



Talisma CRM Event Management helps organizations manage and present events that convert prospects into customers.

Talisma CRM Event Management

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.

Increase Participation with Talisma CRM Event Management

Organizations everywhere want to enhance the quality and experience of their events as well as increase participation rates, awareness, and financial support for their missions. Talisma CRM Event Management helps organizations manage and present events that convert prospects into customers. The product has an intuitive online event calendar to effectively present and promote events and activities on the Web, as well as the ability to manage online registrations for free and paid events.

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Promote and Manage Events More Effectively

With Talisma CRM Event Management, organizations can market their programs and events with ease. Advanced resource and task management capabilities establish the task list for event managers, as well as provide the ability to assign tasks and send reminders to other department members. These capabilities facilitate task assignment based on resource availability and avoid double assignment.

- Manage events from a single system
- Create schedules with an online event calendar to present and promote events through the Web
- Manage online registrations for free and paid events
- Integrate with any payment gateway system

Key Benefits

- Create internal and external events
- Support multiple programming tracks in the form of sub events
- Define discount levels for any event based on any combination of criteria, including early bird, group registration, and customer pricing
- Set registration limits, deadlines, and cancellation criteria
- Record special needs (ADA, wheelchair, special meals)
- Control user access and actions with user-permission levels set by the administrator
- Search for participants by fields such as event, event type, date and participant role among others
- Take advantage of support for group registrations, transfers, substitutes and cancellations
- Define a personalized workflow for follow-up campaigns using a simple and intuitive step-by-step workflow chart
- Use email, phone, print, and SMS as part of event campaign and follow-up
- Track responses and send reminders to contacts who haven't responded

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.

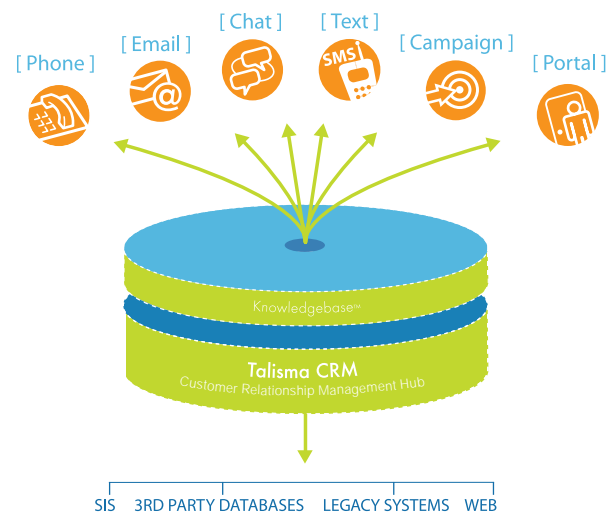
Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level customer experience transformation initiatives. For more information, visit www.talisma.com

- See a live view of the number of interested participants and registrations for each event
- Manage resources and tasks, and set reminders for task owners and event managers
- Control and decide the information and events to be published on the event calendar
- Decide the type of events to be displayed based on a customer's interest
- Let event calendar visitors use a table format or calendar view to suit their preferences
- Configure event management based on corporate colour and brand to match the organization's Website branding

Unite Multiple Communications Channels

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

- Phone
- Email
- Chat
- SMS
- Portal
- Fax
- Mobile
- Letter
- Self Service



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 8444, Email: info@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