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Talisma CRM Campaign

A leading provider of Customer Relationship Management (CRM) software, Talisma offers powerful, integrated, and easy-to-use, multi-channel relationship management solutions across the full spectrum of service, sales, and marketing activities. From self service and assisted service to proactive services, Talisma CRM enables a wide range of services that enhance customer satisfaction and cater to specific customer requirements.

Featuring advanced product features and enhanced usability, Talisma's CRM solutions integrate the power of 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. Offering enterprises a **360° view of customers** and **multi-channel support on a single platform**, Talisma CRM optimizes operational efficiencies and delivers an exceptional customer experience.

Conduct Targeted and Effective Marketing Campaigns with Talisma CRM Campaign

Talisma CRM Campaign enables organisations to manage communication plans and conduct automated closed-loop campaigns, newsletters, and surveys that develop awareness, generate prospect leads, and proactively communicate with prospects and customers in a personalised one-to-one manner.

Talisma CRM Campaign

Improve Marketing Efficiency and Effectiveness

With Talisma CRM Campaign, institutions can effectively target and personalise marketing communications and achieve campaign objectives. From managing the design and execution of high-volume, multi-channel marketing campaigns, sophisticated campaign tracking to customer response management and advanced reporting and analytics capabilities, Talisma CRM Campaign enables organisations to manage the effectiveness of marketing campaigns.

- Use the seven pre-defined skins for out-of-the-box and pre-configured look-and-feel options that enable users to manage the page layout of the interface including header, logo, font type, font size, font colour, etc.
- Define multiple form-based pages within each tab to provide a flexible structure for multi-part content
- Create pages that display content from an external source or from a Talisma database
- Integrate into any Web site or Web application using extension capabilities available through the Talisma iServices Framework
- Implement multiple layers of access for content security including configuring registration for secured access, portal usernames, and passwords, challenge-response for lost passwords and personalised "one portal, one login" access to display specific content for a specific user

Key Benefits

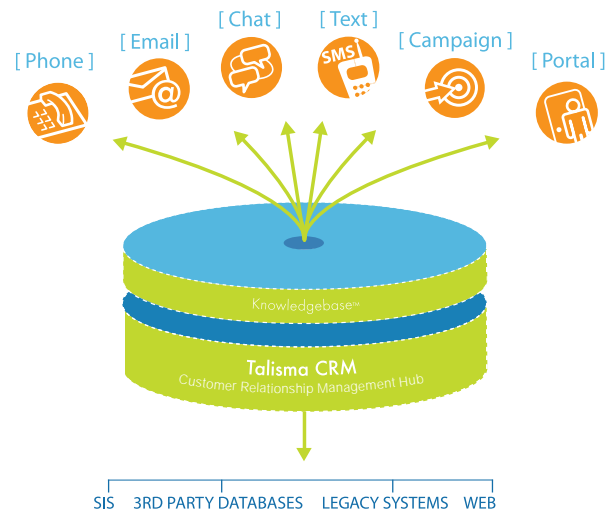
- Graphically design and manage complex workflows for dynamic marketing campaigns
- Capture complete demographic and transactional profiles of prospects

- Target campaigns with advanced mailing list segmentation
- Manage static and dynamic mailing lists
- Personalise content for specific target segment and campaign needs
- Track customer responses and manage automated response processes
- Simultaneously process multiple campaigns using multiple dispatchers
- Monitor economic effectiveness and ROI of each marketing campaign

Unite Multiple Communications Channels

The Talisma CRM product suite offers modules for many of the most popular communication channels:

- Phone
- Email
- Chat
- SMS
- Portal
- Fax
- Mobile
- Letter
- Self Service



About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of Customer Experience Solutions for a wide range of industries. Talisma Digital Engagement Platform enables organizations to deliver an exceptional customer experience on a global scale across engagement channels and interactions. Our solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, portal, social media, instant messaging and Web self-service with a robust and mature Web services platform, comprehensive analytics, and an intelligent CRM solution. Talisma serves a variety of industries through its vertical solutions, including financial services, travel and leisure, government, retail, business process outsourcing (BPO), and manufacturing.

Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level customer experience transformation initiatives. For more information, visit www.talisma.com

TALISMA™

Talisma Corporation Pvt. Ltd.

Third Floor, Olympia/Building-01, Bagmane Tech Park, C V Raman Nagar, Byrasandra, Bangalore - 560 093, India.

Tel: +91 80 4339 8444, Email: info@talisma.com

United Kingdom

Third Floor, 5 Lloyds Avenue, London, England, EC3N 3AE, United Kingdom

Tel: +44 (0) 207 977 1272, Email: uksales@talisma.com