



Portrait Interaction Optimizer™

Convert inbound interactions into revenue
and retention opportunities

Deliver real-time “best-next-action” recommendations to each customer, wherever and whenever they choose to interact.

Executive summary

Your business is striving to find greater revenue, yet one of the greatest untapped opportunities may already be in front of you. Customers are in fact coming to your business every day, across your inbound touch points including call centers, branches, web site, mobile devices, IVR system, kiosks and even ATMs.

Portrait Interaction Optimizer™ can empower your business to convert these every day customer-initiated interactions into newfound revenue and retention opportunities by infusing analytically-driven “best-next-action” real-time offers and recommendations into every interaction.

Business challenge

While your business has extensive CRM and contact infrastructure, these systems are typically functioning in silos and lack the ability to truly engage customers with real-time relevance. The result is a disconnected experience across channels and interactions, irrelevant offers and inconsistent processes and practices.

Unfortunately, inbound, customer-initiated interactions can be the most difficult to address for many reasons:

- The reason for each interaction is unknown
- The touchpoint of choice is unknown
- The timing of interaction is unknown

The impact is lost revenue, negative brand sentiment and lost customers. It's a fact—for many of your highest value customers, your inbound interactions may be your business' only opportunity to engage, satisfy, cross-sell and retain that individual.

Solution

Portrait Interaction Optimizer extends your existing CRM systems to provide the most accurate offer for each individual customer, at the specific moment of interaction.

To do this, the solution enables customer data to be connected across siloed business units and disparate channels without duplication, while analytically driven recommendations take the guesswork out of interactions. These “best-next-action” decisions are performed in real-time, using an organization's data, business rules and predictive analytics. More informed interactions enable organizations to delight customers by pre-empting their needs and recommending relevant and timely offers that are optimal for them individually.

“With Portrait we can treat all 11 million customers as individuals, and are well placed to better meet their needs and thus do more business with more people for longer than we did before.”

Head of Customer Insight
Nationwide

Convert your service “cost centers” into new profit centers

Your customers are interacting with your inbound touch points every day. Now, convert these interactions into revenue and retention opportunity with best-next-action recommendations which are optimized for each individual—at the moment of interaction.

Portrait Interaction Optimizer™ can help your organization to achieve up to:

- 35% increase in revenue
- 26% greater customer retention
- 55% improvement in customer satisfaction

Achieve an institutional memory of your customers

Ongoing customer interactions and disparate touch points frustrate your customers every day. Yet, your business can't afford the time or expense to simply rebuild from the ground up. Now, with Portrait Interaction Optimizer™, your business can connect the customer experience across all channels—without replacing your existing infrastructure.

Reach your “unreachable” customers

As much as 55% of your customers may in fact be “unreachable” due to opt-out, do-not-call lists, incomplete or invalid data, spam filters and more. This means that your direct marketing efforts are only scratching the surface. Now you can engage, cross-sell and retain opt-outs and others not accessible by traditional marketing.

Convert your cost centers into new profit centers

Today's leading organizations are measuring their contact center success on not just utilization rates—but also revenue, retention, loyalty, satisfaction and more. With Portrait Interaction Optimizer, you can convert all your inbound customer touch points into new profit centers.

Reduce attrition and boost confidence

Organizations that deploy Portrait Interaction Optimizer commonly observe dramatic reductions in agent attrition and improvement in call-handling-confidence by guiding agents with real-time customer insight and recommendations.

Move with the “Omni-channel Customer”

Portrait Interaction Optimizer understands that your customer doesn't just interact with one channel but multiple channels simultaneously, which is why it's more than just a cross-channel system. This powerful real-time solution imbeds more than 10 levels of real-time capabilities and is capable of recognizing your customer's behavior across numerous touch points—even across physical and digital.

“The user interface will help our marketers to be more agile, with a much improved ability to administer real-time recommendations directly, without requiring IT assistance. Furthermore the tokenized prompts and real time access to data, coupled with the ability to scoring of our models on the fly, means we not only are able to deploy the most relevant message to our customers, but also the message which is most likely to be accepted.”

Oedse de Boer,
Director Operations
Tieto



Marketing and customer experience professionals can now craft and orchestrate a personalized customer experience, across all touch points.

Infuse customer-centricity into your existing CRM touch points

Most organizations don't have the time, resources or money to rebuild their IT and CRM infrastructure again from the ground up. Instead, best-in-class organizations are taking action using an "incremental" strategy.

Portrait Interaction Optimizer™ can empower organizations to leverage the existing infrastructure invested in (including CRM software, kiosks, web sites, IVR systems, call centers, branches and more) and infuse new intelligence directly into it—without rework of the existing architecture.

Connect the customer dialogue across:

- Automated and managed channels
- Disconnected systems and data
- Digital and physical channels
- Marketing and service channels

The science of delivering the "best-next-action"

Different from "real time offer engines", Portrait Interaction Optimizer best-next-action is about more than selling. It is about infusing a customer-centric, connected dialogue into and across existing systems.

The best-next-action is an arbitrated "message" that has been determined through a combination of analytic models and business rules to be the absolute best-next-action for the individual customer at that very moment.

Best-next-action recommendations may include:

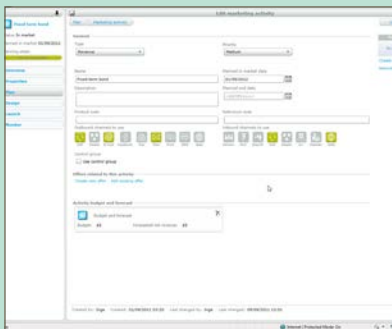
- Data collection
- Cross-sell
- Retention
- Service
- Compliance

Engage both known and anonymous individuals in real-time

Portrait Interaction Optimizer can empower your organization to engage anonymous and known individuals across digital channels, including the web, mobile and tablet, while connecting the experience seamlessly across all other channels, both physical and digital.

The Power of "Inbound/outbound Fusion"

Portrait solutions offer users a single environment for managing inbound and outbound channels, allowing your organization to seamlessly share data mapping, responses, analytic models, reporting and more all in one place. This allows for rapid inbound/outbound program deployment and powerful capabilities for achieving a truly connected, omni-channel dialogue with each customer.



Inbound/Outbound Fusion: Deploy your strategy across inbound and outbound channels, all through a single interface, with the optional Portrait Dialogue license.



Track cross-channel recommendation performance with real-time accuracy.



Some solutions may sound similar, however only Portrait Interaction Optimizer™ is a true real-time best-next-action solution.

Designed for marketers

Portrait Interaction Optimizer™ is designed specifically for marketers unlike other alternatives which require extensive technical expertise.

- Easy-to-use Interface
 - Design and administer offers and actions
- Single interaction environment
 - One system to manage interactions across all channels
- Powerful “What-if” Simulation
 - Understand the optimal mix of rules and models before placing offers into production
- Automated Reporting
- Achieve clear visibility into offer performance

Rapid deployment

Get up and running in as little as 16 weeks:

- No new environments for customers or for front line employees to learn
- Leverage models directly from Portrait Customer Analytic solutions or other analytics offerings including SAS Enterprise Miner or SPSS
- Web services architecture makes integration seamless and extensible

Why “just in time” real-time systems just don’t cut it

Just-in-time, can be the wrong time

Your customers are often interacting with multiple touch-points in the same day. Portrait Interaction Optimizer™ is capable of processing cross-channel data to ensure the interaction is true to your “real-time” customer.

Don’t settle for “next-best”

Portrait Interaction Optimizer is the only true “best-next-action” solution on the market. Only Portrait can automate the inclusion of Uplift models which can mistakenly recommend offers to customers that are “sleeping dogs” (react negatively), “sure things” (buy anyway) and “lost causes” (never buy).

“We are able to deliver intelligent recommendations to customer-facing employees across multiple channels and as a result we have sold tens of thousands more products while treating customers like individuals”

**Head of Customer Insight
Nationwide**

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

UNITED STATES

800.327.8627
pbsoftware.sales@pb.com

CANADA

800.268.3282
pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001
pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255
pbsoftware.australia@pb.com
pbsoftware.singapore@pb.com



Every connection is a new opportunity™



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