

The Road to Engagement

Introduction

The proliferation of automotive brands and fluctuating economic confidence makes both marketing strategy and engaging the customer more critical than ever.

Organisations need to ask themselves if they have made their customers the centre of their universe. Are your processes customer-focused and budgets in line with a customer-driven strategy? Unless you can identify your most valuable customers and have established ongoing conversations with them, how can you gain feedback to continually adapt products and services?

Marketing and operational habits are often based upon current trends or the instilled habits of an organisation, when the focus should be on your marketing efforts and expenditure based on the actual profile and behaviour of your customers.

Where are you most likely to sell a medium SUV? Where have you been able to do so? And where will it be passed by for an hybrid/eco-friendly vehicle?

Where should you position your new dealership? And where should you place the billboards to advertise it?

Where do your existing customers live? And where don't they? Where can you acquire more customers from?

Who are already passionate advocates of your brand?

Pitney Bowes Business Insight helps you to answer these questions and provides you with a more intimate understanding of the entire customer lifestyle and exactly where the real opportunities are.

Pitney Bowes' integrated software capabilities, spanning location intelligence, customer behaviour analytics and interaction management, cover four key areas:

PREDICTING CUSTOMER BEHAVIOUR

Data

Integrating and enriching customer data

Insight

Understanding and predicting customer behaviour

Communications

Managing and connecting cross-channel customer communications

Strategy

Deciding on and executing the most effective marketing and operations plans

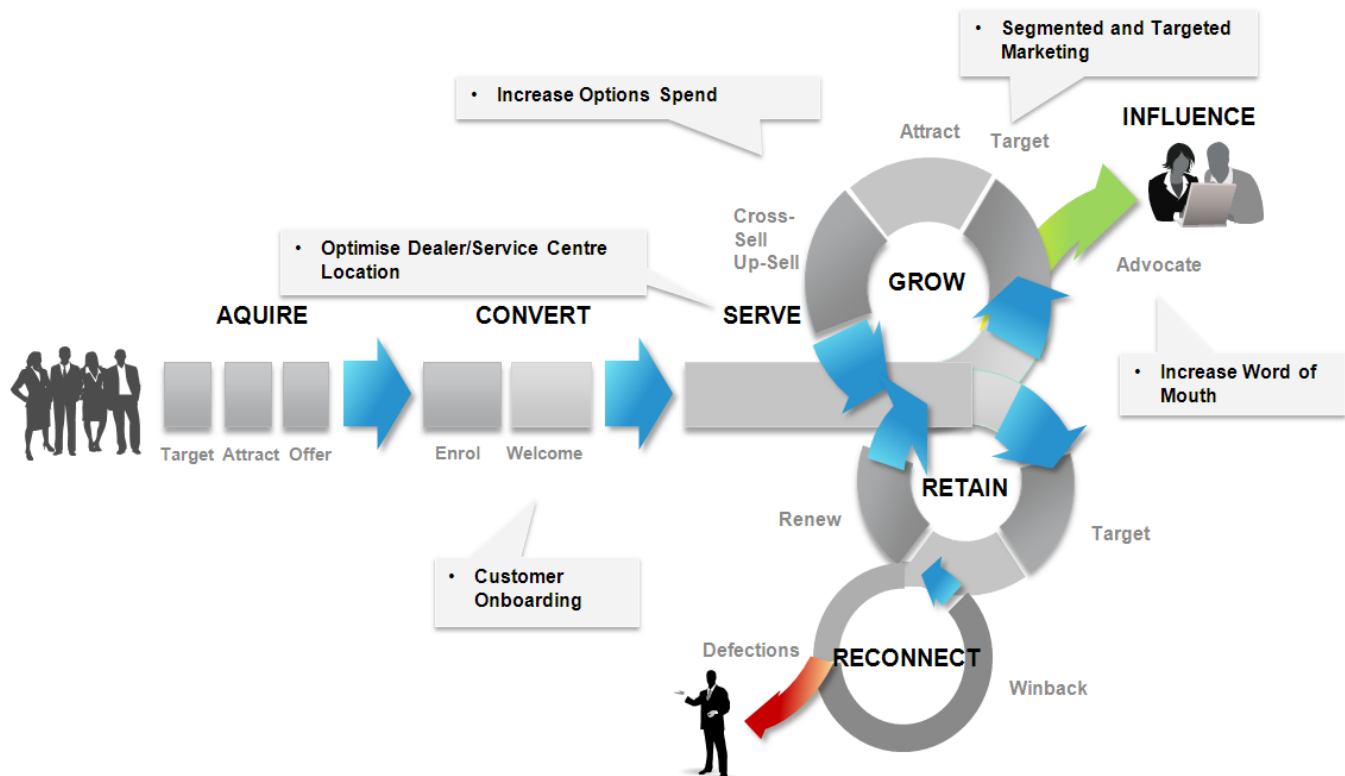
SUPPORTING CUSTOMER ENGAGEMENT

These integrated capabilities are aimed at bridging the gaps between your organisational goals and the realisation of true customer engagement at every stage of your customer's journey.

Enabling lifetime customer relationships

Our streamlined solutions grow customer engagement, enhance existing vehicle owner satisfaction and drive revenue performance across the entire customer lifecycle. Key Pitney Bowes automotive solution benefits include:

- Timely and relevant sales and service offerings informed by predictive modelling of customer purchasing cycles and vehicle preferences
- Targeted marketing communications resulting from more accurate Prime Market Area (PMA) validation
- Enhancement of trigger-based sales and service offerings through predictive analytics of individual purchasing life cycles and vehicle preferences
- Real-time sales performance reporting
- Better cash flow management resulting from parts demand projections and service centre optimisation
- Dealership network optimisation including market penetration analysis
- Competitive intelligence through integration of Vfacts and Motor Vehicle Census information
- Enhanced customer profiling through data enrichment technology.



If you know your customer's profile, where they live and what they bought from you last time, why guess what they *might do next*?

With our analytics-based location intelligence software, discover what they *will do next*.

Next time your customer calls, take the conversation to where you both want it to go. Understand what they really need and help them through the process so they decide to buy what's right for them.

"How can I manage PMA territories dynamically?"

"I need a way to accurately manage our dynamic dealership PMA territories based on postcodes. These PMAs are the building blocks to support our dealership network and help us report monthly sales data to ensure we have a strong future dealership network strategy. We need to understand areas of future opportunity for new site development and gain a competitive edge through forward-thinking."

Dealer Development Manager / Network

"How can I increase marketing ROI?"

"Gone are the days of a single ad in the Saturday paper, consumers are using so many channels where we can advertise, including web, social media, TV, radio. How do I know if I am spending my advertising dollars the right way? Am I wasting marketing budget on those who will buy anyway or those who ignore our communications? How do I reach the right kind of customers?"

Sales Manager / Marketing Manager

Flexible software platforms geared to maximise customer engagement

Pitney Bowes Business Insight represents an integrated capability in customer intelligence and communication management through the amalgamation of industry leading software marques: MapInfo, Portrait Software and Pitney Bowes.

This unique capability set is designed to enable lifetime customer relationships for your organisation and lead your customers on a journey from vehicle selection and acquisition to options enhancement, financing, vehicle servicing and renewal.

Realigning not reinventing the wheel

Many of our go-to-market solutions are available in both on-demand (hosted) and on-premise delivery models. For on-premise, Pitney Bowes' solutions run on most major operating systems and are compatible with your platform of choice-from desktop to web to mainframe.

Accelerating revenue growth and adoption of targeted marketing models

Traditional marketing, either direct or indirect, is characterised by uniform campaigns designed to attract an entire defined population.

Pitney Bowes' automotive value proposition invites you to create an up close and clear picture of each individual

“Where can I find more customers?”

“The potential customers who live in my PMA are so diverse, how can I leverage the sales and service data I already collect to locate lookalikes? If only I could attract the right consumer to my dealership with targeted and relevant offers, without spending a fortune on Direct Mail campaigns.”

Dealer Principal / Dealership Owner - Franchisee



customer - a perpetual 'portrait' that forms the basis of a true dialogue based relationship.

Nothing is more targeted than communicating with a customer at the point of an inbound call to book a service, enquire about options or make a complaint.

If you are lucky, that customer may have a direct relationship with the service manager and the conversation will flow freely and profitably for both parties - perfect. More likely, the dealer will have thousands of customers and infrequent customer contact. Pitney Bowes enables you to emulate the same relationship that you might expect in a small town dealership.

Optimise your inbound interactions with best next prompt technology and like some of the world's leading 1:1 marketers, you could achieve up to a 55% improvement in customer satisfaction and 35% improvement in revenues (Merrill Lynch, 2011).

Let Pitney Bowes help you deliver a highly personalised service and provide you with intimate understanding of how to best engage your most important assets - your customers.

To drive lifetime customer relationships and to optimise business performance please contact:

Tristan Ohlenrott
Account Manager - Melbourne
T: 03 9694 3372
E: tristan.ohlenrott@pb.com

Kolt Luty
Account Manager - Sydney
T: 02 8925 7333
E: kolt.luty@pb.com

Asia Pacific/Australia

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060

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

United States

One Global View
Troy, NY 12180-8399
+1.800.327.8627
pbbi.sales@pb.com

Canada

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
+1.416.594.5200
pbbi.canada.sales@pb.com

Europe/United Kingdom

Minton Place, Victoria Street
Windsor, Berkshire SL4 1EG
United Kingdom
+44.800.840.0001
pbbi.europe@pb.com

www.pbinsight.com.au



©2011 Pitney Bowes Software Inc. All rights reserved. Pitney Bowes Business Insight is the software division of Pitney Bowes Inc. Pitney Bowes and the Pitney Bowes logo are trademarks of Pitney Bowes Inc. and/or its subsidiaries. All other marks and trademarks are the property of their respective holders.