



» **customer life cycle management process**

moving customer management from transactions to holistic engagement

» **contact center audit**

done by practicing managers this study will measure call center operations from both its effectiveness and cost perspective. The practical solutions provided for the identified gaps will be implementable and improve operations efficiency



thinkcustomer

thinkcustomer a best-in-class CRM solution, that enables deep customer engagement to ensure both customer retention and wallet share gains. At the heart of this CMS tool is "one customer view" which empowers the user to resolve customer complaints, trigger up-selling opportunities and provide intelligence for pro-active customer management.

the field application on mobile, provides timely customer engagement

driven by the belief that customer satisfaction should be central to organisational culture, our customer relationship management services ensures that all processes affecting customers, dovetail into integrated solutions



- » virtual account management (VAM)
- » virtual partner management (VPM)
- » warranty & amc management
- » campaign management

think customer think culture

