



Customer Experience Management. Backed by TELUS.

frontline marketing

powered by RightNow Technologies®

comprehensive approach to customer experience management

As a key part of our comprehensive portfolio of on-demand customer experience solutions, TELUS Frontline includes all the applications, strategies and platforms vital to delivering higher-value, lower-cost customer experiences.

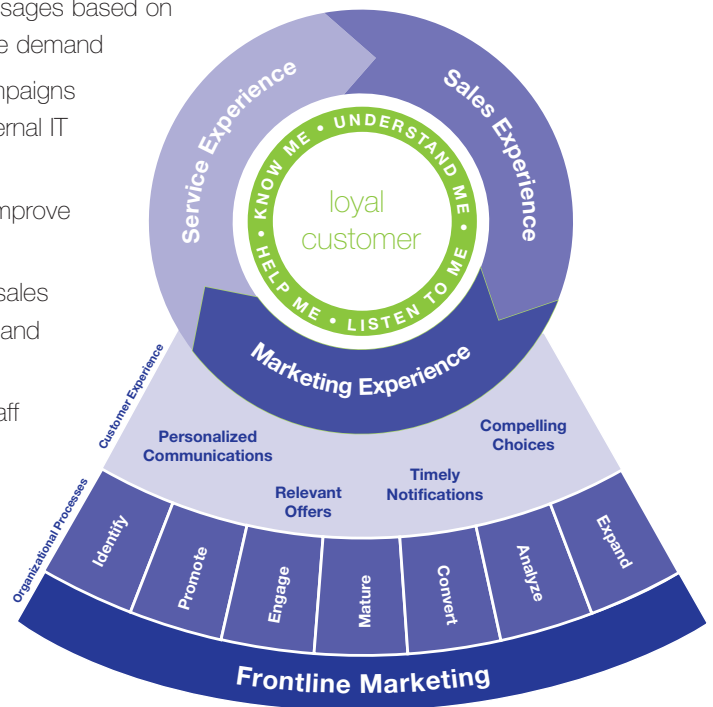
TELUS Frontline can help your company understand, anticipate and respond to customer needs in a consistent way across all channels and interaction points – so that customers not only buy once, but buy often.

in a market so saturated with choices, earn mindshare and buyer respect by being consistently relevant

To generate enough of the right kind of leads, brands need to get the most relevant messages to the right people at the right time – without turning off potential buyers by simply adding to the noise of the market.

TELUS Frontline Marketing, the industry's most streamlined on-demand marketing solution, enables you to craft high-impact, targeted campaigns that resonate with prospects and customers.

- Design and test marketing messages with drag-and-drop ease
- Segment and personalize messages based on customer attributes to generate demand
- Distribute even the largest campaigns on-time, without burdening internal IT resources or budgets
- Analyze results to continually improve response rates
- Generate leads and track the sales process to ensure conversion and accurately measure returns
- Minimize dependency on IT staff and/or outside contractors
- Execute highly effective, automated campaigns



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frontline marketing – heighten customer value with always-relevant communications

By seamlessly integrating to the world of customer service, TELUS Frontline Marketing makes it easier for both agents and marketers to capitalize on opportunities while providing a truly great customer experience. When excellent service is book-ended with always-relevant, timely, personalized marketing communications, customers come back to buy again and again.

multi-stage, multi-channel campaign management

TELUS' unique Customer Experience Designer™ lets you craft multi-stage, multi-channel campaigns by walking through each step and interaction from the customer's point of view, designing every milestone from interest to purchase for the best possible impression.

lead-generating email marketing

Create targeted, personalized, always-relevant campaigns that generate more leads – more importantly, the kind of leads that convert more often into sales.

multi-dimensional segmentation and de-duplication

Make the most of databases and prospect lists by segmenting them according to demographics, purchase and interaction histories or any other attributes that align marketing efforts to sales targets.

streamlined personalization and message optimization

Maximize the impact of every mailing by creating variable personalized fields and including information for specific sub-groups. Test multiple versions on sample audiences before the full-scale campaign, tweaking to prove which messages and offers resonate best.

event-triggered messages

TELUS Frontline Marketing's open architecture lets you trigger personalized messages based on any type of customer action – from a Web site request to a brick-and-mortar retail purchase.

comprehensive, granular response and lead routing

Track every aspect of campaign performance – from delivery and open rates to click-through and conversions. Automate lead routing to salespeople based on geography, product or other attributes.

customizable analytics and dashboards

Provide staff, managers and executives with the most appropriate level of campaign performance insight – enabling them to understand and replicate the tactics and messages that are proven most effective.

effective list management and deliverability

With easy-to-use opt-in/opt-out controls, ensure both list integrity and regulation compliance. Manage the deletion of obsolete or unsubscribed addresses – and maintain lead control even as the volume and frequency of marketing activity grows.

fully integrated feedback management

Capture feedback across all channels and act quickly to turn customers from one-time buyers into satisfied brand loyalists. Seamlessly integrate feedback into the customer experience lifecycle.

work with the experts in customer experience management

TELUS knows how to make customer experience management work. Our strength as a leader in Canadian telecommunications is rooted in the powering and capturing of customer interactions. We are experts at helping you turn more prospects into proficient, satisfied customers – and we know how to make satisfaction repeatable.

From consulting and implementation to support and maintenance, TELUS manages IT infrastructures and marshals resources – delivering exceptional experiences on your behalf with absolutely none of the on-site IT burden. Complementary content management and contact centre solutions, unified communications, hosting and network services make sure your entire customer-facing enterprise is equipped to grow loyalty anytime, anywhere.

CONNECT WITH US TODAY FOR YOUR BUSINESS SOLUTIONS
Contact your TELUS Account Executive or visit telus.com/CEM.

