

# CRMCONSULTING

## What are these?

Customer Relationship Management (CRM) consulting services are designed for all companies to increase customer profitability, maximize a customer lifetime value and satisfaction to manage activities around customer engagement.

Mostly used in:



### Robust CRM Maturity Model:

The Hypermedia's CRM Maturity Model helps you **assess and define the maturity level** of your organization's CRM capabilities. This **serves as a basis for building and implementing** your customized omnichannel CRM framework. We collaborate with you to **build a solution to address your unique needs**.

### CRM Areas of Expertise:

- › Sales & Marketing automation
- › Email/SMS/Push notification marketing
- › Subscriptions and membership management
- › Customer loyalty, satisfaction and retention
- › Integration of communication channels
- › Workflow notifications and alerts
- › Salesforce performance assessment
- › Data analysis, including configuration of reports and dashboards
- › eCommerce integration
- › DMP integration

### What you gain from our CRM Consultancy:

Our CRM Consultants **effectively and seamlessly collaborate** with your team to **accelerate your journey to success**. Working every day with your business and embracing your organizational culture, we develop the best in class CRM solutions, **fully personalized to your specific business situation**.

### Full CRM cycle addressed:



## Questions?

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This is part of our full suite of digital services across all customer touch points. We can help you design, produce, measure and optimize every piece of work for an engaging, end-to-end digital experience.



Global Reach:



20+

Years of Digital Experience

Should you need any further information regarding our products and services, contact us to learn more and to discuss how we can help your business grow.



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