

# Creating connected ecosystems for a seamless customer experience




Our integrated sales and marketing solution for an efficient customer journey

# Proposition overview

In most organizations, customer experience is disrupted due to abrupt handoffs between sales and marketing teams. The teams are not able to leverage each other's capabilities, which leads to customer dissatisfaction, lower lead conversions, and a high churn rate. Integrating sales and marketing can help deliver seamless customer experience throughout the customer journey, from acquisition to retention.



-   
Fragmented data
-   
Disconnected journey
-   
Complicated governance

# Integrated sales and marketing

HCLTech's integrated sales and marketing solution provides predefined campaign components comprising program and campaign templates, workflows, email templates, landing page templates, custom resources, channel configurations, and integrations. This sales and marketing solution can be reused across similar campaigns, thereby transforming the overall customer experience. Integrated Sales and Marketing solution can:

- 1**  
Build integrated marketing and sales data to provide a complete 360-degree view of the customer journey
- 2**  
Measure the impact of cross-channel marketing campaigns to the pipeline
- 3**  
Connect all the touchpoints to improve conversion, retention, customer loyalty, and lifetime value

# Nurture

-   
Identify and engage new prospects
-   
Nurture and convert the valued prospects to sales-ready leads
-   
Listen to the needs of prospects and provide the information and answers they need

# Engage



Personalize communication across customer journey touchpoints



Real-time trigger-based campaign communications based on customer behavioural triggers and location-based triggers



Leverage unified customer experience profile for highly targeted AI-powered campaigns

# Communicate



Communicate with customers at every stage of the sales funnel, and every customer journey



Leverage customer engagement across multiple channels, including mobile, email, SMS, web, etc.

# Features

1

Targeting workflows

2

Delivery templates

3

Personalized communication

4

Forms

5

Vertical based campaigns

6

Data schemas

7

Data integration

# Solution components

1

Adobe campaign

2

Sales platform

3

Adobe target

4

Adobe analytics

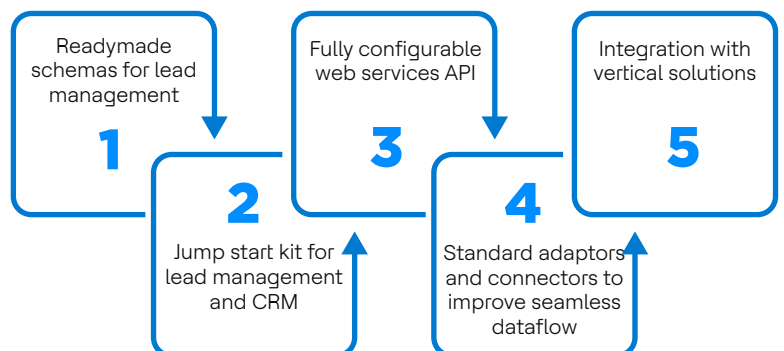
5

Decision platform

6

Service platform

# How it works?



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