



WELCOME TO THE FUTURE
CLOUD FOR CUSTOMER
POWERED BY GAURI

INNOVATE

now to secure
future **growth**

ENGAGE

with customers
efficiently

COLLABORATE

to **continuously**
improve customer
service



INNOVATE WITH CUSTOMER ENGAGEMENT

Cloud for Customer offers a leading-edge solution that can be rapidly implemented, increasing the speed of innovation and reducing IT expenditure. This ensures long-term scalability and flexibility allowing your business to grow today, tomorrow and beyond.

What is Cloud for Customer?

State of the art software that assists organisations in a more collaborative approach to ensuring a smarter customer engagement process. Over 35 million users are already seamlessly integrating Cloud for Customer with their existing systems to maximise business operations.



70%

CIOs will embrace a cloud first strategy by 2016

SOURCE: IDC

75%

of IT spend will be on Cloud by 2016

SOURCE: IDC

4x faster

Cloud enables companies to resolve business issues

SOURCE: ABERDEEN GROUP

\$100B

Cloud spending growing by 25% and skewing towards public cloud services

SOURCE: IDC PREDICTIONS 2014

CLOUD FOR CUSTOMER BUSINESS BENEFITS

Cloud for Customer enables companies of all sizes to support every customer requirement using the latest innovations in mobile, social, and cloud technology to sell, service, market and communicate new business opportunities.

This consumer grade solution helps organisations in adapting to new processes with ever changing market dynamics and customer needs.

Easy access to applications allows users to work in different locations, providing business continuity and hassle-free collaboration.

These much improved customer-focused operations are maintained on 'anywhere, anytime, any device' availability.

Put simply the benefits of using Cloud for Customer are:

- ✓ **RAPID DEPLOYMENT**
reduced implementation and training time
- ✓ **REDUCED COSTS**
monthly subscription based tiered pricing
- ✓ **SIMPLICITY**
easy to use with intuitive data migration tools
- ✓ **SCALABILITY**
allowing companies to instantly meet demand
- ✓ **TECHNOLOGY**
mobile-device ready industry best practices
- ✓ **DYNAMIC REPORTING**
best of breed performance analytics
- ✓ **EASY MAINTENANCE**
'free' upgrades every quarter



Engage to sell and service in a new business world

CLOUD FOR SALES

Easy to use, affordable, quick integration with existing technology whilst also being scalable to meet current and future customers' anticipated sales requirements.

Key benefits include:

- Fully configurable options to align selling process with buyer's needs
- Fast access to empower sales teams with more information to shorten sales cycles
- Easy-to-use sales applications, accessed anytime, anywhere on any mobile device

Collaborate internally, with clients and social media

CLOUD FOR MARKETING

Know exactly what the customer wants and provide it. Quick and easy solution to execute marketing process including guided target group creation, campaign execution and sales lead generation.

Key benefits include:

- Lead nurturing and multi-step campaign automation
- In depth email metrics to analyse and report against pre-defined KPIs
- Event based engagement score
- Marketing specific analytics and reports

CLOUD FOR SERVICE

Deliver exceptional customer service with unprecedented speed and flexibility, offering more process control with up to the minute shared information to meet service levels.

Key benefits include:

- Ticket management to maximise efficient use of service expertise
- Multi-channel communication with social media to resolve service queries more quickly
- Extended field service capability with standard mobility solution and end-to-end process integration capabilities

CLOUD FOR SOCIAL

Are you experiencing high volumes of social messages? Can you respond timely and collaborate efficiently and effectively to resolve issues? Would you like better customer insight?

Key benefits include:

- Listening to social media to understand trends and future marketing opportunities
- Real-time messaging and profiling enabling rapid and consistent 360° customer view
- Analytics providing dynamic reporting key data trends



INTEGRATE USING CLOUD FOR CUSTOMER

With a myriad of cloud solutions available, the question is how do you find the right strategic mix? Do you go 100% Cloud or maybe create a hybrid environment link to existing on-premise systems?

Gauri's expertise in Managed and On-Premise solutions enables us to advise customers in selecting the most appropriate cloud model; meeting business needs, maximising IT investment, achieving speed, choice, and flexibility in new technology deployment.

THE GAURI DIFFERENCE

Gauri is a growing SAP Solution partner providing great value, dynamic solutions focusing on 'best possible' customer engagements.

Our proactive and collaborative approach delivers quality solutions including Cloud for Customer, Grantors Management and Customer Engagement enabling customers to operate efficiently, adapt with agility, and grow sustainably.

Gauri is recognised for our expertise in leveraging process improvement and technology enhancement, we deliver client specific requirements with personalisation, customisation and development.

Extensive business experience means our teams provide industry knowledge for solutions in sales, marketing, service and social communications.

To complement these processes, we also offer Customer Engagement Intelligence (CEI) and Predictive Analytics capabilities providing real-time business insight.

80%

 **lower** customer churn with mobile-enabled sales teams

76%

 **fewer** customer complaints reported by top 25% wholesale distributors

94%

 **resolution rate** of customer interaction through social media using cloud solutions from SAP

3x

 **higher revenue** growth realised by companies with best practices for mobility

“By transforming into a cloud-enabled enterprise we are delivering the scalability and agility to meet our business demands.”
— Client Endorsement

Experience the difference,
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