Personal Connection. The Best Policy.

Pitney Bowes Software Helps You Create
the Customer-Centric Insurance Company,
Building Lasting Relationships—
and Better Managing Risk

Pitney Bowes

Software

How do Property & Casualty insurers prepare for fierce competition, a demanding and diverse customer base, and continued economic, climatic, geological and political unpredictability?

By putting the customer at the center of every interaction and process.

Know Your Customer, Know Your Risk

Volatility is a constant worry in Property and Casualty insurance. Floods, tornadoes, fires, earthquakes, mudslides and terror attacks all can wreak havoc with risk exposure strategies or catastrophe management models.

Yet there is another kind of volatility: customer churn. As customer loyalty erodes, your policyholders test the waters to see if a competitor can offer them better coverage, superior service, or a cheaper quote. Retaining them, and growing your business, depends on creating—and deepening—policyholder relationships by providing an ideal customer experience.

That means one-to-one, highly personalized service. Real-time quotes. Swift and efficient claims processing. A clear, true understanding of each policyholder— their needs, expectations, and communication preferences. While, at the same time, maintaining catastrophe management, reinsurance, and risk management positions that enable carriers to "weather every storm."

Data provides the insights that enable you to satisfy these urgent needs. In this age of Big Data—millions of CRM records, billions of emails and social media dialogues, and trillions of SMS messages—the ability to mine, analyze, and pivot on large data sets is a game-changing advantage, allowing you to out-market, out-serve, out-plan and out-perform competing insurers.

Pitney Bowes: A Heritage of Trust

Pitney Bowes Software gets it. Our heritage is all about helping organizations harness data and connect with their customers to build closer relationships. Our company offers unmatched solutions and expertise in both physical and digital customer communication management, location intelligence, and data quality and analytics. And our insurance team works with some of the world's visionary organizations— including 24 of the top 25 P&C carriers in the USA.

We apply or leverage unique assets—software, hardware, industry-specific consulting services—that empower you to deepen relationships with your members by putting those members at the center of your communication processes.

Pitney Bowes and P&C Carriers

Pitney Bowes Software is one of the 100 largest software companies in the United States.

We serve:

- 24 of the top 25 P&C insurance carriers
- Over 300 global insurance customers
- Over 190 insurance customers in North America

Customer-Centricity: Based on a 360-Degree View of Your Relationship

Pitney Bowes Software offers you a comprehensive, holistic view of every outbound or inbound customer interaction. We help you aggregate, analyze and utilize all available data across systems and departments to make better risk management and underwriting decisions. And we help you to personalize, fine tune, prioritize and drive communication with each customer— through the channels each individual prefers:

- Physical mail
- Email
- Onsite visits
- Social media
- Web portals
- Mobile devices
- Contact centers
- Self-service telephone

Customer centricity can help you boost retention and marketing campaign results by 30 percent or more—while reducing your costs by as much as 40 percent. It helps you respond faster and more effectively to questions and claims and improve policyholder satisfaction.

Leveraging Infrastructure, Protecting Investments

Not only does Pitney Bowes enable you cleanse and integrate your enterprise data assets, we also help you leverage investments in existing systems through a scalable, modular, extensible architecture. We help integrate legacy systems and upgrade outdated components, and offer a comprehensive end-to-end solution based on our extensive portfolio of software solutions.

You can manage change, control costs and boost staff productivity—even as you enhance every customer encounter across the relationship lifecycle, from marketing/product development to billing and claims to catastrophe management and reinsurance.

Pitney Bowes Software's Portfolio of Capabilities

- Data cleansing, integration and enrichment
- Data augmentation
- Geocoding and location intelligence
- Document design and generation
- Mailing efficiency
- Demand forecasting
- Personalized, multichannel communication
- Batch, on-demand and interactive correspondence
- Electronic bill presentment and payment

Customer centricity empowers P&C insurance carriers to derive new insights from the highest quality data, and make better marketing, product development, underwriting and risk management decisions—while delivering an ideal customer experience.

Understand Your Customers

Gain the 360° View You Need to Target More Effectively

You need to aggregate and apply information from many sources—including existing data assets that may reside in departmental silos throughout your enterprise, as well as from trusted third-party sources—to effectively seek new customers, improve the experience of your existing ones, design policies and services that meet their needs, and make the smartest decisions about managing your risk portfolio.

Pitney Bowes enables you to be selective about whom you target, and smarter about how you engage with them. We help you understand customer behavior, preferences and needs. So you can recruit and retain your best customers, drive new value of your relationships with them, and improve ROI.

"We were able to provide initial estimates of exposure and potential loss before the storm even hit the shore—and then validate these through on-site inspections."

James River Insurance

Your Challenge

- Ensure that data is accurate, complete, timely and consistent.
- Understand customer behavior and preferences.
- Validate addresses for accurate territory assignment.
- Detect potential subrogation and fraudulent claims as soon as possible.
- Pinpoint opportunities to increase retention.

The Pitney Bowes Solution

- **ENTERPRISE DATA GOVERNANCE: Take control of enterprise data. Capture it from diverse data sources, profile data quality issues, and create rules and thresholds that optimize your business applications. Track, resolve and report on data issues.**

- **ENTERPRISE DATA QUALITY: Unlock the real potential of your data assets. Use consistent, more accurate data to generate rich customer information to identify new opportunities, connect with customers and communicate more effectively.**

Recognize True Location Risk

Visualize Opportunities That Your Competitors Will Miss

You need to know—precisely—the "where" across a multitude of risk factors to better assess underwriting risk, handle claims, expand markets, serve customers and develop new business.

Pitney Bowes' advanced geocoding, location intelligence, and detailed visualizations let you understand, analyze and manage underwriting and your overall risk exposure to events like floods, wildfires, hurricanes, earthquakes, terror attacks, theft and more.

Your Challenge

- Create more accurate territory ratings.
- Identify and target key geographies for sales and retention campaigns.
- Calculate proximity to risk factors.
- Aggregate, analyze and visualize concentration of risk.
- Coordinate and optimize claims resources in response to a catastrophic event.
- Automate tax jurisdiction assignments.

The Pitney Bowes Solution

- **LOCATION INTELLIGENCE: Our International Geocoding solutions provide the insights necessary for effective underwriting and pricing of policies and optimal portfolio management.**

- **RISK DATA SUITE: Effectively evaluate potential fire, weather, natural disaster and terror-related exposure by combining geospatial datasets with historical information.**

Today's policyholder is an empowered policyholder. They want control over their lives and information, and a personalized experience. Stay close to them using channels they prefer—physical mail or email, social media or the Web, contact centers or self-service.

Engage Customers Across Channels

Deliver a Consistent Experience Based on Policyholder Preferences

It's more important than ever to maintain the highest levels of customer satisfaction and loyalty to retain your valued customers. You must leverage high-quality, personalized communications to drive greater value to your customers and throughout your enterprise.

Pitney Bowes helps you centrally create data-driven communications across print, fax, email, SMS and web channels, to deliver targeted consistent offers at every contact. You can create integrated, interactive correspondence that enhances self-service and first-call resolution while decreasing talk time and waste. And by your flexibility, personalization and control, you can deliver tailored experiences to targeted customers faster and more effectively.

" Personalized marketing is very important when it comes to delivering on the brand promise. This means having the functionality to deliver the right offer to the right customer at the right time. "

Trygg-Hansa Insurance

Your Challenge

- Connect data, systems and platforms across channels.
- Respond to compliance changes.
- Automate underwriting, customer service and claims correspondence.
- Coordinate communications across lines of business as well as channels.
- Customize billing (print or digital) with targeted, personalized ˝offers.
- Create dynamic, data-driven self-service experiences.
- Increase the quality and relevance of each customer message.

The Pitney Bowes Solution

- **DOCUMENT COMPOSITION ENGINES: Engage customers with personalized, multichannel communications. Centrally control transactional, on-demand and interactive documents across print, email, web, IVR, or text messaging.**

- **DATA AND PRINT STREAM MANAGEMENT: Incorporate a single, 360-degree view of your customer in every communication. Access enterprise data to enhance customer communications on the fly, personalizing communication with optimized accurac**

Optimize Every Interaction

Integrate Real-time Decisioning and Analytics into Every Process

Data-driven insight powers the customer-centric insurance company. You need to determine best next actions and individualized engagement strategies, match consumer preferences and needs with solutions, and use messaging that resonates with each customer.

Pitney Bowes' analytics tools enable you to determine the optimum timing, vehicles and strategies for communication, and the right mix of messaging and channels to align with customer preferences. We help you identify the right promotional messages to include with transactional documents.

Your Challenge

- Connect customer data across your organization.
- Better respect customer preferences— and meet their needs.
- Identify and target those most likely to respond positively to each campaign.
- Support service personnel with real-time data and decision support to shape policy and claims conversations and expediter resolutions.
- Integrate the customer experience across all contact channels: agents, call centers or websites.

The Pitney Bowes Solution

- **CONNECTED, TWO-WAY DIALOGUES: Convert disparate customer interactions into a connected two-way conversation across all channels – online, offline, mobile, and social channels like Twitter and Facebook— for deeper customer engagement.**
- **UPLIFT MODELING: Transcend traditional segmentation and focus only upon those customers who will respond positively to your message – weeding out those who would buy anyway, never buy, or react negatively.**

Pitney Bowes Software Powers the Customer-Centric Insurance Company

Our capabilities give you the power to create integrated, cross-channel dialogues with every customer —driven by accurate data, enhanced by analytics and insight, and augmented by location intelligence and risk data—to deliver personalized, interactive communication across every channel. Call, email, text, Tweet or message us today. We'll listen to your needs and tell you how we can help.

For more information call 800.327.8627 or visit us online: www.pb.com/software

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Every connection is a new opportunity™