

SCALE DIGITAL

FAST-FORWARD
TO TOMORROW'S
EXPERIENCES, TODAY

**Integrated sales and
marketing**





INTEGRATED SALES AND MARKETING

HCL provides Campaign and CRM solution kit for marketing and sales teams, which enables them to transform and enhance their lead generation experience and integration process driven by campaign objectives.



Nurture

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



Engage

- Personalize communication between channel partners
- Dynamic campaigns based on partner activity
- Leverage account type/status for very targeted campaigns



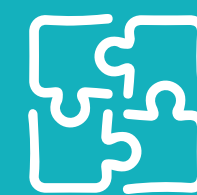
Communicate

- Communicate with customers at every stage of the sales funnel, and through every step of the customer’s journey
- Leverage every interaction with your customer across multiple channels, including mobile, email, SMS, and web



Features

- Targeting Workflows • Delivery Templates
- Personalized Communication • Forms • Vertical Based Campaigns • Data Schemas • Data Integration



Solution Components

- Adobe Campaign • MS Dynamics CRM • Adobe Audience Manager • Adobe Target • Adobe Analytics



digitaltransformation@hcl.com

