

Integrated sales and marketing

Creating a connected ecosystem for an efficient
journey from lead generation to conversion



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 to provide the required experience leading to customer dissatisfaction, lower lead conversions, and 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

HCL'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 your cross-channel campaigns and the contribution marketing makes to the pipeline

3

Connect all touch points to improve conversion, retention, customer loyalty, and lifetime value

HCL's solution for the integrated marketing and sales team enables them to transform and enhance their lead generation experience and integration process driven by campaign objectives.

Nurture



Identify and engage new prospects



Nurturing and converting these 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 step of the customer's journey



Use of every interaction with your customer engagement across multiple channels, including mobile, email, SMS, and 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

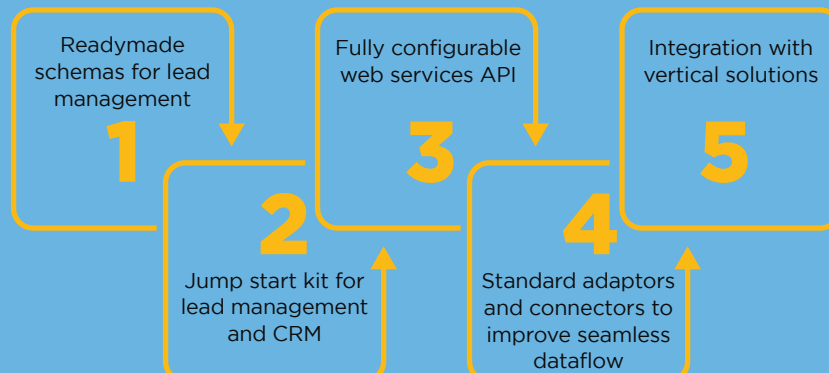
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Decision platform

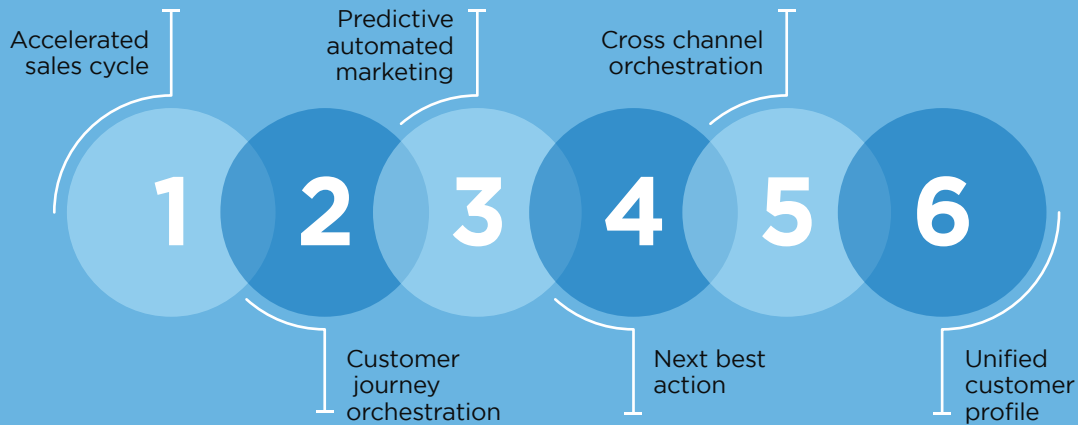
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Service platform

How it works?



Business benefits



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HCL

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