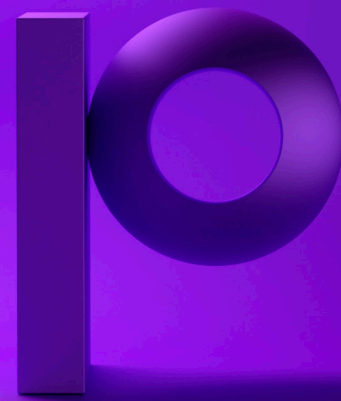


# EngageOne™ Inform

Make the intelligent choice for mail and campaign management



## Leverage mail-delivery data to improve performance

By monitoring the entire mail communication process, you can make better business decisions. Greater insight can help you improve customer-service interactions, optimize omnichannel marketing efforts and even reduce costs related to service cancellations and reinstatements. It all starts with a more complete view into the status of your mail.

EngageOne™ Inform translates USPS and third-party tracking data into a single, standardized format that can be easily integrated with systems across your organization. It connects the Intelligent Mail barcode, USPS Informed Visibility® and your customer data. This insight helps you optimize timing of future maildrops and increase the impact of complementary outreach across phone, SMS and text.

## Improve performance

- Track mail delivery end-to-end
- Monitor performance
- Identify issues impacting response rates
- Inform analysis of campaign effectiveness and ROI



## Get the visibility you need, inbound and outbound

### Track incoming mail

When a customer's check really is "in the mail", there's no need to chase it down. Inform tracks remittance mailings through Intelligent Mail to determine incoming payments and responses. You'll reduce costs associated with service cancellation and reinstatement. Plus, you can better prepare resources and messaging for your best next customer contact.

### Get proof of mailing

Confirm the start of each mailing event and obtain a clear audit trail. With Inform, you'll see precisely when your mailings are accepted into a USPS facility. It's easy to view where and to whom those mailings were addressed. Inform also allows you to track progress toward delivery each step of the way.

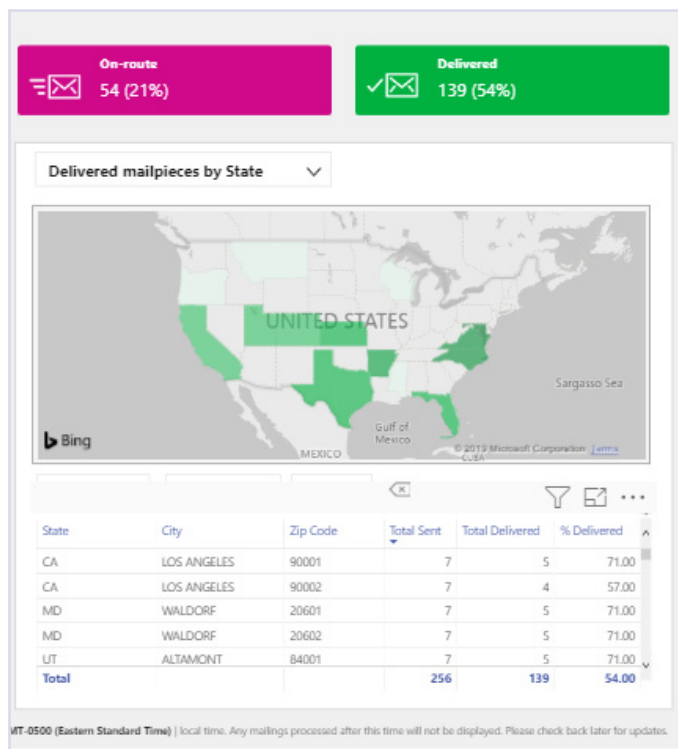
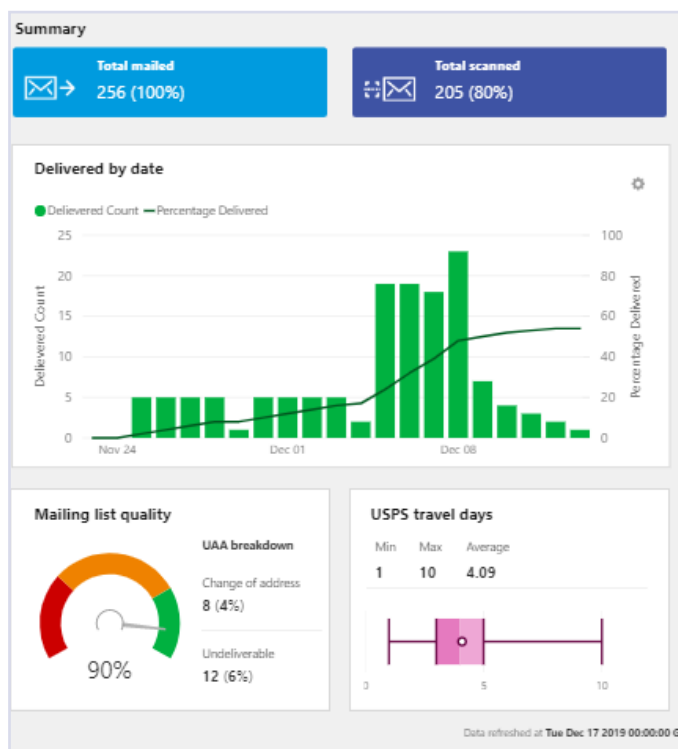
### Mark in-home delivery

Know just when your mailings are delivered. Informed Visibility data provides the most accurate in-home delivery date the USPS has to offer. You'll also see what can't be delivered. This lets you plan your next steps, utilizing other channels to serve your customers at their moments of need.

## Create value across your organization

EngageOne™ Inform is more than a simple tracking tool. This digital data platform helps you market more effectively, improve customer service and engagement, and streamline operations.

### EngageOne™ Inform dashboard



### Increase marketing effectiveness

Inform APIs and web services can connect with your business applications for improved analytics and measurement. Leverage delivery data to calculate acquisition and conversion costs. With insight from EngageOne™ Inform, you can segment customers and target them with more accurate, personalized communications. Inform offers the mail visibility you need to optimize customer contacts and messaging across multichannel campaigns.



### Enhance customer communication

Improve customer retention with better message targeting and responsiveness. Evaluate the effectiveness of content and campaigns. Inform helps you anticipate and prepare for fulfillment, collections and processing. Use it to assess and provide appropriate call-center support. Synchronize communications for optimal multichannel engagement.



### Streamline operations

From production to delivery, track movement of mail throughout the mailing lifecycle. Analyze performance across campaigns. Improve the timing of future campaign printing and mailing events. With Inform, you can better assess ROI and reduce the cost impact of non-delivered and late mailings.

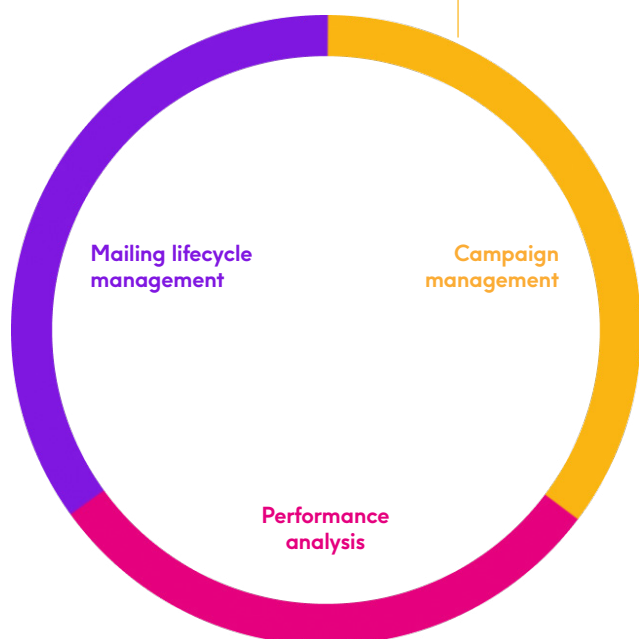
## Improve performance across the mailing lifecycle

### Mailing lifecycle management

- Print/production
- Mailing
- Delivery or non-delivery
- Next steps

### Campaign management

- Performance analysis
- Print and delivery costs
- Performance and results
- Undelivered or forwarded mail



### Acquisition/conversion

- Customer retention
- Customer and market growth
- In-home delivery and next actions

## Get informed

Across industries, organizations are recognizing the benefits of using EngageOne™ Inform.



### Financial Services

Boost ROI from financial-statement mailings, customer payments and collections. Improve in-statement upsell results. Securely track and optimize in-home delivery.



### Healthcare and Government

Rely on Inform to provide proof-of-mailing for Annual Notices of Change (ANOCs). Use it to help you improve the delivery and effectiveness of your communications overall.



### Mail Service Providers

Analyze and optimize mailings across different partners, customers and vendors. With Inform, you'll gain insight into the movement of your mail, the quality of your addresses and your opportunities to reduce return-mail volume.



### Retail

Track, assess and improve the effectiveness of mailing campaigns to improve customer satisfaction and ROI.

## Accelerate digital transformation with our EngageOne™ software portfolio solutions

Digital transformation is evolving the way organizations interact with customers, and Precisely is providing the tools. EngageOne™ Inform is one in a comprehensive selection of high-power customer communications management solutions that bring more flexibility, efficiency and control to the process of engaging customers at their moment of need.

## Other EngageOne™ Software Solutions from Precisely

### EngageOne™ Communicate

Design interactive, data-rich, dynamic content optimized for display on any device. EngageOne™ Communicate is a cloudbased customer engagement platform that accelerates the creation and delivery of communications, including email and SMS.

### EngageOne™ Compose

Take customer engagement to a whole new level through interactive and personalized correspondence with EngageOne™ Compose. This powerful customer communications management solution allows you to easily create personalized communications to be delivered at exactly the right times during your customer's journey.

### EngageOne™ Converse

Communicate with customers on messaging channels. Provide them with added convenience — and lower your cost of service. From appointment scheduling to quotes, bill explainers, alerts and updates, you can use EngageOne™ Converse to create userfriendly customer conversations that are automated, personalized and can be seamlessly escalated to human operators when necessary.

### EngageOne™ Deliver

Automate the delivery of notices to digital channels when mailings are undeliverable. Use EngageOne™ Deliver to send communications created in EngageOne™ Compose via email, SMS and push notifications to your customer's preferred device. Easily track, manage and resolve message opens, bounces and responses.

### EngageOne™ Digital Self Service

Enable your customers to do more via online and mobile with the devices of their choice. Plus, give them access to their entire communications history through a secure, personalized portal. With EngageOne™ Digital Self Service, customers can pay bills, access historical communications, and find the right information fast.

### EngageOne™ Vault

Immediately view what your customer sees so you can have informed, quick and meaningful interactions. EngageOne™ Vault is a powerful repository that easily connects with business systems, including accounting, billing, customer care, call center and CRM applications. It also connects with EngageOne™ Inform to archive delivery data and communications for access via self service tools.

### EngageOne™ Video

This award-winning solution allows you to create compelling, interactive, personalized customer experiences. Using the data from EngageOne™ Compose and other business systems, it reflects customer choices and actions in real-time. It's a powerful way to interact with your customers when, where and how it's most convenient to their needs.

#### The expertise you need

Experts from the Precisely Professional Services team and Partner Network can help you plan, create, deploy and maintain your EngageOne™ software customer solutions.