

Customer Experience Management

From customers to dedicated fans

From the first impression of your website through to billing – the touchpoints between customers and companies are becoming not only more numerous, but also more complex due to the comprehensive digitization of all business segments. Many companies are therefore faced with the challenge of analyzing all the interactions along the customer journey process, making optimum use of them and then providing the customer with the appropriate information at the right time.

Qualysoft supplies the technology behind magnificent customer experiences, helping you with professional tools to offer your customers positive experiences at all touchpoints. This is how you successfully implement your customer experience management (CXM) strategy, forge strong ties and turn your customers into dedicated fans.

Our experts utilize state-of-the-art technology to develop customized IT solutions and platforms that have been optimized for your company. In doing so, we cover the full range of digital touchpoints, from professional solutions

for customer relationship management (CRM) and mobile services to comprehensive web portals and the integration of newsletter tools. We also harmonize your entire customer communication process involving letters, invoices and forms using solutions for customer communication and document composition.

We provide the technology behind outstanding customer experiences.

Trendsetting CXM technologies

A personalized approach and individual support requires sophisticated IT systems, which make not only the management of customer data but also intelligent, context-based utilization as simple as possible. Qalysoft draws on a broad portfolio, providing state-of-the-art systems that far exceed the performance of standardised solutions in terms of usability, functionality and efficiency.

Our experts develop IT platforms tailored your specific needs, industry and user role, seamlessly integrating all existing systems. This enables you to have a clear overview of the situation and thereby ensures rapid, personalized communication between your customers and employees in the marketing, sales and service departments.

In doing so, we cover all relevant touchpoints of your customer journey: from customer relationship management as the basis for customer communication through to the implementation of professional web portals and mobile applications. Solutions for automated and personalized composition of documents and forms, as well as the support of all digital communication channels, such as social media, e-mail, websites and portals, ensures a uniform brand identity.

■ The customer takes center stage

Get to know your customers better and communicate more effectively. Active customer relationship management as part of a successful CXM strategy is based on state-of-the-art CRM systems that provide a 360° view of your data, as well as enabling detailed analyses and evaluations. Using Omni Channel integration, you can send information directly from the CRM system to your target groups, and allow all responses to be fed back into your customer details. Qalysoft adopts the implementation, support and further development of your customized CRM solution as an experienced partner.

■ Web portals and mobile solutions

Offer professional service in real time: With our many years of experience in the seamless incorporation of existing IT systems into new applications, we integrate your IT landscape perfectly into comprehensive, professional web portals and mobile apps. Qalysoft develops multi-platform applications for all common smartphone operating systems, providing apps based on the same source code. This guarantees maximum flexibility and perfect results.

■ Standardized brand presence

New products and services are being introduced to the market at ever shorter intervals. This impetus must also be reflected by customer communication: product information, contracts and business documents must be quickly adapted in terms of design, layout and text so that you are able to act more swiftly than your competitors. We automatically generate optimized formatted templates and provide centralized management of text modules and rules-based processes.

■ Competent network of partners

Professional customer experience management means that you can offer your customers outstanding, individual experiences and establish a positive emotional bond to ensure the achievement of your business goals. We help maintain a clear perspective in this technologically complex environment. We take over coordination and project management for specialized topics should you require it with the assistance of technology partners in our network.