



Helping your institution come closer to its customers through rapid and personalized communication that is reliable and cost effective.

Talisma CRM SMS

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.

Respond Faster with Talisma CRM SMS

SMS text messaging has become one of the most popular communication methods for customers. Fast and cost-effective, Talisma CRM SMS enhances the customer experience while streamlining communications for a wide range of processes.

Talisma CRM SMS

Communicate Important Messages through SMS Texting

Talisma CRM SMS can be used by any department to immediately follow-up an email or print campaign with an SMS text blast. This ensures broader delivery of important notifications. SMS texting also allows you to broadcast short text messages and reminders to customers, for example:

- Send an SMS blast announcing a last-minute schedule change to an event
- Communicate emergency notifications in real time
- Send marketing updates

Key Benefits

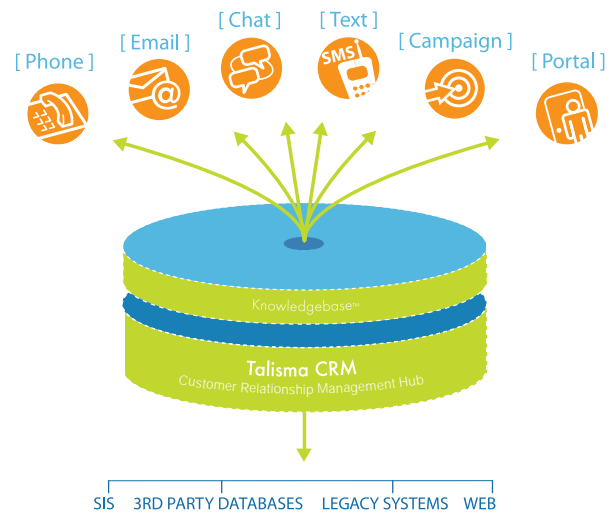
- Reach out to mobile customers anytime to expand area of reach
- Efficiently manage large enquiry volumes and spikes in demand with current staffing levels
- Reduce call volume and hold times
- Increase first-time resolution rates
- Resolve issues faster
- Offer self-service that improves customer loyalty and employee efficiency
- Reduce operating costs for a fast return on investment by texting instead of making expensive phone calls
- Securely communicate with customers
- Improve communications over time with in-depth reporting and metrics

- Maintain a complete audit trail with all messages and responses captured
- Combine with Talisma CRM Campaigns to send out SMS campaigns, track responses, and trigger actions based on response

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



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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