

EOS CUSTOMER ENGAGEMENT MANAGEMENT

Customer engagement is the strongest indication of future growth. Engaged customers are repetitive buyers, will pick you over your competitors and will spread the word to their friends and families. It is no wonder that defining a customer engagement strategy is a priority and at the same time a struggle for many executives. How many contacts are currently engaged with the company? In what stage of the buying cycle are they? Should customers be engaged differently than prospects?

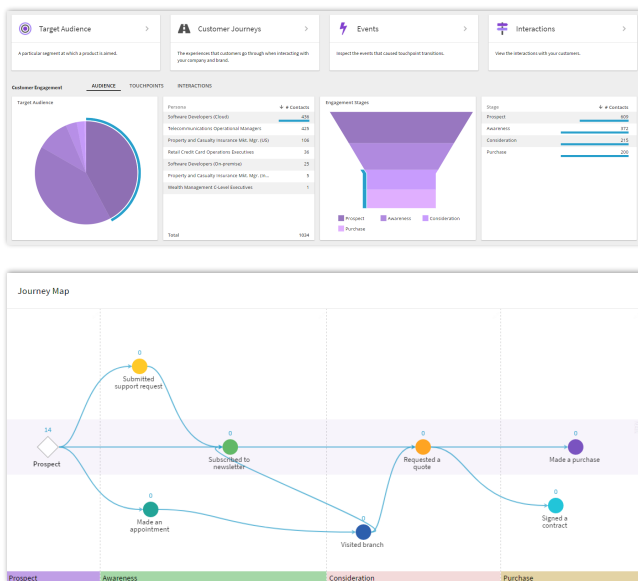
Using the EOS Customer Engagement Management module (EOS-CEM), your organization can **define customer journeys** for different target audiences and then **engage them** with the right correspondence and messaging – at the right time.



Key Benefits

- Create journey maps to set a clear path for the business process with each customer
- Learn more about your customers as their journeys progress
- Adapt the journey to meet needs and preferences as they change
- Deliver more personal, purposeful communications
- Delight customers with every interaction and retain them longer

Customer Engagement Management (CEM) capitalizes on the departmental collaboration enabled with Customer Communication Management (CCM) by unifying the entire customer journey from beginning to end. With Customer Journey Mapping, every document, phone call, and promotion is delivered with purpose.



Key Features included in EOS-CEM

- Dashboard displays of your audience
- Filters for audience segments, such as who they are or where they are in the sales funnel
- Graphical representation of touchpoint successes/failures
- Notifications for events, such as contact or segment updates
- Ongoing log of customer interactions
- Backend journey creation and editing

Customer Journey Mapping to guide the business process from enrollment to full-fledged advocacy.

Customer Engagement is the whole package, starting with perfect documents, then guiding customers all the way to long-term loyalty.

DOCUMENT PRODUCTION

- Produce documents at scale to reach even the largest audiences
- Create documents in 20+ output formats: PDF, Word, Excel and more
- Manage documents through a user-friendly interface

CUSTOMER COMMUNICATION MANAGEMENT

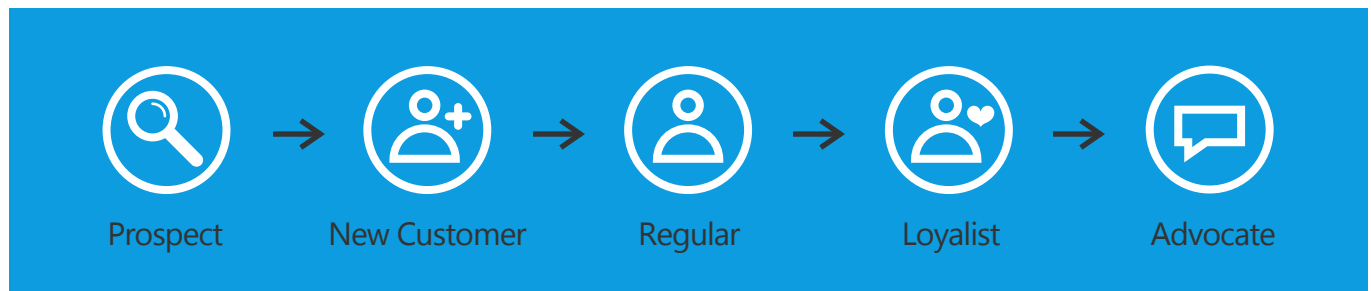
- Omni-channel communication via print, email, SMS, and more
- Options for implementation on-premise or in the cloud
- Keep your customer relationships void of technical interruption with fail-proof High Availability architecture

DOCUMENT AUTOMATION

- Set automated document production and delivery processes for batches and ad-hoc documents
- Ensure that no unauthorized changes are made to documents with digital signatures
- Keep a template repository of different versions for segmented communications

CUSTOMER ENGAGEMENT MANAGEMENT

- Segment your database by vertical, age, location, or any other data point for targeted ad and document campaigns
- Customer Journey creation and tracking
- Engagement dashboards help you better target customers based on their preferences and activities



Ecrion's Customer Engagement Module includes all the tools you need to engage and delight your customers and prospects. Reward loyal customers, map your ideal customer journey, and engage customers and prospects with omni-channel document creation and delivery! And with built in analytics along the customer journey, easily measure impact and return on investment (ROI).

Contact us to learn how you can implement EOS-CEM for more complete customer relationships!