



## Multi-Channel Messaging

### eMessaging IQ Software Solution



eMessaging for today's multi-channel marketplace; Quickly and easily deliver e-documents via Web and mobile applications

As you start questioning whether your company can competitively deliver bills and statements electronically via the latest technologies and applications, you will most likely face the challenge of deciding whether to build your own digital messaging solution or partner with a provider for some or all of your capabilities. The decision will come down to an analysis of skills, time to market, and long-term costs, and the ability to have a service that extends and improves existing systems for print and electronic presentment.

#### THE BELL AND HOWELL SOLUTION

Our eMessaging service enables your company to create a true multi-channel messaging solution that incorporates the best that print, Web and mobile technologies have to offer for delivering high-impact, personalized bills, statements and marketing pieces. Our solutions are up and running quickly without large investments and months of programming, and we store and manage your data in our secure world-class data center for months or years, keeping your business-critical data securely up and running 24 x 7.

#### ELECTRONIC DELIVERY OPTIONS

The eMessaging solution offers multiple presentment options that allow you to take advantage of the many delivery channels the Internet has to offer.

### FEATURES & BENEFITS

#### Extend Existing Capabilities

Many companies have already invested time and money developing print and Web solutions. Our model is to complement and extend existing investments.

Our patented solution manages customer delivery preferences, and includes many advanced and simple modular innovations for companies looking to streamline and extend their ability to deliver information how and where their customers want.

#### Key Features

- » Single enrollment database for print, Web and mobile delivery
- » Targeted marketing messages for all delivery options
- » Convert legacy print data into Web and mobile formats
- » Standard and customized reports for tracking user enrollment and activities

## BH WEB MAIL

BH Web Mail enables you to provide email notification of statements and bills that link to your branded site — we provide everything you need to manage the process. Each customer can securely log in to see their statements and your messaging as well as full statement details. For your employees, BH Web Mail provides a secure portal so that your customer service representatives can access user statements, account management tasks and reporting so that end user experience is optimized.

## BH MOBILE MAIL

BH Mobile Mail allows you to provide a branded mobile application that includes your company's messaging, offerings and logos. This application is compatible with iPhone, Android and Blackberry devices and is easy to install and use. With one touch, users can view summary information, make payments, review statement details and view marketing promotions. Your employees also have access to a secure portal for viewing user statements, account management tasks and mobile user activity reporting.



## ELECTRONIC STATEMENT DESIGN

Online statements and bills can either have the same look and feel as your current printed statements or be completely redesigned to take advantage of Internet technologies. Statements can be dynamically rendered in HTML or PDF format, and can include links to additional services and personalized messages.



P.O. Box 14986, Research Triangle Park, NC 27709-4986  
(800) 220-3030 • marketing@bhemail.com  
[www.bellhowell.net](http://www.bellhowell.net)

Mobile statements and bills include summary account information and personalized messages, with links to full statement details hosted online at a customer or Bell and Howell data center.

## TARGETED MARKETING

With Bell and Howell's solution, businesses can easily segment their customers based on selected demographic, account, or transaction information. These profiles can be used to define targeted marketing messages that are defined for specific delivery options. For example, a message promoting a specific product or service can be presented in Web friendly or mobile friendly formats, ensuring that the user experience and response is optimized. Our solution can extend a company's marketing program where the bill or statement is the carrier and multiple channels are desired.

## REPORTING

The solution offers standard reports for tracking user activities, and custom capabilities for defining new report criteria and parameters including:

- Users enrolled in each service, and statement viewing activities
- Mail sent via one or more channels, including total volume and individual records
- Document viewed each day, including time viewed by a user

## CUSTOMER SERVICE

A Web-based interface gives customer service representatives the ability to remotely access account profiles to perform new customer enrollments, change passwords and email addresses.

Customer service representatives can also access current and historical information to answer questions related to statement details such as transactions and payments. They can also use this information to handle questions related to print documents sent via postal delivery — providing value to 100% of customers using all delivery channels.



For more information, visit: [bellhowell.net](http://bellhowell.net)

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