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Talisma CRM Knowledgebase

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.

Resolve Issues Faster with Talisma CRM Knowledgebase

Talisma CRM Knowledgebase enables customers to find answers to their specific questions 24x7 via the Web, which frees staff to answer more complex questions by phone. The application offers an intuitive user interface that supports individual problem-solving approaches proven to improve first-time resolution rates.

Talisma CRM Knowledgebase

Reduce Routine Customer Service Enquiries

By directing service-oriented phone calls to the Web where customers can help themselves, staff can concentrate more on helping customers with unique issues or questions. Knowledgebase can contain a wide range of structured knowledge articles and unstructured information, such as HTML, Adobe® PDF, Microsoft® Word and Excel, text files, images, and Web links.

Key Benefits

- Handle larger enquiry volumes and better manage spikes in demand
- Reduce hold times, increase first-time resolution rates, resolve issues faster, deliver precise answers, and offer self-service options for long-term customer loyalty
- Direct the easiest, most repetitive questions to Web self-service
- Experience an immediate return on investment by directing expensive phone calls to the Web, while maintaining current staffing levels

Develop Content Easily and Efficiently

With Talisma CRM Knowledgebase, service and support groups can continually capture, create, and refine knowledge solutions as part of their daily workflow. As solutions are approved and published to the knowledgebase, they become immediately available for shared use across functional areas and multiple channels, including phone, email, chat, and the Web. Users can easily tailor content delivery to different audiences using content rules and branded knowledge-article templates.

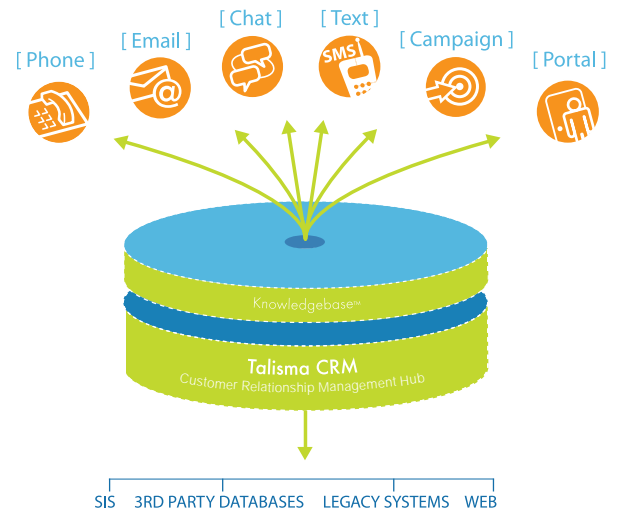
Track Results

Easily track and report on knowledge articles accessed, categories of knowledge used, questions asked that did not result in a correct answer, customer satisfaction levels, and much more. In addition, detailed information about each knowledgebase visitor's query is logged in the contact record and available for reporting and analysis at a future time.

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



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

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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