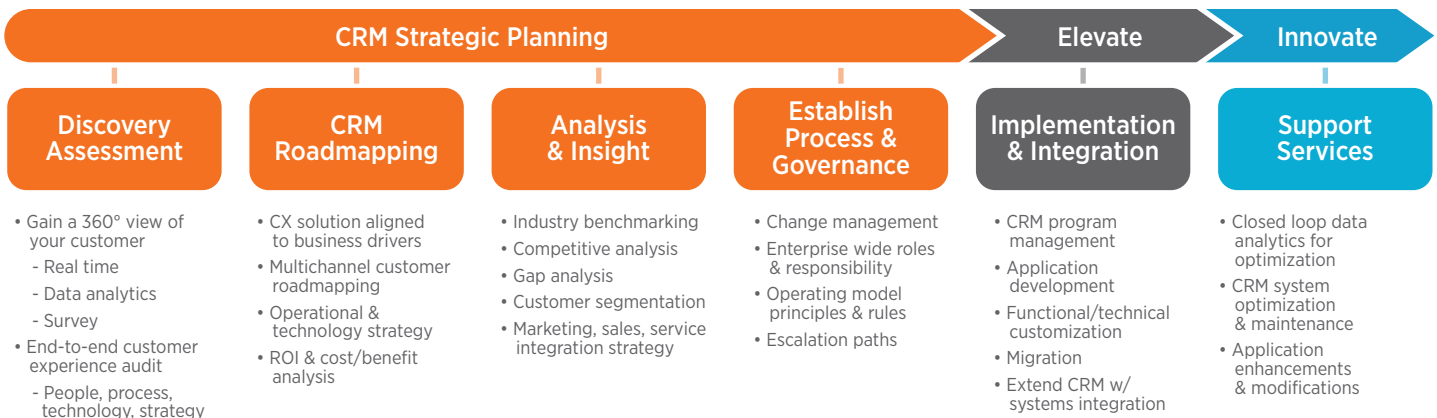


TRANSFORM YOUR CUSTOMER EXPERIENCE

Simplify your beautifully complex customer life-cycle with a CRM strategy.

The competitive marketplace necessitates transparency and cohesion between marketing, sales and service, so we are all working towards one common goal: world class customer service.

We partner with you to provide a comprehensive CRM strategy that takes a 360° view of your customer and organization to differentiate the way you engage your customers.



Personalize your Customer Interactions

You can't treat customers the way they want until you see them for all they are. We help you form and implement a strategy to profile, manage and analyze the right marketing data, so you have real-time insight on how customers are interacting with your brand across channels.

From there, we enable you to leverage your CRM solution to launch segmented, multichannel marketing campaigns that optimize your internal resources and business processes. We stick with you to improve campaign metrics and continue to optimize the way you connect with customers.

Demand Generation

- Multichannel campaign optimization
- Long-term lead nurturing
- Persona-driven marketing
- Closed loop marketing

Campaign Management

- Customer profiling & segmentation
- Marketing automation implementation
- Product research
- Competitive analysis
- Digital strategy

Social Listening & Response

- Community building
- Crowd sourcing
- Biz. analytics to inform biz. development, marketing, sales & service

Sales, Marketing & Service Alignment

- Strategy & process alignment throughout the customer life-cycle
- Transparency & process around lead management and hand-off
- Strategy to shorten the sales cycle

Turn Leads into Lifetime Customers

Make your CRM solution a performance enhancer with strategy and governance models that optimize your unique business needs to increase transparency among your sales, marketing and service teams and bring accurate data to important business decisions.

We partner with you to come up with a strategy to implement business processes that will create a strong collaborative connection between you, your sales force and your customers.

Lead & Opportunity Management

- Inside/outside sales management
- Cross sell/up sell across channels
- Business analytics & intelligence
- Sales force requirements alignment & configuration
- Lead scoring process & transparent handoff from marketing

Pipeline Management and Forecasting

- Sales team training on CRM platform & process
- Align business model with sales stages
- Implement lead recording/tracking process
- Integrate sales review sessions to enable knowledge share
- Create operations process for delivering closed loop forecasting

Sales Force Optimization

- Create hiring profiles & compensation strategies
- Sales force curriculum development & training for sales team adoption
- Robust career pathing to incentivize sales team

Create a Journey your Customers Will Want to Take Again and Again

We know how to marry your CRM solution with telephony, so you can offer your customers a true omni-channel experience and communicate with them in a fast, convenient and personalized way.

We have deep, diverse experience transforming organizations front and back office processes and technology to make strategic recommendations to better leverage data and analytics, optimize your workforce, and add strategy to each channel your customers want to communicate with you in.

Omni-Channel Strategy

- Channel strategy for voice, web (portal/chat/e-mail), mobile (SMS), social, snail mail, kiosk, brick and mortar customer support and case management
- Intelligent interaction routing aligned with business plan & customer preference
- Voice & digital self service optimization w/speech analytics and persona development
- Outbound communication strategy alignment with marketing

Streamlined Agent Process

- Unified desktop that hosts all channels & customer history
- Social community to increase knowledge share

Workforce Optimization

- Quality monitoring for CX scoring, intelligent search, pre-programmed or custom reporting, speech analytics and customer feedback
- Business intelligence & analytics
- Call recording for real time customer and support agent insight
- eLearning for knowledge empowerment

PTP Advantage

- We lead the market with a true omni-channel offering that integrates telephony with all other channels.
- We drive thought leadership in CX, bringing together the most strategic solutions to advance your business.
- We are more than a vendor; we're a partner that will provide you the strategy and insight to succeed. Because we tie our success to yours, we only consider ourselves successful when your business goals are achieved.