Customer Engagement Management

Engage Your Customers in Ways You Never Thought Possible

What is Customer Engagement Management (CEM)?

CEM is our next generation collaborative enterprise CRM suite. Profitics utilizes the latest quantitative models and Semantic Web tools to provide a powerful platform that enables your organization to seamlessly share and integrate information with your key business partners. The CEM software suite also includes cutting edge Web 3.0 technologies to help your organization leverage the viral qualities of the social web to drive "buzz" and increase interaction with your brand.

CRM

- Content Management.
- eCommerce
- Order Management.
- Supplier Integration

CEM

- Unparalled Collaboration
- Dynamic Workflow
- Next Generation CRM
- Viral Marketing

Web 3.0

- Social Web
- Mobile Applications
- Workflow Management.
- 360 customer view

Enable Unparalleled Collaboration between Your Key Business Partners

CEM is a powerful collaboration and integration platform for both intra-enterprise and inter-enterprise workflow management that:

- Allows seamless information sharing and transfer from your customers, clients, suppliers, and distributors

- Provides a secure platform for your business partners to collaborate and exchange critical information to accelerate workflows and processes

- Delivers an sophisticated eCommerce platform, allowing your customers to shop in an environment that offers recommendation based on context, environment and previous activities

Profitics

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Enhance Your Business Intelligence Using Web 3.0 Technologies

CEM is a unique platform utilizing the latest quantitative tools to leverage the Semantic Web's targeting and contextual capabilities.
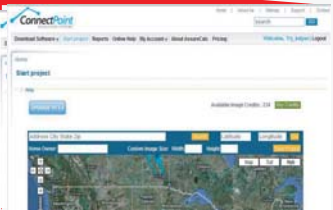
Enable your business to profile and manage demand interactions

- Model and track competitive threats and analyze competitive marketing
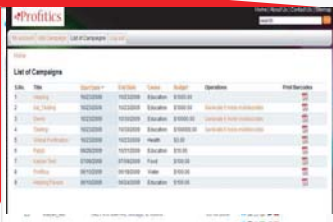- Segment and Target your market and customers, and provide contextual content offering

Develop a 360˚ view of your customer

- Rich context-based navigation and search capabilities
- Customizable personalized product catalogs
- Cross-Sell and Up-Sell algorithms
- Needs analysis and solution recommendations

- Customer master data management
- Customer lifecycle management
- Customer data collection
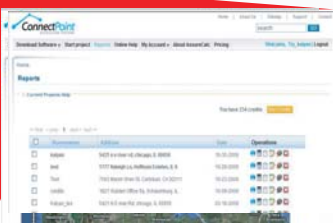- Product / services catalog management

Enable unified Customer and Partner Workflow Management

- Online calendars
- Chat
- Blogs

- Account status
- Personalized catalog and services content
- Order status

Utilize the Social Web/ Web OS to facilitate seamless integration between Partner Integration, Web Services and Point of Sale technologies

- Mobile Application
- Facebook
- Twitter
- Blogs

- Google Maps
- Google Earth
- Search Engine Optimization
- Yahoo! API

Create an effortless Customer Contact Management platform

- CSR dashboards
- Email campaigns
- Returns management

- Promotions and Discounts management
- Coupon & Loyalty program management

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