

# Communications & Electric Utilities

Intelligent Solutions for Lower Costs, Higher  
Efficiency in Communications and Electric Utilities



# Solving Problems While Promoting Cost Efficiency

Every day, communication providers and electric utilities must acquire customers more effectively, find hidden market potential, maximize ROI, boost retention rates, optimize networks and deploy new revenue generating services—all while relentlessly cutting costs.

At Pitney Bowes Business Insight, we offer solutions to help you meet these demands.

Our solutions focus on three main areas:

- Serving the customer
- Streamlining operations
- Reducing enterprise risk

These solutions allow us to help you meet customer expectations, reduce costs and flourish in an increasingly competitive business environment, while locating, connecting and communicating with your most important asset: your customers.

## Serve Your Customers More Efficiently and Effectively

To be successful and remain competitive, organizations continually strive to reduce customer acquisition costs, improve customer loyalty and maximize the lifetime value of every customer. This becomes increasingly challenging with today's technology advances, greater dependence on the Internet and growing customer expectations for more personalized service.



## Create Customer-Focused Bills

### The Problem

Communication providers and electric utilities must create customer-focused communications for delivery via print/mail, fax, Internet, email and short message service (SMS).

### The Solution

Pitney Bowes Business Insight customer communication management solutions allow you to produce well-designed, easy-to-read customer bills that reduce inbound service calls and customer churn. Our solutions enable you to provide large-print bills for elderly and visually-impaired customers, and create bills in customer preferred languages and bill detail formats.

### The Benefit

Variable, customer-friendly bill formats can be composed during a single production run for optimum operational efficiency. In addition, customer-focused bills enable savvy marketers to create relevant, personalized up-selling and cross-selling messages for online and printed communications. Message customization allows the right message to be sent to the right customer at the right time. Promotional messages on transactional documents enhance customer loyalty and lower customer acquisition costs.

## Ensure the Integrity of Your Customer Data

### The Problem

Communication providers and electric utilities must capture customer data accurately, completely, timely and consistently to create customers for life. While accurate customer data quality may once have been a luxury, it is now a proven competitive advantage.

### The Solution

Pitney Bowes Business Insight customer data quality solutions combine data from multiple, disparate sources to produce consolidated records. Your basic customer information is augmented and enhanced by adding phone numbers, demographic information and address geolocation data (longitude and latitude coordinates).

### The Benefit

Our industry-leading solutions easily match, de-dupe and consolidate customer data into a single, comprehensive record—giving you the insight you need to enhance customer loyalty and lifetime value. A single customer view reduces wasted time and resources significantly, while allowing you to interact with customers much more efficiently.

## Speed Customer Service Response Time

### The Problem

In today's fast-paced environment, your customers demand fast clarification on billing issues and other account inquiries. To satisfy this demand and save on operational costs, customer service representatives (CSRs) must have fast and easy access to this data.

### The Solution

Pitney Bowes Business Insight document archiving and retrieval solutions provide CSRs with easy desktop access to any bill stored in the system. The CSR sees an exact replica of the customer bill, which reduces call-handling time while building customer confidence. Once the bill is displayed, it can easily be printed or emailed to the customer.

### The Benefit

All documents are stored in a highly compressed format requiring significantly less storage than PDF images. Since the technology required to file the documents is built into the system, our solution allows access to documents within minutes of the completed billing cycle.



CSRs can retrieve customer bills by name or account number.

## Reduce Inbound Customer Service Calls

### The Problem

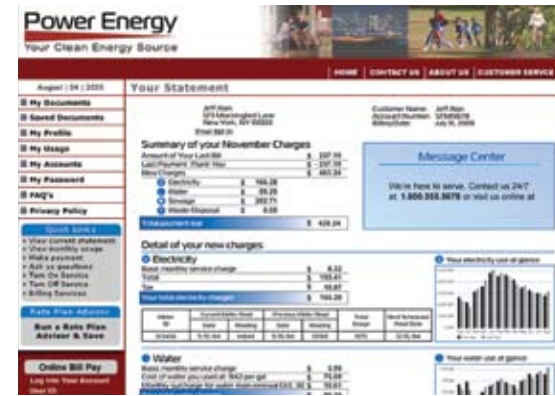
Customers expect the ability to view and print their bills through their browser 24/7. However, implementing this type of solution can be costly and difficult without an integrated approach that leverages existing hardware and software.

### The Solution

Pitney Bowes Business Insight online self-service solutions give your customers immediate access to their bills via the Internet. By posting a simple login page on your website, you can provide this powerful capability. Once logged in, your customers can retrieve an exact replica of their printed bill, and then they can view it, print it, pay it or download a copy for physical storage.

### The Benefit

Reducing the number of calls to your CSRs improves your brand performance and increases customer satisfaction, not to mention CSR morale.



Customers can pay bills online while viewing real-time usage and balances (phone minutes, energy usage) available.

## Optimize Postal Discounts

### The Problem

The cost of mailing continues to increase. For many communication providers and electric utilities, it represents a sizeable share of their operating budget. In addition, the United States Postal Service® (USPS®) and other postal organizations now require greater address accuracy.

### The Solution

Pitney Bowes Business Insight mailing efficiency solutions enable Full Service Intelligent Mail® with enhanced mail intelligence designed to maximize USPS discounts, preserve investments in existing software and provide enterprise-wide business benefits, designed specifically to meet your unique requirements.

### The Benefit

You can save substantial amounts on postage from available USPS automation discounts and a further discount for full service goes into effect on November 29, 2009. In addition, barcode tracking of outbound-bill and inbound-remittance mail pieces can be used to provide better proof of delivery, eliminate unnecessary service cutoffs, allow better cash flow forecasting, speed customer address corrections and enable timely telemarketing follow-up to mailed offers.

# OPTIMIZE YOUR OPERATIONS AND RESOURCES

Communication providers and electric utilities around the world use location data to plan, maintain and service wireline, wireless, cable and utility networks. You can maximize your location intelligence and make your networks more efficient, effective and profitable by implementing our comprehensive suite of software, industry data and consulting services. These powerful tools enable you to better understand market demographics, analyze competitive threats and plan network logistics.

## Manage Boundary Data

### The Problem

Communication providers and electric utilities must visualize and manage the wireless, wireline, cable and utility industry regulatory landscape.



## The Solution

Pitney Bowes Business Insight offers industry-leading data sets focused around key elements of the communications industry infrastructure:

- Key communications infrastructure data based on a comprehensive census of every wire center in the US and Canada
- Rate center boundaries and attribute data for each rate center in the US
- Comprehensive data, complete with market partitioning and frequency disaggregation, that consists of cellular market areas (CMAs) and personal communication service (PCS) areas
- Digital maps of more than 10,000 US cable systems using the nation's premier source of cable system boundaries and data for the visualization of cable franchise coverage areas
- US terrain elevation data for tower site planning and RF propagation
- Existing US area code boundaries

- Boundary data of for US wireless company published coverage areas
- Application for identifying number plan areas (NPAs) and NXXs (three digits of phone number following area code) and then mapping the associated local calling area plans
- Local access and transport area (LATA) geographic boundary data, including information about wire centers, area codes, and the major local exchange carriers (LECs) operating in each LATA
- Comprehensive local and wireless telephone service provider coverage data, including footprints of US local landline telephone service
- US Public Safety Answering Point (PSAP) boundary database, including PSAP 10-digit emergency numbers, address information, administrative phone number, fax number, contact person, latitude and longitude and jurisdictional boundaries

## The Benefit

Our solution provides you with a more comprehensive view of how the regulatory landscape impacts your business to enable more informed decision-making.

## Optimize RF Coverage

### The Problem

It is critical for wireless providers to perform detailed and accurate network modeling to design and update their networks.

### The Solution

Pitney Bowes Business Insight RF optimization solutions provide wireless operators with sophisticated tools for designing, managing and optimizing wireless coverage and capacity.

### The Benefit

These solutions allow you to simulate the impact of growth on network capacity and service quality, improve overall network performance and slash network deployment costs by striking the right balance of coverage, capacity and service quality.



Pinpoint areas where network investments and build-outs are needed.

## Determine Wireless Coverage

### The Problem

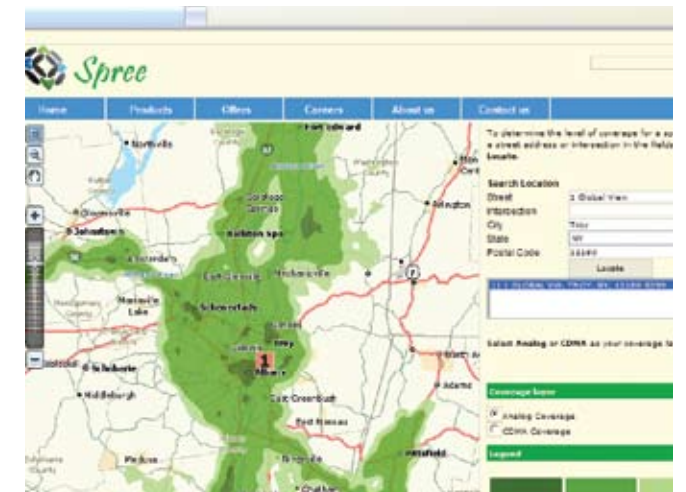
Communication providers need an easy way to determine if service is available at a specific location.

### The Solution

Pitney Bowes Business Insight coverage locator solutions utilize your coverage data and display it on a map. This map is color-coded by category of coverage quality and contains a legend describing the quality of service.

### The Benefit

This data determines both the location of potential customers and network build-out requirements quickly and easily, while contributing to less customer churn.



View service coverage quality levels by specific region—or unique address.



Capacity studies help carriers better understand the competitive market.

## Select Profitable Retail Sites

### The Problem

Communication providers must find the most profitable retail sites to boost product and service sales and further their brand performance.

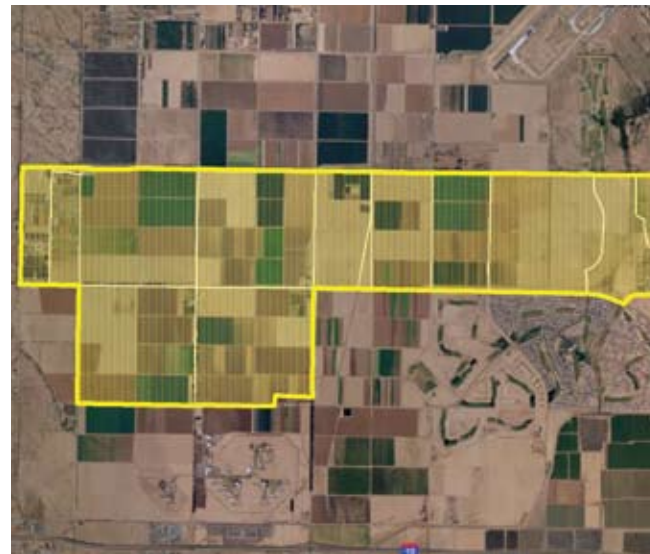
### The Solution

Pitney Bowes Business Insight retail site selection solutions help you:

- Identify new sites and profitable opportunities in existing markets
- Select stores to close, relocate or renovate
- Optimize store networks for peak profitability
- Predict a brand's ultimate build-out potential
- Maximize market share and per-unit sales performance
- Quantify sales transfer/cannibalization between locations

### The Benefit

Retail site selection and profiling can make or break your retail operations. Our tools help you make the right decision the first time and help you optimize the impact that location has on your business.



OLD

## Profile and Segment Customers

### The Problem

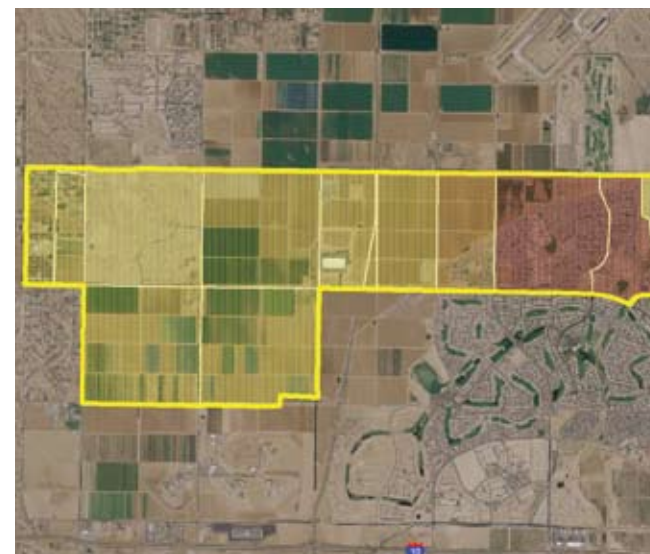
To achieve sustainable growth, communication providers and electric utilities must understand their existing customers and learn how to locate similar prospects.

### The Solution

Pitney Bowes Business Insight customer profiling and segmentation solutions enable you to create customer profiles to compare and analyze your customer's lifestyle, purchase behavior and media habits to optimize merchandising strategies and increase sales. These solutions use profile data to locate new prospects, identify new markets and target your marketing to convert prospects to customers.

### The Benefit

Increased efficiency and cost savings are realized by quickly correlating addresses with network service offerings, predicting product demand and evaluating cross-sell opportunities.



NEW

Accurately identify and quantify high change areas (growth or decline) quickly and easily.

## REDUCE YOUR RISK AND ENSURE COMPLIANCE

Pitney Bowes Business Insight solutions help to ensure that your customer information is managed and controlled, and that your business complies with government regulations.

## Achieve Sarbanes-Oxley Compliance

### The Problem

Communication providers must be in full compliance with the reporting requirements of the Sarbanes-Oxley Act. Two sections of the act are relevant to the billing process: Section 302 covers the accuracy of financial statements, specifically stated income tied to customer billing, and Section 404 covers internal controls and dictates that generated bills are actually mailed to customers.

### The Solution

To help comply with these guidelines, our software extracts audit logs from four key steps in the bill production process. These audits include:

- Extract Audit pulls data from the billing system into the print production process
- Composition Audit tracks each bill as it merges the data with the print layout
- Printing Audit validates that each bill was physically printed
- Insertion Audit verifies that each bill was placed in an envelope

### The Benefit

These four audit logs are consolidated and, once the merged file is created, a program compares the data and identifies those bills that did not complete each step. Once complete, you receive a comprehensive set of processing and exception reports for compliance management. Additionally, the print production process can be enhanced to ensure the audit capability in support of USPS requirements.

## Ensure Correct Sales Tax Calculations

### The Problem

With the complexity of over 10,000 state and local tax jurisdictions, communication providers and electric utilities face the difficult and costly challenge of accurate tax assignment. The use of outdated tax software and the arduous task of research lead to an estimated 20 to 30 percent of communications and utilities industry taxes being erroneously assigned to your customers.

### The Solution

Pitney Bowes Business Insight enterprise tax management solutions provide the necessary tools to automate and centralize your entire corporate tax jurisdiction assignment process, while supporting critical tax compliance issues. Powerful on-demand modules leverage the latest technology and take the guesswork out of determining the correct tax jurisdictions for personal property tax (including linear assets), sales and use tax and payroll tax.

### The Benefit

Our solution reduces your financial risk and regulatory liability, thereby saving your company considerable tax research efforts, tax management resources and penalty charges. Jurisdiction data updates automatically, removing compliance worries.



## Increase Location Insight to Minimize Asset and Outage Risk

### The Problem

With network infrastructure and company assets dispersed across large geographies, communication providers and electric utilities must plan for the “what if” scenario. Although risk is uncontrollable, being able to analyze data for enhanced management of a company’s assets drastically improves business continuity planning.

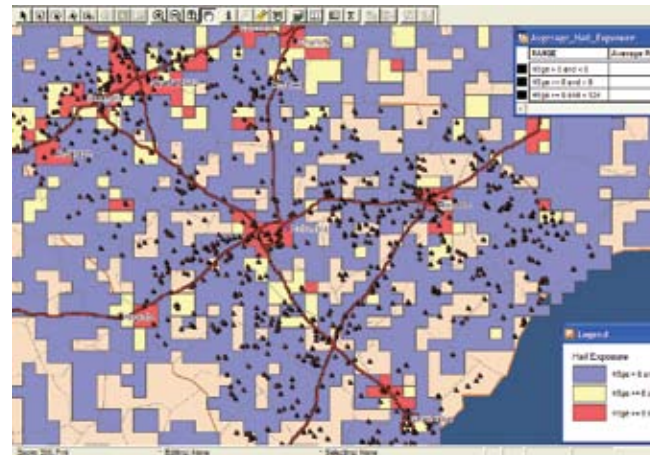
### The Solution

Pitney Bowes Business Insight risk data solutions enable you to make more informed network management decisions to minimize service interruptions and plan for contingencies in the event of a disaster. The following data sets are available for more comprehensive risk analysis:

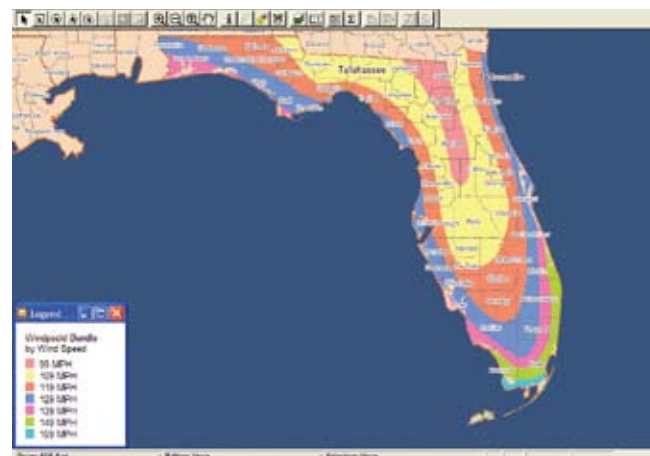
- Historic Weather enables you to place infrastructure where it is least likely to be damaged by weather, helping keep networks up and running around the clock
- Real-time Weather allows you to prepare for potential outages by re-allocating assets and securing network infrastructure in real-time
- Political Risk helps you limit liabilities and determine optimal placement of infrastructure facilities and employees
- Crime Risk allows you to establish safe proximity rules with a radius threshold analysis that determines a site’s overall risk

### The Benefit

A comprehensive view of the potential threats that could impact network performance enables more preventive business decisions and faster action in the event of service interruption.



A view of wind-speed averages can help companies select the best locations for facilities and equipment.



Providers can understand facility exposure to weather related events such as damaging hail.

## Flag Fraudsters and Protect Customers

### The Problem

Communication providers and electric utilities maintain a dynamic customer base with numerous transactions from remote locations, which can make it difficult to identify fraudulent parties and identity thieves.

### The Solution

Pitney Bowes Business Insight customer data quality solutions work in conjunction with your existing applications to monitor incoming transactions and identify hits to international watch-lists. In addition, our solutions can be used to flag suspicious personal identifying information such as inconsistent or mismatched addresses or abruptly changed addresses to support FTC Red Flag guidelines. Additional regulatory requirements may be fulfilled, including the USA Patriot Act and FCC and FTC privacy principles.

### The Benefit

With a highly accurate and in-depth view of customers, our solutions can help protect your company’s reputation, mitigate risk and avoid penalty charges.



To remain competitive, communication providers and electric utilities strive to simultaneously develop new revenue-generating services to enhance customer loyalty, while streamlining their business processes.

Pitney Bowes Business Insight is committed to helping you achieve this goal with an extensive offering of powerful and affordable industry solutions. Our expertise, coupled with our software, data and services, enables you to cost-effectively find and serve customers, improve operations and ensure compliance.

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