

Portrait Interaction Optimizer V.5 Improves User Agility to Convert Inbound Customer Interactions into Revenue

Maximising cross-sell and up-sell opportunities through the inbound channel

Windsor, Berks UK, 3 November 2011 – [Pitney Bowes Business Insight](#) (PBBI), a global leader in customer data, analytics and communication software and services, today announces Version 5 of its highly successful [Portrait Interaction Optimizer software solution](#) for converting inbound customer interactions into retention and revenue opportunities.

Portrait Interaction Optimizer enables customer data to be connected across siloed business units and disparate channels, without duplication, and multiple customer channels can be managed from a single view. Analytically driven recommendations take the guesswork out of interactions with contextual capability guiding live agents throughout the duration of the dialogue.

Version 5 provides faster deployment options (including cloud) and integrated calendaring and task management to deliver streamlined planning and collaboration. It has a sleek and more intuitive user interface, extended and seamless inbound/outbound fusion, superior offer personalisation, and a fourfold boost in performance.

Northern Europe's largest IT service provider, Tieto, views this new user interface for its cloud service "iSuggest" as a perfect means to perform swifter analysis and administer real-time recommendations on all inbound and outbound customer interactions. Oedse de Boer, Director of Operations for Tieto, states, "The new user interface will help marketers to be more agile, with a much improved ability to administer real-time recommendations directly, without requiring IT assistance.

The tokenised prompts and real time access to data, coupled with the ability to do real time scoring of every individual through predictive modeling, means that Portrait's inbound marketing module not only deploys the most relevant message to customers, but also the message which is most likely to be accepted."

Key features in Version 5 are:

- Extended inbound/outbound “fusion”: Inbound and outbound environments are now completely seamless and are able to share common underlying components, metadata and even user interface
- Superior offer personalisation: Tokenised prompts enable completely individualized offer content
- Boosted performance: Up to four times faster with more than three times throughput for greater scalability
- Faster deployment: Multiple deployment options including the cloud
- Streamlined planning & collaboration: Integrated campaign calendaring, task management

Kieran Kilmartin, Marketing Director EMEA, at Pitney Bowes Business Insight welcomed the launch of the new version: “This upgrade enhances users ability to infuse customer-centric intelligence into their inbound customer touch points and analytically determine the ‘best-next-action’ for each individual customer, wherever and whenever they choose to interact. And that is the key to effective up-selling, cross-selling and superior customer service.”

About Pitney Bowes Business Insight

Pitney Bowes Business Insight is a software and services company that provides solutions to help organizations acquire, serve and grow relationships with customers and citizens. These solutions enable lifetime customer relationships by integrating data management, location intelligence, sophisticated predictive analytics, rules-based decision making and cross-channel customer interaction management to increase the value of every customer communication while also delivering operational efficiencies.

Pitney Bowes Business Insight is a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE:PBI), a customer communications management technology leader. For more information, please visit www.pbinsight.eu/uk/ and www.pb.com.

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