

## **Irish Life Selects On Demand Document Composition and Interaction Service from Pitney Bowes Business Insight**

*Pitney Bowes Business Insight's DOC1® web-based service to facilitate real-time online interaction for pension consultants and brokers*

Windsor UK, 9<sup>th</sup> December 2009 - Pitney Bowes Business Insight (PBBI), a global provider of location and communication intelligence software, data and services, today announced that Irish Life, Ireland's largest life assurance company and the market leader in the provision of life, pension and investment products, has selected its DOC1® web-based service to deliver real-time on-demand document interaction for pension consultants and brokers.

The DOC1® web service, a scalable and resilient web-based deployment of Pitney Bowes Business Insight's acclaimed document generation engine, enables real-time creation of variable content and customised documents in support of customer facing applications.

The solution has been rapidly deployed to facilitate unprecedented capability for Irish Life's pension consultants and brokers to manage customer pension portfolios online. Selected initially as a self-service system for pension consultants and brokers handling retirement options, the system will form part of a new corporate interactive online initiative being introduced this year.

"Irish Life has been a long-term user of Pitney Bowes Business Insight's Customer Communication solutions, so it made sense to talk to PBBI as part of our wider self-service initiative to deliver real-time online interactive services for brokers," said Mark Keenan, Corporate Program Manager, Irish Life.

"The business benefits for our customers were immediately evident. The web-based service facilitated in DOC1® has taken a five-day (physical print) process for our brokers to a virtually instantaneous five minute online process. In the short time since we launched the service, broker take-up has been impressive, which is a sure sign of a valued solution," continued Keenan.

The simplicity of the interaction capability literally strips away the multiple layers traditionally inherent in preparing a retirement quotation," said Phil Withers, Business Development Manager, Customer Communications Management, Pitney Bowes Business Insight, EMEA. "For example, it allows pension consultants and brokers to prepare quotes without voice,

paper or post and instantly create and maintain the highest level of document integrity. We're really pleased to see the fast, high rate of adoption by pension consultants and brokers and look forward to the broader online initiatives which Irish Life means to bring into play this year and next."

End.

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### **About Pitney Bowes Business Insight**

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers and citizens in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth.

For more information visit: [www.pbinsight.com](http://www.pbinsight.com)

### **About Pitney Bowes**

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide.

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