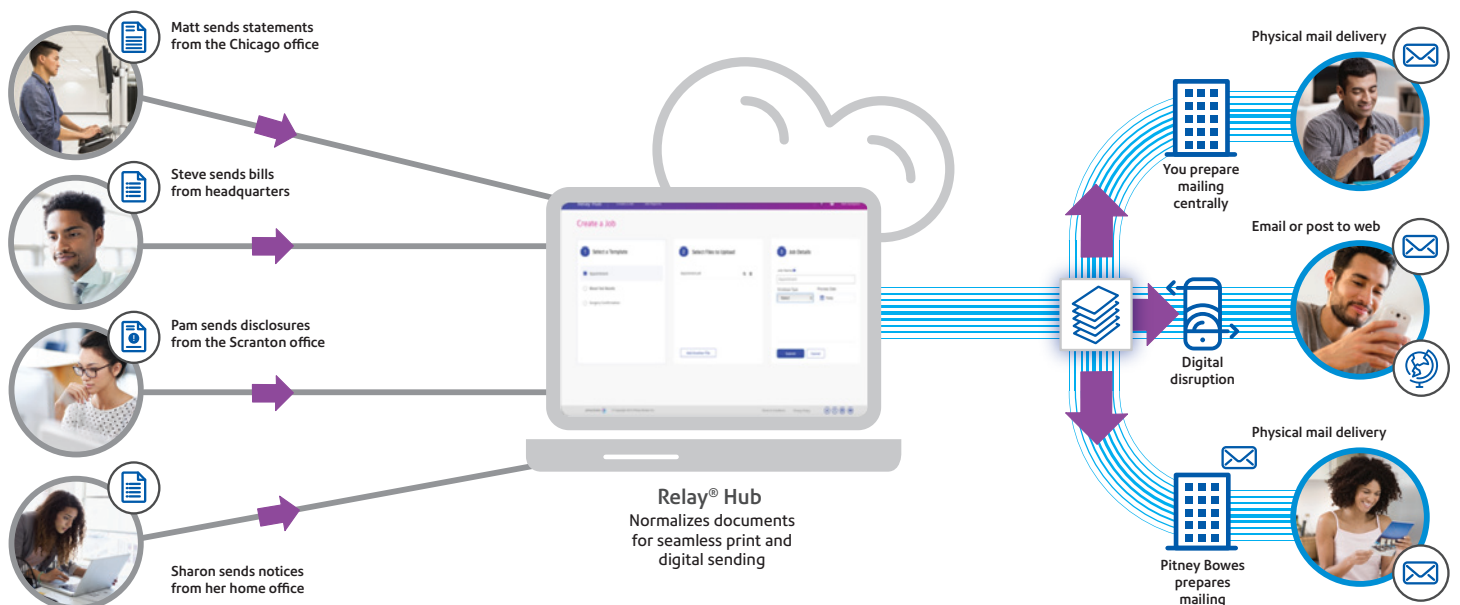


# The Relay Hub fits into your workflow.

A SaaS platform, the Relay Hub fits seamlessly into your current workflow to produce best-in-class communications. An integral part of the Pitney Bowes Commerce Cloud, the Relay Hub enhances your existing documents for improved customer engagement and sends them

digitally or physically to the correct addresses. Now, you can update branding, eliminate expensive pre-printed forms and reach your paperless adoption goals. It's simple to accommodate your ever evolving business changes with the Relay Communications Hub.

## Capture, Centralize, Control





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