Pitney Bowes Honored with 2013 Outside In Award for Customer Experience Measurement

STAMFORD, Conn., July 03, 2013 - Forrester Research, Inc. has honored Pitney Bowes Inc. (NYSE: PBI) as a winner of the inaugural Forrester Research Outside In Awards for excellence in the practices needed for planning, creating, and managing a great customer experience. Pitney Bowes was cited specifically for their outstanding measurement of their customer experience programs. The award supports and recognizes the principles outlined in the Forrester book *Outside In: The Power of Putting Customers at the Center of Your Business* (Amazon Publishing/New Harvest, 2012). The award was announced at Forrester's Forum for Customer Experience Professionals East in New York.

"The Outside In Awards recognize organizations that don't just talk about customer experience, but take a disciplined approach to improving it," said Harley Manning, co-author of *Outside In* and Forrester vice president and research director. "Their efforts stand out from among those of their peers by being systematic and by demonstrating results for both their business and their customers. Our research shows that when organizations *do* take a disciplined approach, as our winners have, they can expect business benefits ranging from more revenue from increasingly loyal customers, to more and better word of mouth from happier customers."

"We are on a journey of improving our customer experience with every touch point," said Gael Lundeen, Vice President, Customer Experience for Pitney Bowes. "Measurement is a cornerstone of all of our programs and we are deeply honored that Forrester has selected us for this award."

Winners of the Forrester Outside In Awards were selected across a range of categories representing the strategic disciplines that Forrester advises organizations to master in order to achieve the full business potential of customer experience. These disciplines include: Strategy, Customer Understanding, Design, Measurement, Governance, and Customer-Centric Culture. Forrester used five criteria to judge the winning entries: clarity of approach, business value to the organization, positive impact on customer experience, innovation, and potential for other companies to repeat the practice.

About Pitney Bowes

Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue. Many of the company's solutions are delivered on open platforms to best organize, analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes includes direct mail, transactional mail and call center communications in its solution mix along with digital channel messaging for the Web, email and mobile applications. Pitney Bowes has approximately USD$5 billion in annual revenues and 27,000 employees worldwide. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.