Multichannel Campaign Services

Win your customers' confidence and support by delivering the right messages, at the right time, on the right channels

Your customers are everywhere

Today, customers are everywhere – for a single purchase, they research online, assess in store, reconfirm with a catalogue at home, decide over a mobile app, reconfirm again on social and finally buy - either online or offline. That's not all - wherever they are, they expect ubiquitous and unique experiences. This convoluted multichannel usage and demanding preferences are challenging the way businesses define their communications strategies and campaigns.

For many businesses, this means an end-to-end digital overhaul, which is often challenging and uncertain. However, a seamless transition is possible with the right marketing technology partner who can guide them to strategize and deploy best-fit marketing technologies that can address their multichannel campaign delivery concerns.

We can help.

HTC - Your Partner for Multichannel CRM Campaigns

HTC's Marketing Technology services cover your key concerns of delivering Multichannel CRM Campaigns.

We have been helping many of our customers deliver the right messages, at the right time and also on the right platform so that they can win their customers' confidence in the challenging digital transformation space. Our range of services covers all the aspects of multi-channel delivery automation including Web, Mobile Applications, and Content Analytics and has the best possible opportunity to bring maximum ROI to any CRM campaign you deploy. From emails to social media, web to mobile, you can ensure that your customers' multiple points are connected, powerful, individualized and delivered with superlative experiences felt across the channels. By partnering with us you can:

- Delight and enrich customer interactions
- Deliver anytime, anywhere, on any channel
- Win customer's confidence and increase retention
- Gain insights, explore new customer segments, and market opportunities
- Innovate, embrace new technologies, and stay relevant
- Reduce costs and complexities

Highlights

- Rapid deployment of pre-packaged CRM solutions
- Intelligent, Channel Agnostic platforms
- Exclusive Center of Excellence catering to Marketing Technology Service domain
- Access to advanced tools, frameworks and professional skills
- Phased, milestone based deployment
- Low risk, Low cost of Ownership based strategies

Reimagine technology to accelerate your business

HTC
global services

HTC's Marketing Technology Services

Right Message, Right Time by Individual Preferences

HTC's Marketing Technology Services are designed to help today's CMOs, Digital Marketing Agencies, and Marketing teams manage every aspect of their marketing ecosystem, collaborate with all stakeholders, and most importantly, influence and engage customers instantly. With several years of experience executing global marketing projects based on industry best practices and latest technologies, we can assess, strategize, and deliver technology solutions that meet your expectations and needs. Our broad range of Marketing Technology Services covers:

- Experience Driven Design (XDD)
  - User Experience and Behavior Consulting and Design
- Digital Channel Delivery
  - Web, Mobile Applications, Content Analytics
- Digital Platform Design and Implementation
  - Scaled Migration, Rebrand Implementation, Service Layer Integration
- Digital Content Operations
  - Campaign Integration and Execution, Digital Property Maintenance and Support, Vendor Management

About HTC

- Extensive experience in providing cost effective and innovative IT and Business Process Services and Solutions across domains for global customers since 1990
- Quality and information security processes compliant to SEI CMM Level 5, ISO 9001, ISO 27001, and PCI DSS standards
- Global presence, large delivery centers, talented professionals, capabilities across multiple technologies, platforms, and domains

HTC Global Services

USA | UK | Germany | India | UAE | Australia | Malaysia | Singapore | Indonesia
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