

CDC-CRM unveils first of its kind, customized solution for campaign management in India

According to **Gerald Prabhu Chief Marketing Officer, CDC-CRM Solutions India**, 'India Inc. is today investing far more in campaigns and the campaigns are getting bigger, more geographically spread and quite complex. This is further made difficult by the need to customize the campaign to specific segments or customer groups. And last but not the least measurement of Rol on most of these campaigns are not tangible in the absence of a single solution where the entire campaign information resides. We realized that both marketing departments in large companies and marketing service providers will derive immense value from a solution that addresses all these and allows them to effectively manage their campaigns.'

'While, it may be surprising to see a global CRM leader like us introducing a specialised solution for a niche like campaign management, it fits in with our overall business strategy of offering only micro-vertical customized solutions in the Indian market. We have since developed modules for private banking, capital markets, wealth management, insurance etc. and campaign management is an addition to the growing list. The possibility of further customization enriches the value to the user further. We look forward to working with Indian corporates and agencies on enabling well managed campaigns,' he further added.

This independent campaign management module is an outcome of CDC's global effort to make its' CRM solution provide a 360-degree view of the customer besides encompassing every potential touch point with the customer. CDC Market First solution links every campaign communication to the account history, so employees from marketing, sales, customer support and accounting can share a complete view of all the activities and updates. Even bulk actions for campaign can be generated through the system, milestones can be defined and status of each prospect can be reviewed any time with the help of CRM tools. The solution tracks response rates and ties revenue to specific campaigns besides enabling campaign analysis by lead source, region, media type, and products sold, using flexible, built-in reports.

It also tracks key information and provides important analytics such as campaign details, marketing plan, budget planning, expense mapping, events tracking and result tracking. The solution further allows enterprise customers to be able to coordinate marketing communications across channels such as sales force, telesales, telemarketing, direct mail, fax, e-mail and web; and prevent campaign overlaps or conflicts within channels.

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