



Talisma CRM Sales Force Automation (SFA) enables sales teams to automate their sales processes, closely track hot leads, manage activities, and enhance relationship with customers while retaining the power of mobility.

Talisma CRM Sales Force Automation

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.

Ensure Sales Success with Talisma CRM Sales Force Automation

Enabling Sales teams to automate their sales processes, closely track hot leads, manage activities, and enhance relationship with customers while retaining the power of mobility, Talisma CRM Sales Force Automation (SFA) empowers the Sales force to meet sales targets and significantly increase sales productivity.

Talisma CRM Sales Force Automation

Achieve Sales Automation Efficiency and Ensure Data Confidentiality

Automating key business tasks and processes across the sales cycle, Talisma CRM Sales Force Automation offers advanced sales tools and capabilities on three clients including Desktop, Web, and Mobile. With Talisma CRM SFA, sales representatives in addition to working on their opportunity database can manage their periodic activities and meetings with clients, view and update information on products they sell, and monitor their performance through Talisma's Reporting Engine.

Talisma CRM SFA enables the administrator to ensure data confidentiality throughout the sales hierarchy through property settings and access control of user profiles. While sales representatives seek to secure and protect confidential data from peers and competing sales representatives, direct managers and other senior executives need to have access to information. With varying degrees of access control capabilities, Talisma CRM SFA offers two types of access control:

- Role based Access Control - Information pertaining to opportunities, contacts, meetings, and orders will be viewable by associated sales representatives and reporting managers
- Product based Access Control - Access information based on sales team specific product portfolios

Key Benefits

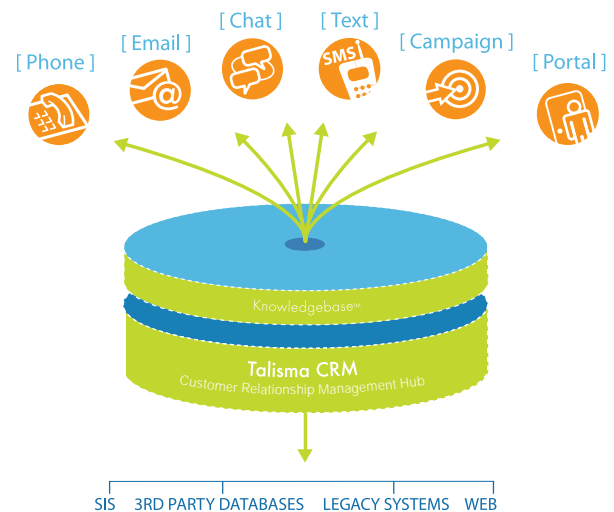
- Create and assign opportunities to products of customer interest and relevant sales branch
- Notify sales representatives with real-time information on opportunities, contacts, and orders, etc.

- Offer product discounts and special offers based on the profile of the opportunity being pursued
- Define complex search criteria to perform dynamic search on data such as priority based opportunities
- Enable sales representatives to schedule meetings with other sales representatives, opportunities, contacts, and other attendees by setting reminders through SMS, email or both, configuring meeting recurrences, and more
- Link an order to a contact in the sales representative's system and send personalized communication through email and SMS

Unite Multiple Communications Channels

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

- Phone
- SMS
- Mobile
- Email
- Portal
- Letter
- Chat
- Fax
- 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™

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