

## A Comprehensive CX Solution that Integrates Data, Marketing and Technology

**Results: greater customer retention, sales growth and overall customer satisfaction**

### TAKE THE LONG VIEW TOWARDS CUSTOMER LOYALTY

MaritzCX and Annscom combine the best technical elements of customer experience with a healthy, long-term perspective. Even the fastest technology, the best data scientists, and the most exhaustive industry expertise can fall short if not applied properly. Annscom and MaritzCX work together to help businesses identify key touchpoints along the customer journey and apply the right methods and tools that will not only ensure happy customers, but build lasting customer loyalty.

#### Maritz **CX**

##### Comprehensive market research and unmatched CX expertise

The MaritzCX platform is unmatched in the industry, delivering omni-channel data collection, reports and dashboards, text and social analytics, case management, action planning, data mining, open APIs, and integrations with other business-critical systems. With over 40 years of experience bringing customer success to some of the largest brands in the world—supported by data collection centers around the globe—MaritzCX delivers CX and business outcomes.

#### ANNSCOM

CUSTOMER RELATIONSHIP MANAGEMENT

##### CRM is not just a system or a process— it is a philosophy

Annscom sees CRM as a philosophy that extends beyond technology, and is your partner for the development of successful CRM and Marketing Automation strategies. Their international team boasts years of experience across various economic sectors and industry verticals, with a particular focus on CRM process optimization. This CRM cornerstone ensures that a vast spectrum of interdisciplinary solutions is available to their clients for both inbound and outbound marketing.



Research has found a 5% increase in customer retention boosts lifetime customer profits by 50% on average across multiple industries, and by as much as 90% within specific industries.

– The story behind successful CRM - Bain & Company". [www.bain.com](http://www.bain.com). Retrieved 2015-11-23.

## TWO OF THE BEST JOIN FORCES

Joining forces with the Annscom-MaritzCX duo means you have an automatic expert helping you navigate CX challenges and helping ensure that process or policy changes deliver exactly the results you expect.

## THE LEADING CX PLATFORM AND CRM PHILOSOPHY= THE MISSING PIECE



## A WINNING COMBINATION

Integrating the MaritzCX platform with Annscom CRM systems automatically aligns your business processes to customer needs. As a result, your sales and marketing activities are more effective, customer loyalty improves, and profits increase.

**To get started or learn more about this integrated product offering,  
contact [sales@maritzcx.com](mailto:sales@maritzcx.com)**

To demo a product or to contact MaritzCX, call

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MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**