

Delivering 'real' actionable intelligence for your business



How much is actionable business intelligence worth for your organization?

Priceless. Yes, you cannot put a price tag on information that can alter your business fortunes positively. When it comes to data, the challenge is not in gathering, storing or sharing it but in analysing and arriving at decisions based on the analysis. Which is why you need agile Business Intelligence tool that can help you seamlessly filter through volumes of information and derive data is important to you in a format of your choice.

Actionable information makes all the difference

Institutions are constantly grappling with volume and velocity of information. When the quantum of information increases, so does the need to manage it and make it actionable. Comprehensive 360 degree view of customer is a priority item for most institutions. Most organizations are investing extensively in gaining a comprehensive view of the customer across transactions, points of sale, marketing channels, and purchases.

Institutions are also recognizing the fact that they don't have the information they need to run their business effectively. The data is out there but is residing in multiple silos with varied levels of accuracy and cannot be used to arrive at critical business decisions. It therefore comes as no surprise that CIOs are investing in demolishing such silos to facilitate free flow of information into applications that can analyse them and produce actionable information as output.

It is not enough to have actionable information. Your information managers need to ensure that they reach the right stakeholders in time and in the right format to ensure that all contributors to decision making have access to actionable information whenever needed.

Delivering 'real' actionable intelligence

To help enterprises gain actionable information and arrive at better business decisions, Talisma Corporation has developed a business intelligence application called Talisma CRM Performance Analytics (TCPA) that matches the diverse BI expectations that today's institutions have.

Through a comprehensive dashboard, the application gives you the power to:

- Group, sort and filter data to reveal trends
- Plot graphs and charts to evaluate and understand operational influence
- Save, export, post and collaborate

Talisma Business Intelligence

TCPA helps enterprises drill deep down into their data streams and silos to extract information that matters. By transforming data from multiple sources in your organisation it enables you to draw on corporate memory to help with decision-making and problem solving and to better understand customers and analyse market behaviour. Its dynamic publishing option enables collaboration across your institution by empowering your business users to publish dynamic dashboards to keep all stakeholders informed.

With TCPA, organizations are better placed to obtain a 360 degree view of their customers. Such information can be useful in predicting customer behaviour and facilitates cross sell and up sell while feeding into your customer retention strategy.

TCPA Benefits

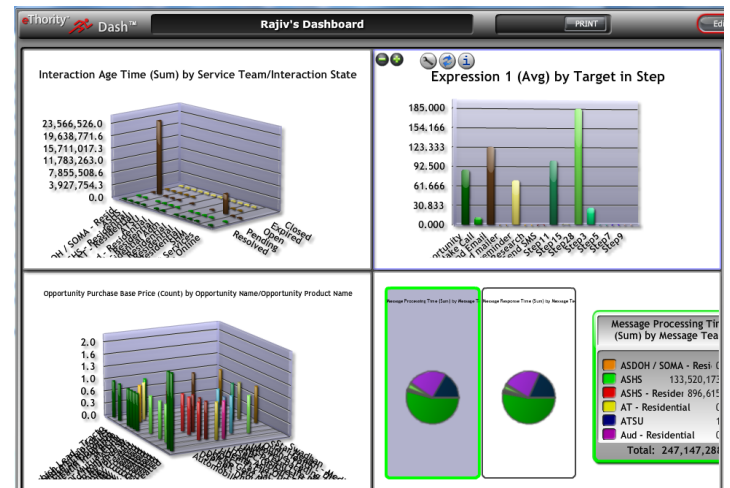
TCPA offers a range of benefits to your organization and can help your organization use information to gain business advantage. Key benefits offered by TCPA include:

- Helping understand the depth of competitive pressures and market scenario
- Determine the areas where answers are needed to plan, budget, control, monitor, measure, assess, and/or improve organizational performance in relation to the strategic goals
- Identify the applications, processes and analytical workflows that can support execution of key business processes and enterprise-wide performance management
- Implement and following well-established and technically sound procedures for identifying, acquiring, integrating, staging, and delivering the data and information that your managers need
- Measure business goals by analysing cross-departmental data
- Get more out of your marketing campaigns
- Analyse sales revenue, lead conversion and agent performance

About Talisma

For over a decade, Talisma has been helping global institutions hone their customer management strategies to build long-lasting and profitable customer relationships. Talisma's enterprise CRM customers are today setting new service benchmarks across the industry and staying a step ahead of their competition through innovative and effective customer retention strategies.

- Monitor customer behaviour to improve service and strengthen relationships
- Track internal business trends to improve processes
- Fine tune business strategies



To learn more about TCPA or to setup a demo, please email Prayukth prayukthkv@talisma.com or call us at + 91 80 4039 4400.



Talisma Corporation Pvt. Ltd.
214/6, Ramanamaharishi Road, Sadashivanagar, Bangalore-560 080, Karnataka, India
Tel: +91 -80-4039 4400, Email: salesapac@talisma.com

United Kingdom - Tel: +44 (0) 207 702 2773, Email uksales@talisma.com



777 Yamato Road, Boca Raton, FL 33431, T: 866-397-2537 561-923-2500, www.campusmanagement.com