

## **Talisma launches Solution for the Government Vertical**

*~ Essential Solutions for Citizen facing Government Agencies ~*

**Bangalore, India – April 27, 2009** – Talisma Corporation Pvt. Ltd., a leading provider of Customer Relationship Management (CRM) solutions, announced today the availability of their Citizen Relationship Management solution that allows Government agencies to implement public facing mechanisms that provide the right information, to the right people – at the right time – in the right manner. Talisma Citizen Relationship Management (CRM) is a revolutionary solution that improves government relationship with its citizens by placing the citizen at the heart of the organization's processes, activities and culture. This release demonstrates Talisma's ground-breaking approach of using vertical solutions to succeed with industry specific CRM offerings that come on top of Talisma's existing CRM expertise in Marketing, Sales, and Service functions.

Talisma's vertical solution for Government is designed to help Government Agencies and Departments comply with a variety of regulatory requirements and provide better citizen satisfaction. CRM is a pervasive requirement throughout the Government, be it state government or central government. Integrated citizen intelligence is targeted towards—improving the issue resolution process by capturing and analyzing important data pertaining to complaints, or even public dissemination of key information.

"We are excited about Talisma's innovative approach that uses vertical specific solutions to help government agencies achieve end-to-end Citizen Relationship Management. Government agencies can use a successful Citizen-Centric Strategy to obtain a 360-degree view of their customers who are citizens like you and me," said **Raj Mruthyunjayappa, Managing Director, Talisma's Asia-Pacific Operations**. "Talisma's Government solution provides Citizens with information gateways and internal staff with automated solutions that meet the changing requirements of Government legislation. This vertical offering further differentiates the company from our competitors as it is the only solution designed after understanding the strategic requirements of Government agencies, and helps support both rural and urban citizens."

This vertical solution by Talisma, offers a built-in grievance redressal mechanism for tracking complaints and feedback ensuring that nothing falls through the system. Calls, issues, service requests, etc., are automatically categorized, prioritized and routed, thus improving response time and visibility, and simultaneously providing personalized

responses. In addition to this, round the clock access to self-service information (including forms, policy documents, etc.); citizens can register for Events, make online payments, schedule meetings with specific staff members, etc., through Talisma's solutions that ensure prompt and transparent transactions.

**For additional information**, contact Deepa Sharon Bonnell, Marketing Manager, at [deepas@talisma.com](mailto:deepas@talisma.com) or +91-98450 65302.

### **About Talisma**

Talisma Corporation Pvt. Ltd. is the leading Customer Relationship Management (CRM) software solutions provider. Talisma enables organizations to globally deliver an exceptional customer experience throughout the customer lifecycle across Marketing, Sales, and Service functions. Talisma solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, print, portal, mobile, and Web self-service with a robust and mature Web services platform, comprehensive analytics, and a system-wide knowledgebase. Talisma serves a variety of industries through its vertical solutions. For more information, visit [www.talisma.in](http://www.talisma.in).