TALISMA™

Simplify and streamline the management of high e-mail volumes and deliver timely and accurate responses to customer e-mail enquiries.

Talisma CEM Email

A leading provider of Customer Experience Management (CEM) 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 CEM 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 CEM 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 CEM optimizes operational efficiencies and delivers an exceptional customer experience.

Accelerate Accurate Responses to Customer Enquiries with Talisma CEM Email

Talisma CEM Email is a robust and scalable solution that helps organizations to simplify and streamline the management of high volumes of emails and deliver timely, accurate responses to customer email enquiries. With its intuitive user interface and powerful productivity tools, Talisma CEM Email enables organizations to provide an exceptional customer experience with every interaction.

Talisma CEM Email

Empower Agents and Enhance Business Productivity

Enabling agents to manage and accurately respond to high volumes of emails, Talisma CEM Email effectively enhances business productivity. Talisma CEM Email offers:

- Single read and reply workspace that automatically opens the next email when a previous one is resolved
- Comprehensive library of response templates and a knowledgebase of Frequently Asked Questions (FAQs)
- Continuous 'audit-trail' record that presents multiple email exchanges
- One-click access to contact records
- Sub-interaction management that enables the unresolved sections of an email to be in an open, escalated, or transferred status
- Auto-text and auto-correct capabilities, configurable shortcuts and abbreviations, spell check in multiple languages
- Configurable notifications based on rules and parameters, as well as visible and audible reminders
- Personalized filters and search capabilities based on email subject, message content, and other parameters

Key Features

- **In-depth Reporting** - Track and analyze the number of emails handled, customer data accessed, response times, satisfaction levels, and other helpful statistics
- **Intelligent Routing** - Ensure that each email is delivered to the appropriate agent and accelerate response times by using the robust, rule-based routing engine
- **Advanced Automation** - Leverage advanced auto-response and auto-suggest capabilities, as well as automatic escalation

- **Enhanced Personalization** - Improve overall service and build stronger customer relationships with customer specific automatic merge fields, conditional context and logic based on individual customer or account profile, automatic detection and configuration of email format, trackable hyperlinks in messages and customization of reply aliases, subject lines, email content and staff signature
- **Multilingual Options** - Send and receive email in different languages with automatic language encoding detection, automatic spell-checking capabilities and standard response library of FAQs in multiple languages
- **Seamless Third Party Application Integration** - Integrate with popular email servers using industry-standard protocols such as SMTP, POP3, SPOP3 and IMAP and accomplish XML integration for automatic contact record updates

Key Benefits

- Build trust and improve customer satisfaction with rapid, accurate responses
- Simplify and streamline management of high volumes of emails
- Improve agent efficiency by leveraging contextual, multi-channel customer interaction history
- Gain insight into customer behavior using in-depth reports and metrics
- Deliver personalized communication to customers in every email interaction

Unite Multiple Communications Channels

The Talisma CEM 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

T A L I S M A™

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) 0207 977 1272, Email: uksales@talisma.com