sambaash

Omni-Channel Commerce

Marketing, Sales, and Enterprise Commerce working together seamlessly with a singular focus – Customer Centricity

The OmniCom Digital Business Transformation Platform enables companies to align and empower all functions to focus on the customer across channels – Web, Mobile, Phone, and Offline.

Digital Transformation Challenges

Digital transformation initiatives often fail as they take the traditional 'Inside-Out' approach that is focussed internally on a company's existing siloed and disjointed processes. This magnifies the disconnect amongst teams and contributes to inconsistent customer experience.
Technology overheads skyrocket while the leadership is unable to monitor business performance in real-time.

Customer Centricity - the key to digital transformation

OmniCom enables a customer-focused "Outside-In" approach that drives transformation across all functions in a unified manner (driven by proven, home-grown Sambaash Best Practices). The outcome is a consistent customer experience & messaging across all functions and channels powered by an integrated and seamless system with real-time insights to monitor business performance.

The OmniCom Platform

- Always "ON" Sales & Marketing
- Persona based Customer Journey
- Intuitive Leads & Pipeline Management
- Uber-ised Customer-to-Sales Connect
- 360° Customer View across Teams
- Automated Workflows & Paper-Free Processes
- Real-time Business Performance Monitoring

Customer Centric Digital Hub

Customers expect a singularly satisfying, consistent and integrated experience across all touchpoints that a brand offers - whether speaking to a telemarketing person about the product features, going through a web-based product demo by the salesperson, transacting on the brand's online marketplace, or chatting with the support team for a query. The perception towards the brand, customer connect and loyalty are based on the end-to-end customer journey.
OmniCom provides companies with a customer centric digital hub that enables all business functions to serve the customer in an integrated fashion, while giving the customer the ability to interact with the relevant function when and where required.

OmniCom - Key benefits across all stakeholders

Product Team

- Product Builder
- Cataloguing
- Advanced Search
- Country & Region Specific Product & Rates Definition
- Product Subscription & Purchase
- **Product Analytics**

Marketing

- Personas
- Inbound Lead Management
- Lead Generation
- SEO
- Dynamic Content Management
- Content Marketing
- Campaign & EDM
- Mini-sites
- Engagement Measurement
- RoI Monitoring
- **Traffic Analytics**
- **Marketing Analytics**

Sales

- Progressive Lead Generation
- Pipeline Management
- Individual & Corporate Contact Management
- Opportunity Management
- Track to Closure
- Customer Management
- **Pipeline Analytics**
- **Sales Team Analytics**

Customer

- Omni-channel & 24x7 Access
- Consistent Experience
- Personalized Journey
- Detailed Customer Record Management

Operations

- Order fulfillment
- eContract, eSigning & ePayment
- Customer Enrollment
- Order-book Management
- Front to Mid-office Automation
- Paperless Transactions
- **Order Analytics**

Leadership

- Real-time Business Performance Insights
- Sales, Marketing, & Product Performance Insights
- **Real-time Company Insights**
- **KPI Metrics Dashboard**

IT Team

- Administration Modules
- Document Library
- Role & Privilege Setting
- Audit Trail
- Process, Forms, & Rules Builder
- Front to Mid to Back-office Automation
- Secure and Extensible
- **Usage Analytics**

Get in Touch

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