



CRM Overview Video

In today's ever-changing business climate, some things remain the same. The customer is still king, and the pressure is on to ensure that you find and keep those customers. Your products and services represent your company to the public ... and the way you provide those products and services is directly linked to your market share, future growth and profitability.

Today's consumer is more demanding than ever ... personalizing their experience is expected ... as is global access. So, the opportunity to impress and retain each customer is now 24/7 ... it starts with an advertisement or sales offer, and continues long after the product or service is delivered.

Contact centers remain a crucial touch point in customer relationship management. They can help your company win new customers, keep the ones you have longer, and get them to spend more with you thanks to superior service. Managed properly, these contact centers can deliver value that you can measure. For more than three decades, HP has been providing high-performance contact center services that help:

Lower costs

Contact Center Outsourcing can lower overall operational costs by up to 40%.

Increase your revenue

Increase sales conversion rates by up to 30% and improve the lifetime value of customers.

Mitigate risk

Reduce data quality incidents by up to 10% and improve customer data security by preventing unauthorized access to data systems and files, and ...

Improve customer satisfaction

Increase first-call resolution up to 20% by routing calls to the right agent faster and reduce customer churn.

More than 27,000 HP professionals stand ready around the world to take orders, answer complex questions, and troubleshoot issues to take care of all your customers' needs. We do this on behalf of more than 450 clients from 144 locations in 30 countries and in 48 languages.

Thanks to the talent and expertise of this global team, the effectiveness and efficiency of your customer interaction can be designed to drive profitability ... and can improve based on best practices and solutions tailored specifically for your industry or business challenges.

Our integrated CRM portfolio is designed to deliver high-quality contact center services that support complex, large-scale customer interactions related to sales, marketing, and service or technical support.

Let us help you drive the most value from each customer experience ... for more information on CRM and Contact Center solutions from HP, visit www.hp.com/enterprise/crm or call 1-800-566-9337 in the US or +1-972-604-6000 globally.

TRT: Approximately 4:07