

Talisma CEM 'Profitize' relationships

Creating a transformative customer experience

As customer retention becomes an increasingly complex proposition, institutions are revisiting their customer and prospect engagement strategies, like never before. Faced with discerning customers, competition and changing market priorities, the focus is shifting from collecting and organizing data to offering customers a unique and rich experience with every transaction. 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. Organizations are seeking cost effective ways to turn customer experience management into a competitive differentiator. They are also looking for organized and automated business processes that enable reduced workflows and increased marketing, sales and service activities with a personal touch resulting in reduced operating costs and higher revenues.

Talisma CEM

Business Transformation

Is it possible to manage and define what your customers experience when they interact with your organization? The answer is yes. By combining processes, bringing in intuitive workflows, refining management strategies and aligning systems to identified customer priorities, it is possible to deliver consistent and enriching experience to your customers. These are a few areas you need to focus on:

- Connecting emotionally with the customer
- Bringing in experiential width and depth
- Communicating value
- Increasing accountability
- Promoting customer-centric culture across the organization
- Delivering brand promise
- Implementing a well-defined customer engagement strategy

Technology Transformation

You can't manage customers in discrete silos. Silos create gaps in your customer engagement strategy and prevent your organization from increasing average revenue per customer. Furthermore your customers will feel that they are interacting with a different organization each time they enter into a transaction. To avoid such a scenario, customer management has to be integrated into one seamless effort across the organization – be it service agents or information management at the back-office. Focus areas for technology transformation would include:

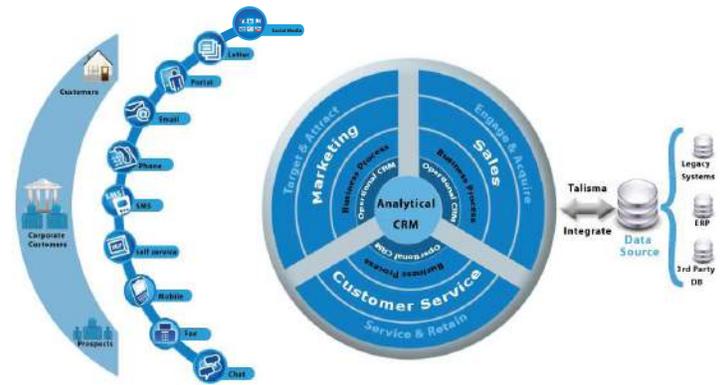
- Improve go-to market time
- Intensify customer engagement
- Maximize the impact of marketing campaigns
- Manage and improve customer experience management
- Be more agile and responsive
- Expand to new geographies

Talisma Technology Services

Working with leading businesses, Talisma has developed a proven, global, best practices-oriented approach to solution delivery.

Through strategic Implementation and Integration, Talisma's cross-functional services team has successfully managed hundreds of projects across small and medium-sized organizations and Fortune 500 companies.

Leveraging expertise and knowledge, the team employs industry best practices and considers each customer's unique needs.



Sustaining Education

The user education team exclusively focuses on client instruction and offers a wide variety of courses that can be delivered onsite, via the internet, or at Talisma facilities in the United States, Europe, and Asia Pacific.

Reliable Support

Talisma's dedicated, 24/7 administrative and end-user global support team strives to meet and exceed service level agreements.

Talisma Multi-channel Customer Experience Management (CEM) Solutions

Powerful, integrated, and easy-to-use, Talisma provides multi-channel Customer Relationship Management solutions across service, sales, and marketing to help companies build profitable customer relationships.

From self-service and assisted service to proactive services, Talisma offers a wide range of services that enhance customer satisfaction and cater to specific customer requirements. Talisma enables customers to choose their communication channel whether it is newer, cutting-edge channels such as social media, portal, self-service, SMS, chat or conventional channels such as email, phone, face-to-face interactions and letters.

Talisma Modules for Enhanced Customer Experience

Talisma CEM Email

A robust and scalable solution, Talisma CEM Email helps organizations simplify and streamline the management of high volume email and deliver timely, accurate responses to customer email enquiries.

Talisma CEM

Talisma CEM Campaign

This module enables organizations 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 personalized one-to-one manner.

Talisma CEM Phone

With advanced features and enhanced capabilities, Talisma CEM Phone empowers service staff to efficiently manage large volumes of inbound and outbound telephone interactions and enhances the customer interaction experience. The solution offers CTI on web which allows location agnostic management of incoming calls. This means your call center can be located in any part of the world.

Talisma CEM Portal

Designed to enhance the customer interaction experience, Talisma CEM Portal leverages Web 2.0 capabilities to deliver personalized self-driven customer services.

Talisma CEM 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 CEM Sales Force Automation (SFA) empowers the sales force to meet sales targets and significantly increase sales productivity.

Talisma CEM Chat

Talisma CEM Chat enables organizations to communicate in real time with visitors to their website using powerful text dialogue and collaborative browsing.

Talisma CEM Event Management

This powerful tool helps organizations manage and present events that convert prospects into customers.

Talisma CEM Knowledgebase

This offers an intuitive user interface that enables customers to find answers to specific questions 24x7 via the web, which frees staff to answer more complex questions by phone.

Talisma CEM SMS

Fast and cost-effective, Talisma CEM SMS enhances the customer experience while streamlining communications for a wide range of processes.

Talisma CEM Web Client

This module supports browser-based access allowing agents to access critical Talisma functionalities through the Internet from anywhere in the world.

Talisma Intelligent CRM

Talisma's new generation intelligent CRM delivers much needed predictability across interactions and transactions. It works by learning from every customer interaction. It can validate customer data, study campaign responses, suggest campaign parameters (time, segmentation, target profiles) and engage customers and prospects in automated chat sessions.

Talisma Social CRM

Talisma Social CRM enables you to effectively engage customers via social media and enhances customer relationships. Increasing the quality of customer interactions and promoting an organization's brand and reputation, Talisma's Social CRM provides valuable insights into customer needs and also provides a forum to connect and stay connected with potential customers.

Talisma Performance Analytics

This module helps enterprises gain actionable information and arrive at better business decisions.

Talisma Mobile CRM

Talisma Mobile CRM helps your sales force access customer information on the go thereby ensuring mobility.

Talisma believes in staying current with the latest advances in technology. With cutting-edge product innovations and enhanced functionalities reinforced with an unrelenting commitment to quality, Talisma offers innovative CRM solutions that enable enterprises to sustain relationships with customers, strengthen their brands, and stay competitive in increasingly competitive markets.

How Enterprises Benefit from Talisma CEM

- Easily adapts to customer care needs with rapid ROI and low cost of ownership
- Quickly adapts to existing business model and IT structure without the need to revamp existing systems
- Scalable and flexible to accommodate the changes in future business models

Talisma CEM

- Easily customizable to client requirements
- Rapid implementation and solution delivery
- Easy access to the right information at the right time for informed decision-making
- Improved and exceptional customer experience leading to greater customer loyalty
- Shorter learning curve due to excellent training offered by Talisma

About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of Customer Experience Management (CEM) software for a wide range of industries. Talisma CEM 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 CEM transformation initiatives. For more information, visit www.talisma.com/cem

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 8400, Email: praveenc@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