Linc Global Innovates Returns Process by Using API Technology from Pitney Bowes

LAS VEGAS, March 21, 2017 - Pitney Bowes Inc. (NYSE:PBI), the global technology leader that provides innovative solutions and services powering anywhere-to-everywhere commerce, today announced at ShopTalk 2017 that Linc Global, a customer relationship management company specializing in post-sales experience, will use Pitney Bowes Complete Shipping APIs for its new returns platform.

In the world of ecommerce, returns can be challenging for retailers and frustrating for consumers. According to the Pitney Bowes Global Online Shopping study, 49 percent of U.S. consumers surveyed did not return unwanted online purchases because either they did not know how or the process was inconvenient. A seamless returns process is fundamental for creating a positive online consumer experience. For retailers, it is about creating a client-centric process while keeping costs under control.

Linc Global helps leading retailers drive revenue and nurture deeper relationships with their customers through exceptional post-sales service. With Complete Shipping APIs from Pitney Bowes, Linc Global can help its retail clients deliver a smooth returns process through cost-effective logistics permitting customers to return items easily without undue financial burden for retailers. The returns platform provides detailed tracking, customer support and a seamless returns process through emerging platforms and technologies like Amazon Alexa, Facebook Messenger, chatbots and Google Home**,** as well as established digital channels like email and SMS. Returns are prepared instantly and customers can simply activate return labels by voice in many cases without touching a computer. Once the consumer receives the return label, they can easily print the label and initiate the return of an unwanted purchase.

For retailers using Linc Global's post-purchase solution, they will experience a streamlined process that saves them money. This platform uses Pitney Bowes Complete Shipping APIs to create the return label using the latest in address verification, label creation and tracking. The API technology provides easy access to shipping and tracking services that are easily integrated into retailers' customer processes with rate shopping and real-time reporting, in addition to tracking services.

"Retailers are working hard to increase wallet share and repeat customers to drive bottom line results. Linc is powering post-sale experiences that nurture customer loyalty and place brands on the channels customers prefer," said Fang Cheng, CEO, Linc Global. "The stronger the relationship, the better the outcome. This is the philosophy we bring to our retail customers and to our partners. We're very pleased to deliver improvements in returns, exchanges and customer satisfaction using Pitney Bowes Complete Shipping APIs and technology."

"The rapid expansion of ecommerce has increased the complexity of delivering a seamless end-to-end experience for shoppers. Retailers expect help from their technology partners to connect, engage and deliver," said Lila Snyder, Executive Vice President and President, Global Ecommerce, Pitney Bowes. "Pairing our Complete Shipping API technologies with Linc Global is a fantastic combination for retailers who want to provide an easy returns process for consumers efficiently and cost-effectively."

Pitney Bowes Complete Shipping APIs, part of the Pitney Bowes Commerce Complete™ for Retail platform, is available through the *Pitney Bowes Commerce Cloud*, a commerce enabler, providing access to solutions, analytics and APIs across the full commerce continuum with speed and agility.

About Pitney Bowes

Pitney Bowes (NYSE:PBI), is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions, services and data from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.