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Talisma CRM Portal

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.

Empower Customers with Talisma CRM Portal

Designed to enhance the customer interaction experience, Talisma CRM Portal leverages Web 2.0 capabilities to deliver personalized self-driven customer services. Empowering customers to self-manage their interactions with an organization, Talisma CRM Portal enables customers to manage contact profiles, communication preferences, interaction history and current requests.

Talisma CRM Portal

Maximize Operational Efficiency with Powerful Portal Management and Configuration

Combining its powerful interaction management and rules engine with a configurable web interface the Talisma CRM Portal offers a personalized self-service environment to stakeholders across the organization including external customers, internal employees and partners. Talisma CRM Portal's self-service interface with online communication channels offers the added advantage of reducing operational costs associated with providing customer service and support. With fast and easy administration, Talisma CRM Portal enables organisations:

- Use the seven pre-defined skins for out-of-the-box and pre-configured look-and-feel options that enable users to manage the page layout of the interface including header, logo, font type, font size, font colour, etc.
- Define multiple form-based pages within each tab to provide a flexible structure for multi-part content
- Create pages that display content from an external source or from a Talisma database
- Integrate into any Web site or Web application using extension capabilities available through the Talisma iServices Framework
- Implement multiple layers of access for content security including configuring registration for secured access, portal usernames, and passwords, challenge-response for lost passwords and personalised "one portal, one login" access to display specific content for a specific user

Key Features

- **Secure Registration Page** - Allow visitors, including prospective and existing customers and agents, to create and manage contact profiles
- **Web Part Technology** - Pick content from external Web Services (URLs) and Talisma objects that ensure content within the tabbed

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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interface can be displayed from defined URLs that relate to pre-configured areas

- **Personalized Pages** - Present customer-specific web pages, announcements, documents, files, and notes in multiple formats including audio, video and multiple document types, such as Microsoft Word, Excel, Adobe PDF, HTML, and text formats
- **Multiple Productivity Aids** - Manage account details, escalate issues, submit requests for phone call-backs and meetings, register for events and support registrations via event calendars, provide online feedback on a product or service, view the complete interaction history, determine interaction status, etc.
- **Optional Knowledgebase** - Retrieve knowledge articles and review answers to FAQs

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

