TALISMA™

> Maximize communication effectiveness through improved response time, agent productivity and customer satisfaction.

Talisma CRM Phone

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.

Maximize Communication Productivity with Talisma CRM Phone

Enabling improved call handling and accelerated response times, Talisma CRM Phone facilitates agent productivity and long-term customer satisfaction. With advanced features and enhanced capabilities, Talisma CRM Phone empowers service staff to efficiently manage large volumes of inbound and outbound telephone interactions and enhances the customer interaction experience.

Talisma CRM Phone

Improve Agent Efficiency and Enhance Business Productivity

Built on a flexible and robust workflow engine, Talisma CRM Phone enables agents to respond faster to customer requests and save time by eliminating customers having to recount previous service history. Packed with advanced features, functionalities and resources, Talisma CRM Phone offers a powerful, optimized, unified workspace that result in significantly improved agent efficiency and optimized customer interactions.

- **Increase Customer Satisfaction:** Enable real-time customer interactions with support personnel, telemarketers and telecounsellors
- **Efficiently Manage Inbound and Outbound calls:** Improve inbound service and support activities with advanced routing and management capabilities; segment customers and provide personalized service to enhance outbound calling programs
- **Reduce Operational Costs:** Rapidly answer customer queries and resolve issues with increased First-Call Resolution (FCR) and lower Average Handle Time (AHT) percentages
- **Improve Agent Efficiency:** Leverage integrated screen pops of customer information and dynamic call scripts with complete history of all previous customer interactions across all communication channels
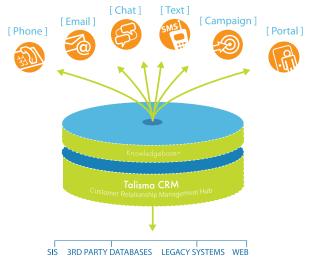
Key Features

- **Sophisticated Caller Identification and Notification Screen Pops** - Preview caller information with customizable caller ID and access complete customer interaction history
- **Advanced Call Control and Management Capabilities** - Route calls to appropriate agent for first time resolution success with intelligence based call routing, hold calls to conference in additional help or perform warm-call transfers, transfers calls with associated

content to update call receiving agents, provide dynamic call lists and predictive, progressive, and preview dialing mechanisms for efficient call patterns and volumes
- **Dynamic Call Scripting** - Guide agents with graphical user interface based scripts, personalized offers and content based on business logic that matches customer profiles, dynamic script that pops the next question based on response received to previous question, specified default answers to simplify data entry and capture of customer responses that automatically update customer records
- **Third Party Application Access** - Access external applications within the same screen pop with seamless integration to ActiveX components and web-enabled legacy systems
- **In-depth Reporting** - Track and analyze response times, satisfaction levels, agent performance, and more
- **Customization and Integration** - Customize and integrate solution to suit specific requirements using variety of configurable options and published set of Talisma XML and COM APIs

Unite Multiple Communications Channels

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

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