

## Build profitable relationships with customers through social media



Figure: Connectors and APIs

As a rapidly growing communications frontier, social media has captured the imagination of marketers across organizations and verticals. Organizations are busy honing their social media plans and reaching out to prospects and customers via social media sites.

### What are we talking about?

Social networking and media sites accounted for 12% of all time spent online in 2010 with the average user spending 4.5 hours on these sites. Globally, social networking accounts for 15.6% of online time among those aged 15 and above. Social media is here to stay, and chances are, your customer or client base is already spending a significant amount of time there.

Imagine a social media platform that lets you talk to your interest groups and helps you launch targeted campaigns to engage them. Yes, we are talking about a tool kit that provides information on groups that could interest your marketing and sales teams, helps you build your brands over the internet, enhances customer loyalty and enables you to build a vast customer base across social media sites.

Talisma has launched its Social CRM kit to help your organization understand the behaviour of social media participants and how to engage them. Talisma's Social Media Tool Kit includes the following modules:

**Social Commerce:** Empowers institutions to manage brands, launch campaigns and deepen customer engagement. It helps propagate your go-to-market messages through communities and recommendations and assists in driving campaigns and customer segmentation while letting you reward loyal customers to enhance customer retention. Your sales teams can now zero-in on more relevant customer information through an integrated view of their online conversations combined with existing CRM history. Marketing teams can connect with prospects much earlier in the buying cycle and qualify leads with reduced cost per lead. Customer service teams can leverage this tool to proactively resolve issues and collate feedback more easily.

**Social Collaboration:** Collaborate and engage sales enablers such as business agents, distributors and partners through forums, portals and wikis. Social Collaboration facilitates transfer of knowledge, sharing of updates and event information and win details with a select audience of your choice. The Social Collaboration tools are integrated with Talisma CRM for organizations to track interactions, offer marketing campaigns, track tasks, meetings & events.

# Talisma Social CRM

**Social Platform:** Designed to engage customers and rejuvenate relationships. The tool enables institutions to propagate product information through events, campaigns and acts as a platform for managing customer interaction on forums and wikis. It also helps you pull customer interactions into your CRM application.

- Enable customer Social B2C interactions with agents
- Push product information, events, FAQs, campaigns
- Provide platform for Social Customer-to-Customer interactions on forums, wikis
- Manage customer self-service and Win With Customer (WWC) programs and pull customer interactions into CRM

**Social Measurement:** Analyse, predict, profile and segment your target audience. It gives you a 360 degree coverage to determine what people talking about and why, among others. It helps you study these conversations to gain in-depth knowledge on trends, influencing factors and discussion points to include them your marketing messages for your social media-based and external campaigns.

The tool can seamlessly monitor millions of blogs, video-sharing and peer-to-peer sites and other social media venues in real time for conversations that are pertinent to your brand, products and your customers. The next step is uncovering opportunities and following them. Social Measurement comes with workflow tools to help you delegate and supervise engagement opportunities identified by the tool.

What are people talking about? What are the key conversations?

When did these conversations happen?

Where did these conversations happen?

Who is talking and how much influence do they have?

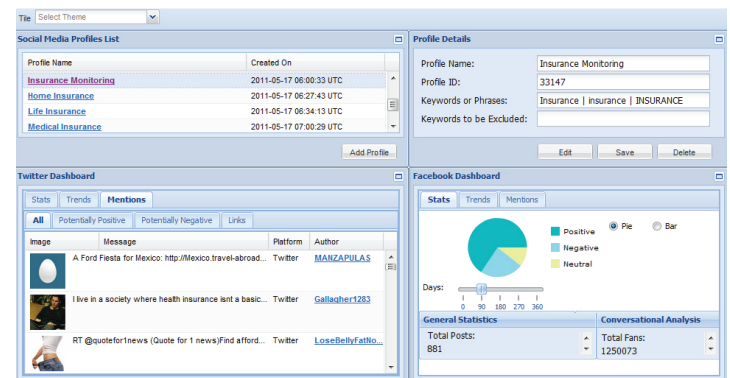
Is this conversation part of a trend? Is the sentiment positive or negative?

**Social Connectors and APIs:** This tool gives useful insights into customer contacts and accounts and helps study competition and partners. It also offers information on customer contacts, accounts, competition and partners by helping analyse profiles, demographics, interests, lifestyles, social circle and connections.

## Key Benefits of Talisma Social CRM

- Build your brand across social media sites
- Increase customer retention, enhance brand recall
- Launch targeted campaigns over social media powered by indepth insight into target audience behaviour
- Make your customer service teams more proactive and responsive
- Segment your customers to increase campaign effectiveness
- Listen to your brand conversations over the world wide web
- Collate customer feedback with ease
- Reduce the cost of lead generation

Social media represents a cost effective means of engaging your audience and developing a future customer base. Talisma's pioneering Social Media Tool Kit can help you leverage the full potential of social media. Be it reaching out to new customers, strengthening existing relationships, building your brand or simply sharing information, Talisma's Social Media Tool Kit is a must have platform for your enterprise.



To learn more about Talisma Social CRM or to setup a demo, please email Prayukth at [prayukthkv@talisma.com](mailto:prayukthkv@talisma.com) or call us at + 91 80 4039 4400.

## 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.

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