Digitalisierung in der Praxis – Personalisierte Kommunikation mit interaktiven Videos

Marc Hirtz
Vice President Software Solutions, Pitney Bowes
Pitney Bowes Software supports clients across three key areas

**Identify**
Using trusted data to drive insights and intelligence

**Locate**
Transforming location and business data into enhanced insight

**Communicate**
Delivering engaging interactions across the customer lifecycle
The Power of personalised and interactive video

EngageOne® Video
Redefine the video experience by evolving to videos that interact

**Traditional video**
Everyone sees the same thing.

**Personalized video**
Each viewer sees their own video.

**Interactive Personalized Video**
Each viewer charts their own unique video experience.

![YouTube logo](image)

[Image: Hi Jim, as a retiree, you’ll love our senior discounts.]

[Image: Interactive diagram]
EngageOne® Video – The video revolution is here

Create 1:1 customer interactions.
Real-time personalized video content specifically addresses each individual customer and his/her needs.

Drive interactive two-way dialogues.
Actively engages customers letting each one define his or her own video journey in real time.

Achieve compelling results.*
- More clicks.
- Longer view times.
- 98% positive response.
- CSRs can focus on value-added tasks
- $MM in incremental sales.

Increase success.
+44% Boost in sales*
+25% on-time payments*
+72% Customer Sat NPS*

*Examples of results from companies using EngageOne Video.
EngageOne® Video is already proving its worth.

Sales

Major financial services company explains investments to advisors and customers.

Real results:
- $30MM increase in sales
- 44% increase in sales productivity

Service

Leading telco explains its bills to customers before they ask.

Real results:
- 32% reduction in bill-related calls
- 24% increase in on-time bill pay

Customer education

P&C insurer educates its customers on home insurance coverage.

Real results:
- 2.5X the average open rate.
- 2X+ the average view time.
- Universally enthusiastic customers response.
Data drives real-time video experiences

Mary’s invoice contains the data…

... which feeds the 'storyboard template'

... and creates a real-time video experience
You will see a **video bill explainer** for a bundled telco service including…

- Personal, language sensitive greeting
- Payment summary overview
- Viewer-selected service charge drill down
- Up-sell recommendation
  - International Call Plan
- Call to action
  - click-to-buy
  - sign up to online portal / self-service
  - pay now
  - collect customer feedback
Combine the cost-effectiveness of email, web and mail with personalized interaction to help you drive compelling results.

**Mass market strategy**
- Low cost per contact
- Scales easily
- Focused on awareness

**EngageOne® Video**
- 1:1 personalization
- Two-way interaction
- Real-time updates
- Measureable results
- Focused on engagement and ROI

**Vastly superior results**
- More revenues
- Lower costs
- Greater engagement
- Increased satisfaction
- Higher lifetime value
EngageOne® Video

Engagement. Evolved.