



Better customer experience through intelligence!

The evolving experiential engagement landscape around your business is constantly changing. With each interaction, your customers are setting newer service expectations and the bar keeps moving higher. Your investments in customer engagement could be in vain if your customer engagement landscape, processes and service managers are unable to adapt to changing customer preferences and service paradigms. Competition and the cost of acquiring new customers add more layers of uncertainty. Wouldn't it help if you could bring a higher degree of predictability into your business?

## Pre-built intelligence to run your business effectively

Talisma's new generation intelligent CRM presents a whole new way of understanding customers and doing business with them. It is a solution that delivers the much needed predictability across interactions, records and transactions. It works by learning from every customer interaction. It can also validate customer data, study campaign responses, suggest campaign parameters (time, segmentation, target profiles) and engage customers and prospects in automated chat sessions.

With every campaign and interaction, the CRM learns and morphs to adapt to become more relevant for your business, thanks to its predictive intelligence capabilities. It delivers better visibility into prospect interactions and customer purchases and generates actionable insights including prioritized opportunities. The machine learning ability helps identify and shortlist customers who are ready to buy or are in advanced stages of taking a 'buy' decision.

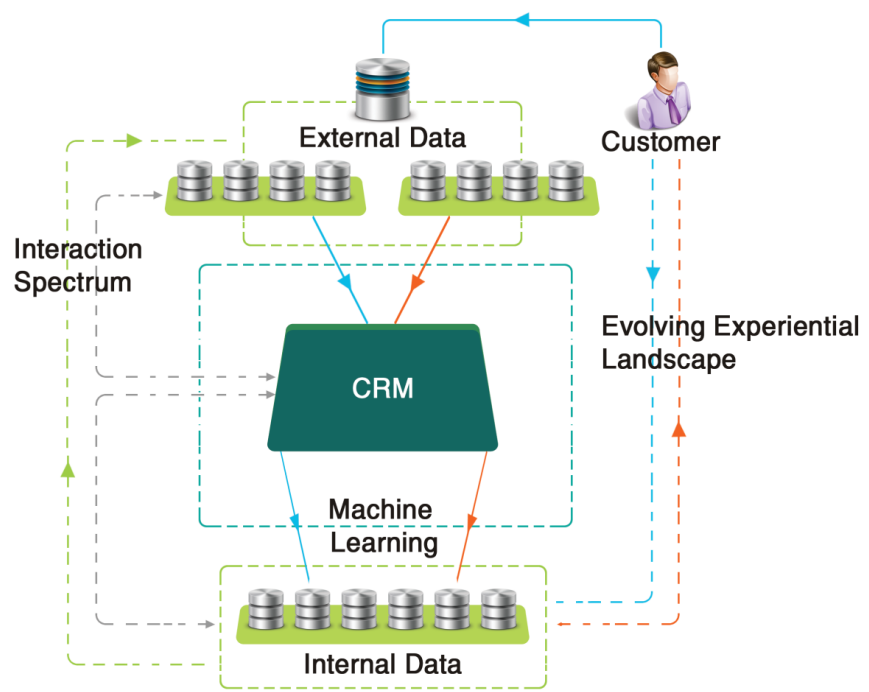
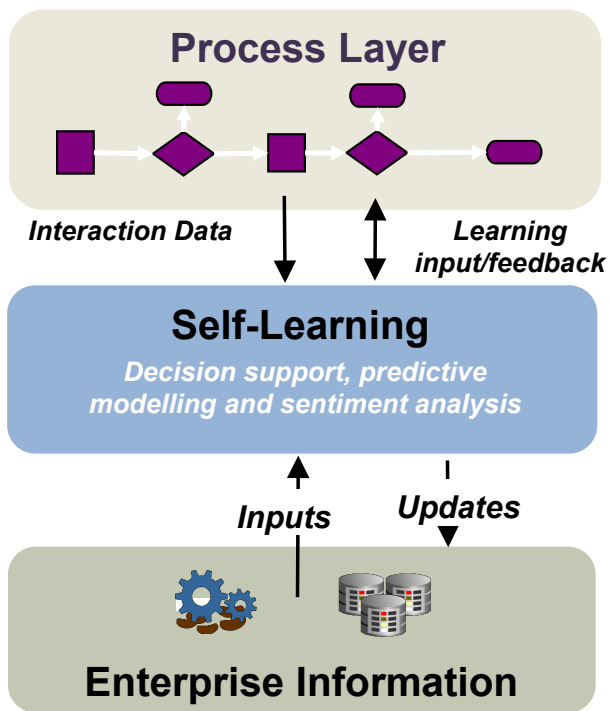
## Customer Experience to the power of Intelligence

- Leverage existing enterprise/business unit information and build on it
- Enable intelligent and contextual responses to queries in auto-mode
- Improve predictably in areas such as sales, marketing and service
- Multi-channel learning and feedback management
- CRM learns through each interaction (sentiment, context, response, offer suitability, cross and upsell potential, buy strength etc.)
- Pro-active insight driven suggestions for campaigns and content development for be-spoke and planned interactions

Analytical	Operational	Predictive
• Decision making	• Marketing automation	• Study profitable behaviors
• Customer analytics	• Customer service and support	• Right offer at the right time
• Marketing analytics	• Data and privacy management	• Relationship-based pricing
• Sales analytics	• Multi-channel engagement	• Scalable intelligence
• Service analytics	• Customer profitability	• Predictive interactions
• Channel analytics	• Sales force automation	• Sentiment mapping
		• Cross-and up-sell

## Know your customer better

With this CRM, you have not just an unified view of your customer but also data on sentiment, degree of interest in the brand/product and a complete profile including preferences. It analyses conversations analysed threadbare to derive covert and overt implications. This helps your business maximise the value derived from each interaction.



### Do more with your customer data

This CRM frees up your service teams to focus on delivering better customer experience while it responds to and analyses customer and prospect interaction. This data is analysed from a current and historic perspective to derive patterns of sales interest.

### Sales force effectiveness

It can help your sales force conserve its energy in targeting the right opportunities, thanks to its data gathering and analytical abilities.

### Optimize enterprise-wide decision making

With availability of data of better quality, better decisions can be taken keeping short-term and long-term goals in mind.

### Transform and adapt

It gives your business the agility needed to adapt depending on changing competitive landscape and customer preferences.

### Personalized customer experience

Engage your customers through a personalized customer experience by gaining the ability to predict a customer's unique service preference.

## About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd. is the leading provider of Customer Experience Management solutions 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. Our solutions improve customer experience by integrating the power of social media, 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 retail, financial services, travel and leisure, government, business process outsourcing (BPO), and recruiting and staffing. Talisma also delivers a combination of advisory/consulting and services support under one roof to enable your CEM transformation initiatives. Talisma is a fully owned subsidiary of Campus Management Corp., a leader in enterprise software and services.

For more information, please visit [www.talisma.com/cem](http://www.talisma.com/cem)



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