



Drive revenue growth,
expand margins and save
costs with one solution

Talisma CRM delivers an unmatched value proposition for manufacturers

Manufacturers are viewing CRM as a versatile platform for defining key processes that lends a competitive advantage in marketing, selling and servicing customers. A clear link exists between customer loyalties and profitably that leads to better economies of scale and ultimately a lower cost to market and service model. CRM is indeed helping manufacturers attain their core business objectives – viz., drive revenue growth, expand margins and cost saving and to take offerings successfully to new markets.

Talisma CRM offers many benefits to manufacturers of all sizes. It is a solution built to help businesses do more. Our solutions help manufacturers in these areas:

Improving sales, business development and marketing

Talisma CRM helps your sales and marketing teams to reach out to new customer segments to boost sales volumes. Through customized campaigns and other marketing initiatives, manufacturers can target new segments while deepening their relationship with existing customers.

It also offers a unified view of your customers across business relationships helping sales teams to coordinate their sales efforts and leverage potential corporate synergies. With Talisma managing

campaigns, manufacturers can optimize the campaign returns with complete tracking and follow-up of prospects and efficient routing of opportunities, as they are handed off from marketing to the sales force or distributor network.

Managing vendor and dealer/distributor relationships

Our CRM serves as a platform for manufacturers to unify information on their dealer and vendor relationships. Talisma CRM provides manufacturers with a highly effective medium for communicating with their distributors and also ensures that distributors have the necessary information and skills to increase win rates on deals and to provide high-quality, consistent service to their joint customers.

This helps to strengthen the relationship and also improves the scope for harnessing every sales or product development opportunity.

Making the most out of post-sales opportunities

Industrial manufacturers can use Talisma CRM to deliver superior customer experience and manage service requests. Our CRM is an imperative for industrial manufacturers who seek a closed-loop service delivery process that encompasses key processes such as service and sales bundling, contract management, entitlement verification, preventive maintenance, skills-based service request routing, solutions knowledgebase management, and complaint/feedback management.

Improving order management for accelerating the sales cycle

Manufacturers typically offer complex products that are either build-to-order or engineer-to-order. Such products have hundreds if not thousands of options, thus creating an even more complex and extended sales cycle. Given the complexity, manufacturers take weeks to configure a solution and quote, thereby extending the sales cycle. Even in such a scenario, manufacturers experience inaccurate pricing and product configurations, leading to order errors, returns, and dissatisfied customers. Each of these errors carries a price tag with it for the manufacturer.

Talisma CRM helps ensure that their complex orders and quotes are managed accurately. It comes with business rules that help manufacturers connect the value proposition proposed in a campaign with an actual product. This improves sales accuracy and product up sell and cross sell.

KEY FEATURES

- Relationship management
- Social media marketing
- Comprehensive analytics
- Marketing automation
- Customer communication management

- Quote and contract management
- Partner management
- Customer-service tracking and management
- Loyalty management
- Order capture and tracking

How some of our customers are using Talisma's offerings:

- A leading top 3 global telecom services provider is using our communications offering to interact in real-time with its customers. Our solution reaching out to over 152 million subscribers is helping the multinational telecommunications company address customer queries and grievances faster
- A top 3 Indian Bank is using our solution to reduce response times to inbound customer queries. The response times have dropped by as much as 66 per cent across communication channels
- A leading Indian airline used our solution to improve the quality of customer interactions across its Asian operations
- A leading US university saved \$1,00,000 in communication expenses with our solution
- A top 10 global financial services provider with active operations in 160 countries is relying on Talisma's solutions for running customer and prospect engagement campaigns

About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd. is the leading provider of Customer Experience Management (CEM) solutions for a wide range of industries. Talisma's CEM solutions enable organizations to deliver an exceptional customer experience on a global scale through traditional and digital communications channels. Our solutions improve customer experience by integrating the power of social media, email, phone, chat, SMS text messaging, print, portal, and Web self-service with a robust and mature Web services platform, comprehensive analytics, and a system-wide knowledgebase. With thousands of customers, Talisma serves a variety of industries, including retail, higher education, financial services, travel and leisure, government, business process outsourcing (BPO), and recruiting and staffing. Talisma also delivers a combination of advisory/ consulting and services support under one roof to enable your CEM transformation initiatives. Talisma is a fully owned subsidiary of Campus Management Corp., a leader in enterprise software and services. For more information, visit www.talisma.com/cem

TALISMA®

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

CAMPUSSM
MANAGEMENT

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