

PITNEY BOWES

Elevating contract visibility for more informed and confident client-facing teams

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Erica Bell

Vice President, Sales Operations & Client Strategy, Pitney Bowes

Pitney Bowes found the right way to scale renewals and pricing negotiations

As a global provider in the rapidly evolving logistics and shipping industry, Pitney Bowes knows information is everything when it comes to maintaining a competitive advantage. As the business continues to grow, it was clear the customer renewals process was lacking immediate, accurate visibility into even the most basic contractual data—such as what contracts are up for renewal and when.

The company made many attempts to uncover and deliver this contractual information for the teams who needed it, but nothing was sustainable. “The data was originally kept in Excel. Then we tried manually putting renewal opportunities into Salesforce to manage them. We tried a lot of things,” said Erica Bell, Vice President, Sales Operations & Client Strategy for Pitney Bowes.

“But it became clear that to scale our renewals process, it was more than just who has a contract and when is it due. We needed a solution that would allow us to leverage the data inside our contracts to build and inform a scalable process, rather than trying to build reports inside CRM over and over again.”

pitney bowes 

Pitney Bowes (NYSE:PBI) is a global shipping and mailing company that provides technology, logistics, and financial services to more than 90 percent of the Fortune 500. Small business, retail, enterprise, and government clients around the world rely on Pitney Bowes to remove the complexity of sending mail and parcels.

Headquarters: Stamford, CT

Industry: Shipping and Logistics

CASE STUDY: PITNEY BOWES

There was also the important matter of General Rate Increases (GRI). A GRI happens annually across the logistics industry, but Pitney Bowes was lacking an easy way to get visibility into contracts. It could sometimes take weeks to gather the information on when to release GRI updates, what the contractual obligations were and when customers should be notified. As a result, finance and sales leaders couldn't quickly communicate the impact it would have on the business.

"We needed to better understand our client relationships and how that matched up with what was in the contract," said Bell.

The Solution

A centralized, effortless source of contract insights

When Pitney Bowes selected Pramata, it became the backbone of their contract renewals strategy. "The time Pramata spent with us, understanding what contract data we needed and how we should report it out, was outstanding," said Bell. "They made us think critically about what we were asking for to make sure the end result was what we needed to provide the level of detail and service our clients expect."

With Pramata, contract research time dropped from weeks to minutes. A CFO's request for GRI information was met with a simple, complete report in just 5 minutes. The impact on GRI initiatives and other strategic sales ops decisions has been dramatic.

"Despite some initial skepticism, as soon as we showed our client engagement managers (CEMs) they no longer had to email legal for the most recent agreement or amendment, keep files on their desktop, or look at the entire world to find what they needed, they believed," said Bell. "They are completely engaged with Pramata now. CEMs, legal and our pricing team are all key users."

With the rapid growth and transitions of the logistics industry overall, Pitney Bowes requires a technology infrastructure that is scalable and repeatable. As well as immediate access to the precise contract information needed to continuously provide the level of service expected by their clients. Pramata has been their answer.

"It's the difference between having a room full of books vs. having a library," said Bell. "A room full of books is all over the place, and you don't know what you've got. But with a library, it's a completely different way to look at things. It's still full of books and content, but now you know exactly where to look and exactly what you have."

Business Value Realized

Greater visibility, greater confidence

It may seem simple, but there is power in knowing, without question, what the contract is and what's already negotiated. According to Bell, it's about having greater confidence on both sides of the agreement. "A contract is a two-way agreement. Understanding that contract on both sides makes for a much easier, more transparent and healthy client relationship," said Bell.

"Giving our go-to-market teams a better understanding of what is in the agreement gives them more confidence in their conversations with customers."

"In one of our product lines, there is a minimum fee commitment. With the contract visibility Pramata provided, we were able to easily see where one of our clients wasn't hitting the minimums," said Bell. "I think it was a \$70K catch. It gave us a negotiation point that helped us gain agreement to more favorable terms for us and our client."

Looking forward, the company sees more industry change ahead. Supply chain impacts from a global pandemic and other constantly developing factors will require logistics services to be more agile in their client relationships. Having a centralized, searchable contract repository that can flex and scale will help Pitney Bowes more effortlessly adapt and better service its global customer base.

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