



Customer Engagement

Customer Lifecycle Management

Majesco and Pitney Bowes enable an enhanced policyholder experience.

An integrated solution delivers advanced document capabilities.

Partnership leads to more efficient, effective customer engagement.

Every insurer must focus on revenue growth, customer retention and improving their customer experience. Yet many struggle with legacy systems that lack the speed and flexibility to address today's challenges.

Majesco's portfolio of software, consulting and services enables insurer speed to market through agility, efficiency, and effectiveness, contributing to success and profitable growth. The Majesco P&C Suite, coupled with the powerful document composition capabilities of the Pitney Bowes EngageOne® Communication Suite, delivers an integrated, enhanced, consistent customer experience. You can easily transition to a new level of engagement, using each touchpoint to build lifelong customer relationships.

A powerful combination

Together, Pitney Bowes and Majesco make it easy for insurers to create communications that:

- Improve customer retention.
- Enhance customer lifetime value.
- Increase efficiency and effectiveness.
- Reduce costs.
- Ensure regulatory compliance.
- Speed new-product development.
- Drive competitive advantage.

EngageOne Communication powers up Majesco solutions.

Grow loyalty.

Policyholders have high expectations. EngageOne solutions make it easy to deliver compliant documents across multiple channels, along with coordinated and meaningful interactions that improve retention. Connect with your customers with more personalized, relevant content.

Increase satisfaction.

Honor preferences by delivering any communication via print, email or web. You can optimize and synchronize communication across all channels to accelerate response and lower production costs. Built-in capabilities automatically archive copies for compliance and customer service, making it easy to add convenient self-service options.

Improve operational efficiency.

Facilitate collaboration between departments using customizable templates that keep your brand message consistent. Guide users through every step from document creation to deployment with smart prompts and WYSIWYG design. With EngageOne, it's easy to automate workflows and eliminate errors.

Make a positive impact on policyholders and your bottom line.

Today's P&C insurers generate and manage large numbers of forms and documents, many of which are regulated and compliance-driven. The Pitney Bowes EngageOne® Communication Suite has been tightly integrated into Majesco's P&C Suite to enable insurers to create, manage and distribute policy documents and quote letters more quickly and efficiently. This solution makes it easier to offer choices, honor preferences, build trust and deliver real value throughout the customer journey.

- **Generate, deliver and manage communications** in batch, on demand or interactive mode, optimized for every channel.
- **Speed response to customer requests** with interactive communications, such as claims letters, that are easy, accurate and done in an instant..
- **Minimize call center volume** with online self-service capabilities.

- **Quickly design more effective documents** with smart, user-friendly content and design tools.
- **Optimize production** and securely archive all communications for compliance purposes and for instant access by customer service.
- **Reduce costs** with digital delivery.

Change the face of customer engagement.

The Pitney Bowes EngageOne Communication Suite provides brands with insight and understanding into customer behavior and interactions across the customer lifecycle, so you can optimize the customer journey. In addition, the EngageOne suite reshapes the way brands engage customers. With "best next engagement" capabilities, it lets you deliver engaging physical and digital interactions with real-time insight. The result: faster acquisition, improved retention, increased up-sell/cross-sell and superior customer service.



About Majesco

Majesco enables insurance business transformation for approximately 140 insurance customers by providing solutions which include software, consulting and services.

Majesco's customers are insurers, MGAs and other risk providers from the property-and-casualty, life, annuity and group-insurance segments worldwide. Majesco delivers proven software solutions, consulting and services in core insurance areas such as policy, billing, claims, distribution management, business intelligence/ analytics, digital, application management, cloud and more.

About Pitney Bowes

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in over 100 countries around the world rely on the proven products, solutions and services from Pitney Bowes.

EngageOne capabilities are integrated into the Majesco P&C Suite.

"The Pitney Bowes platform is a great complement to the Majesco P&C Suite. We believe this partnership will enhance our customers' ability to create, manage and maintain communication with their clients."

—Ed Ossie, Majesco

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