



Talisma – helping you maximize the lifetime value of your customer

- Effectively communicate with customers across channels
- Enable multi-channel support on a single platform
- Easily map your clients' business processes
- Enhance customer experience through total process clarity and faster transactions
- Improve the effectiveness of your marketing campaigns

Talisma for Financial Services

Delight your customers with exceptional customer service

Your institution is operating in one of the most competitive verticals. To take your institution ahead of competition, it's not enough to just satisfy customers but to delight them on more occasions than they can imagine. Financial institutions that have learnt to listen to their customers and respond to their expectations effectively are the ones who will competitively differentiate themselves and set standards for the industry to follow.

Today's rapidly changing business landscape demands enhanced, integrated solutions that employ new and emerging technologies and simplify the process of managing customer experience across the enterprise. Financial institutions are transforming themselves to become more customer centric by implementing innovative customer experience management strategies. Is your technology strategy in place to address these concerns?

Increase customer profitability with Talisma CRM

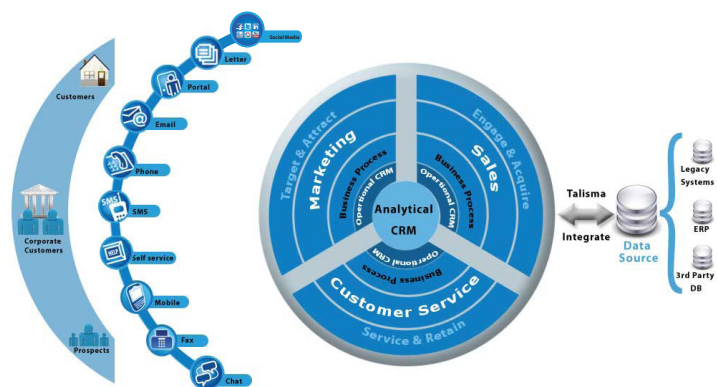
Increase customer profitability with Talisma CRM

Talisma's Customer Relationship Management solutions are today powering customer experience management, service, sales, and marketing operations at financial institutions in over 26 countries across the world. We know that your customers' expectations for on-demand and customized services are rapidly increasing, and to stay ahead of competition, you need to offer solutions that are aligned with their changing preferences and needs.

The Talisma CRM for Financial Services suite boasts powerful tools that leverage the web and other digital media to enhance customer service, increase sales, measure campaign effectiveness, and promote your brand. Aligned with customer expectations for on-demand access to financial services and information, Talisma CRM for Financial Services is meeting and exceeding industry goals for customer acquisitions and retention.

Gain actionable intelligence and leverage social media.

Talisma Performance Analytics is a tool that connects decision-makers with actionable information. Such information can be useful in predicting customer behaviour and facilitates cross sell and up sell initiatives while feeding into your customer retention strategy. Talisma can also help you maintain a strong



presence on social media with its unique offering Talisma Social CRM. With this application, institutions can listen to their brand conversations across the web, run social marketing campaigns and enter into profitable conversations with customers on social media.

About Talisma Corporation Pvt. Ltd.

For over a decade, Talisma has been helping global financial institutions hone their customer relationship and experience management strategies to build long-lasting and profitable customer relationships across 26 countries. 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 relationship strategies.

Talisma is a fully owned subsidiary of Campus Management Corp., a leader in enterprise software and services. For more information, visit www.talisma.com.

TALISMA[®]

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Talisma CRM can help your institution do more:

- Listen to customers: Increase loyalty, reduce customer attrition and competitively differentiate your offerings
- Segment customers: implement relationship-based pricing, offer better deals to profitable customers
- Cross sell and increase the value of your existing customer base
- Gain actionable information and arrive at better business decisions with real time business intelligence
- Run effective marketing campaigns to increase your customer base
- Connect with prospects and customers via social media and run 'social' campaigns
- Sales force can access CRM on the move thus ensuring mobility
- Determine customer lifetime value - zero in on consumers likely to become most valuable customers (MVC)
- Resolve customer issues faster, keep track of previous customer interactions
- Meet compliance requirements and prevent fraud by meeting the Know Your Customer norms

Talisma CRM for Financial Services has been designed to meet the specific needs of financial institutions. The suite can help your financial institution cope with changing competitive landscape, emerging customer preferences and KYC requirements.