

GRAYHAIR ELEVATE CLIENT EXPERIENCE

Reduce friction, increase trust, and resolve customer issues **before they become problems**

Connect **postal intelligence** into your enterprise data ecosystem so service teams can see what customers experience, respond with confidence, and prevent avoidable frustration.

THE EXECUTIVE PROBLEM

Customer experience teams are expected to resolve “Where’s my mailpiece” issues quickly, yet they often lack basic visibility into whether communications were delivered. This creates:

- Higher call volumes
- Longer resolution times and more escalations
- Frustrated customers who feel ignored
- Agents forced to guess instead of resolve issues
- Breakdowns between marketing, operations, and service

EXECUTIVE OUTCOMES

With GrayHair’s Enterprise Postal Data Platform, customer experience becomes proactive instead of reactive.

Typical Enterprise Impact:

- Fewer “I never received it” or “when will it arrive” calls
- Faster first-call resolution
- Lower average handle time
- Fewer reprints and remails
- Higher customer trust and satisfaction

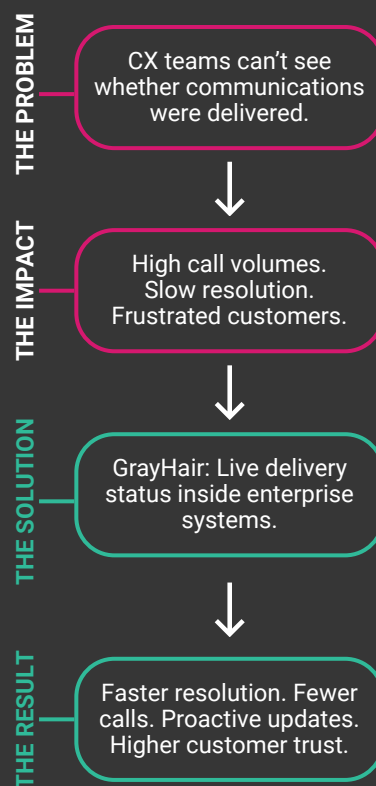
What Changes for CX Leaders

- Agents see mail delivery context instantly
- Customers receive proactive updates before they call
- Support shifts from apology to resolution
- CX teams better integrate with Marketing, Risk, and Operations

**YOU CANNOT DELIVER GREAT EXPERIENCES WHEN
YOUR TEAMS CANNOT SEE MAIL DELIVERY IN REAL TIME**

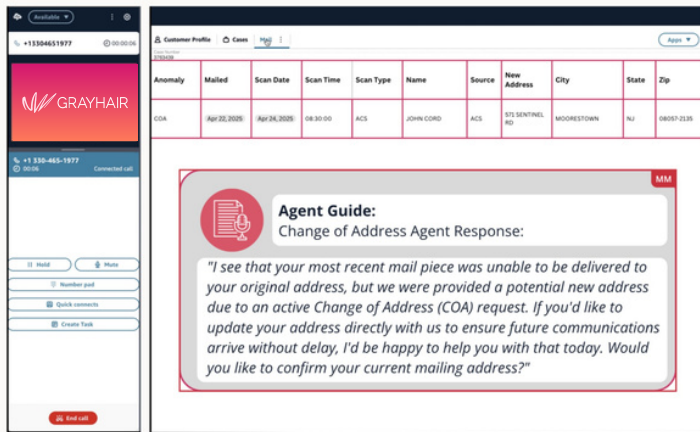


CUSTOMER EXPERIENCE AT A GLANCE



THE SOLUTION: GRAYHAIR'S ENTERPRISE POSTAL DATA PLATFORM

GrayHair's Enterprise Postal Data Platform is a centralized and governed data share that standardizes, enriches, and distributes real-time postal intelligence and insight across enterprise systems. It transforms fragmented mail-tracking, address, and ACS™ data into a secure, integrated asset that powers enterprise-wide analytics, fraud mitigation, customer experience, compliance, and cost optimization.



When Customer Service Lacks Delivery Visibility, Frustration Grows

Most customer service breakdowns are not caused by poor agents or bad intent. They are caused by missing data.

Customers call because:

- A bill, check, or policy did not arrive
- A replacement card never showed up
- A notice was delayed
- A document was sent to an old address

Without delivery and address intelligence inside customer support and service workflows:

- Agents cannot verify what happened
- Customers repeat themselves
- Escalations increase
- Trust erodes

This creates friction for customers and burnout for frontline teams.

CUSTOMER COMMUNICATIONS ARE ONLY EFFECTIVE IF THEY REACH THE CUSTOMER. GrayHair gives your teams the visibility they need to deliver on that promise. Enhance client experience by connecting delivery intelligence to service workflows.

Bring Mail Delivery Intelligence Into the Service Experience

GrayHair's Enterprise Postal Data Platform integrates postal intelligence directly into customer service systems, case management platforms, CRM, and analytics tools.

Now agents can see:

- Whether the mailpiece was delivered
- When it arrived or when it will arrive
- Whether the address was valid
- If mail was returned or delayed

Service stops being reactive. It becomes informed and proactive

What Changes in Daily CX Operations

- **Faster Resolution:** Agents no longer guess. They see delivery status in real time and resolve issues on the first interaction.
- **Proactive Customer Communication:** Customers receive updates before problems turn into calls.
- **Lower Contact Center Costs:** Call volumes drop. Handle times shrink. Repeat contacts decline.
- **Improved Trust:** Customers experience fewer failures and more transparency when issues do occur.



DELIVERY INTELLIGENCE CYCLE

CLEANER DATA



BETTER DELIVERY



BETTER CUSTOMER EXPERIENCE



BETTER MARKETING PERFORMANCE



REDUCED RISK AND WASTE



LOWER POSTAL SPEND



REINFORCED DATA QUALITY

POSTAL INTELLIGENCE DELIVERED

Every mailpiece generates signals through the IMb (Intelligent Mail Barcode). Those signals generate intelligence. That intelligence improves the next communication and the one after that. This continuous delivery intelligence cycle creates a **self-reinforcing system that improves communications performance across the enterprise.**

GrayHair transforms complex USPS data into actionable enterprise intelligence with purpose-built tools, deep postal expertise, and seamless integrations.

When GrayHair connects directly to your data lake, warehouse, CRM, and enterprise platforms, postal signals become operational intelligence. This enables AI applications, delivers real-time insights, and improves decision-making across critical functions, including contact centers, marketing operations, compliance, fraud monitoring, and postal operations.

INTEGRATIONS ACROSS THE ENTERPRISE

TURNING SIGNALS INTO ACTION

GrayHair integrates delivery intelligence into the systems where decisions are made.

DATA AND ANALYTICS PLATFORMS

- Snowflake, Databricks, BigQuery
- Centralized data lakes and warehouses
- BI tools (Tableau, Power BI, Looker)

OUTCOME: Postal data becomes part of the enterprise analytics and AI workflows.

CRM, ERP, AND MARKETING PLATFORMS

- Salesforce, HubSpot, Microsoft Dynamics
- SAP, Oracle, NetSuite
- Marketo, Eloqua, Pardot

OUTCOME: Better segmentation, timing, targeting, and customer management.

CX AND CUSTOMER COMMUNICATIONS

- Contact Centers (Five9, Genesys, NICE, Twilio)
- CCM Platforms (SmartCOMM, Quadient, DataOceans)
- Notification Systems (SendGrid, Twilio, Iterable)

OUTCOMES: Real-time communication aligned to actual delivery events.

OPERATIONS, RISK, AND COMPLIANCE

- Fraud detection platforms
- Postal and logistics operations systems
- Compliance and audit systems

OUTCOMES: Reduced fraud exposure and improved auditability and operational efficiency.

POSTAL DATA IN ACTION FOR CX AND CUSTOMER COMMUNICATIONS

SEQUENCE OF MAIL DELIVERY EVENTS

Each postal event is captured by GrayHair across the mail delivery lifecycle, including production through final delivery, redirects, and delays.

ORDER CONFIRMATION

New card/check/document ordered

MAILPIECE PRODUCED

From Supplier or In-House Operations

PRE-SORT PROCESSING

From Supplier

USPS PROCESSING

From USPS Informed Visibility®

MAILPIECE REDIRECT / DELAY

From USPS Informed Visibility®
ACS™ event triggered

OUT FOR DELIVERY

From USPS Informed Visibility®

DELIVERED TO MAILBOX

From USPS Informed Visibility®
Logical Delivery Event (LDE)

MAILPIECE REDIRECT AND/OR DELAY

From USPS ACS™ system
ACS™ event triggered

EVENT INGESTION TO HOST SYSTEMS

AGENT ACCESS & PROACTIVE NOTIFICATION

Automated messages and agent-visible alerts triggered at each event, so your team can get ahead of the customer call before it happens.

Agent/automation: "Expect mail piece to be delivered in X-X days."

Agent/automation: "Your mailpiece has been produced."

Agent/automation: "Should be delivered in X-X days."

Agent/automation: "Mailpiece making progress. Should be delivered in X-X days."

Agent/automation: "Mail piece delivery issue. Please, contact us to update your mailing address. You may experience a delay."

Agent/automation: "Mail piece is out for delivery, should be there today or tomorrow at the latest."
Note: "Delivery could be delayed if you've moved recently."

Agent/automation: "Mailpiece was delivered to mailbox."

Agent/automation: "We noticed a problem with your delivery. Please, contact us."

NOTIFICATION DELIVERY CHANNELS

Contact Center Platform	Mobile App	Email Automation	SMS / Text
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

Configurable per event.
You decide where each alert goes.



The Postal Data Center of Excellence (PDCoE)

GrayHair combines technology, process, and expertise to help organizations operationalize postal intelligence.

Tools + Process + Integrations = Outcomes

Delivered by GrayHair through the PDCoE, the **Postal Data Center of Excellence**

The PDCoE helps enterprises:

- Design delivery intelligence systems
- Implement address quality governance
- Integrate postal data into enterprise platforms
- Continuously improve communications performance

STOP REACTING. START INFORMING.

Customers shouldn't have to call to find out where their mail is. GrayHair gives your teams real-time delivery visibility so you can get ahead of problems before they become complaints.

Turn delivery intelligence into a **better customer experience.**

CONTACT US

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ABOUT GRAYHAIR SOFTWARE

GrayHair Software helps the largest financial services, banking, insurance, telco, and healthcare organizations integrate more than 125 billion complex enterprise postal data points (including real-time mail tracking, address quality, and location intelligence) directly into core customer and prospect data platforms. As a result, GrayHair clients achieve dramatic outcomes, including improved marketing campaign performance, enhanced customer communications, reduced undeliverable mail and postal spend, strengthened compliance and fraud measures, and enhanced contact center performance.