



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 ITES

Is your firm looking at maximizing returns from your customer relationship management initiatives? Then you should be speaking to us. We will tell you why.

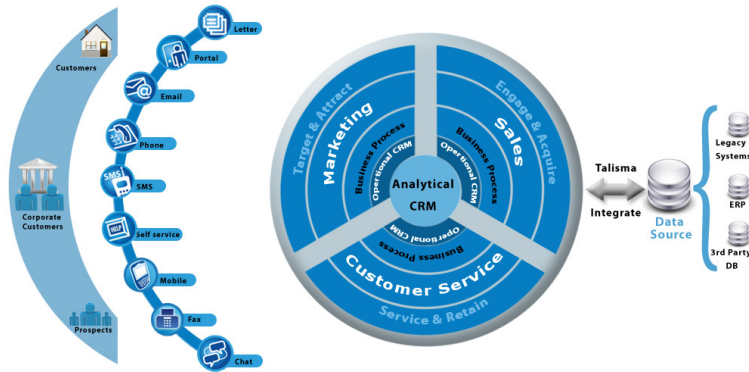
Competition, margins and cost rationalization are three words constantly on your mind. Today, your institution has to explore new revenue streams, upgrade and protect networks and systems while focusing on nurturing customer relationships and ensuring customer loyalty. Technology needs to give you adequate agility to ensure maximum IT infrastructure availability, lower downtime and the ability to stay relevant in the marketplace.

To address such needs and sustain competitive advantage while operating in a cost effective manner, you need an IT partner who understands your unique business needs and can help achieve your business goals.

Talisma – your enterprise CRM partner

Talisma Corporation has extensive experience in helping institutions such as yours evolve, expand and grow to meet the growing needs of your customers. We are today partnering institutions such as Citibank, HDFC Ergo and Kingfisher across the globe in their endeavour to get more from technology. Our CRM application, Talisma CRM can power your customer relationships and help your institution evolve into a customer-centric enterprise. With Talisma CRM, you get enhanced customer insight, improved frontline efficiency and effectiveness supported by efficient relationship management across all touch points.

Talisma's vast knowledge in providing scalable, cost-effective, cutting-edge customer service solutions provides the requisite insights to the specific requirements and processes of your organization. Talisma's extensive experience is a crucial differentiator, and partnering with us will help you provide your customers with the highest levels of quality and service delivery.



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With Talisma CRM you can:

- Gain a 360° view 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
- Manage all customer communications across the board
- Move towards higher average profit per customer
- Scale-up to meet the growing needs of your customer
- Reduce time to revenue, and improve profitability

Our portfolio also includes applications that can help your institution leverage the power of social media, improve decision making and enable enterprise mobility.

A diligent CRM application can be a game changer for your business. Speak to us now to find out how you can leave competition behind.

To find out more, please mail us at marketing@talisma.com or contact:

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About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd. is the leading provider of Customer Relationship Management (CRM) software for a wide range of industries. Talisma CRM enables organizations to deliver an exceptional customer experience on a global scale through traditional and digital communications channels. Talisma solutions improve customer satisfaction by integrating 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. With thousands of customers, Talisma serves a variety of industries, including higher education, financial services, travel and leisure, government, business process outsourcing (BPO), and recruiting and staffing. Talisma is a fully owned subsidiary of Campus Management Corp., a leader in enterprise software and services. For more information, visit www.talisma.com.

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