



UNISONace

C X M A N A G E M E N T



avanza group

Avanza Group of Companies – a multi-decade technology powerhouse that contributes to a range of industries with its state-of-the-art products. The Avanza Group is comprised of organizations, spanning across multiple sectors, which create and deliver real value for their customers and stakeholders.



Unison ace is a unique customer experience management solution that is developed and calibrated around the most critical success factors of a selling organization – the customers!

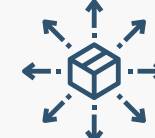
This unified solution helps you make informed decisions about doing business with your customers. It lets you track your sales, marketing and other critical services in addition to maintaining your customer's engagements and actions,
ALL IN ONE PLACE.

Why CxM matters?

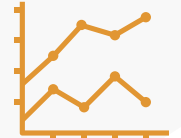
A PROPERLY IMPLEMENTED **CxM SOLUTION** CAN YIELD AN ROI OF **\$2.50 TO \$5.60** FOR EVERY DOLLAR INVESTED.
(Inc.,)



CxM SOFTWARE CAN BOOST SALES BY **29%**, PRODUCTIVITY BY **34%**, AND FORECAST ACCURACY BY **42%**.
(Salesforce)



82% OF THE FINANCIAL INSTITUTIONS SAID THAT **CxMS** HAD THE ABILITY TO EARN & RETAIN MORE **CUSTOMERS**.
(Cetrix)



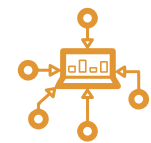
IN THE **BANKING INDUSTRY** CUSTOMERS WHO ARE FULLY ENGAGED GET **37%** MORE **SALES REVENUE** TO THEIR BANK.
(Gallup)



B2B CUSTOMERS WITH HIGH CUSTOMER ENGAGEMENT ACHIEVE **50%** HIGHER **SALES REVENUE**
(Gallup)



87% INCREASE IN SALES USING MOBILE **CxM SOLUTIONS**.
(Forrester)














▼
(Source: Gartner)



▼
(Source: PwC) – banking

The average ROI for CRM is \$5.60 for every dollar spent! (Source: Baseline)

Highlights

 <p>Customer Hub (Agent Desktop)</p>	 <p>Cases</p>	 <p>Service Requests</p>	 <p>Integrate & Extend</p>	 <p>Dashboards & Analytics</p>	 <p>Lead Management</p>
 <p>Opportunity Management</p>	 <p>Sales Force Management</p>	 <p>Multi-Channel Campaign Management</p>	 <p>Knowledge-base</p>	 <p>Social Media</p>	 <p>Email Management</p>
 <p>Cognitive CRM (Bots)</p>	 <p>Account Opening</p>	 <p>Help Desk</p>			

Key Features

Integrate other application interfaces in AUAI (Avanza Unified Agent Interface)

Responsive User Interface

Interactive UI based on modern principles.

Business User Empowerment.

Work flow Designer

Visual Drag & Drop Designer

Mobility

Customer Hub - 360 view

Reports Designer

Platforms Supported : On Premises & Cloud

Personalized Dashboards

AI - Next Best Action (NBA)

Customer Hub – 360° View



Thank You

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