

Marketing

In today's business we have limited resources, limited budget and there is the ever constant struggle on how we can maximize the returns on a marketing campaign. The need to be able to target a certain market specifically without using too many resources becomes essential, and this is where the need for targeted marketing comes in.

Targeted marketing is not a new concept. It is known and has been successfully adopted in many organizations for years. The need to do more targeted marketing is a key aspect for high conversion marketing programs, and this can be done through ORLIG CRM Marketing.



Segment and know your customers

ORLIG CRM Marketing is a campaign management tool designed especially for users to segment the data and learn about their customer segment. It has a friendly user interface to allow users to segment and adjust according to profile need.

With ORLIG, we allow users better manage the segmented data by single or multiple exception rules.



Forecast ROI

ORLIG CRM Marketing provides users a powerful what-if ROI generator that allows users to know and configure the best outcome. We believe that a "Fail to Plan, is a Plan to Fail". With ROI forecast, you will know which are your target audience and their nuances and what are your ROI returns from them.



Reach customers through the right channels

The effectiveness of the marketing program depends on how you reach the customer by the channel of their preference. The right channel provides higher possible conversion rate.

It is also crucial that this aligns with the customer experience strategy that you have created as well.

“The need to do more targeted marketing is a key aspect for high conversion marketing programs”



ORLIG CRM:

Sales

- ORLIG CRM Sales Force Automation
- ORLIG CRM Sales Force Automation On-Demand
- ORLIG CRM Sales Force Automation on Mobile

Service

- ORLIG CRM Helpdesk
- ORLIG CRM Vendor Relationship Management
- ORLIG CRM Customer Service On-Demand
- ORLIG CRM Field Force Automation
- ORLIG CRM Field Force Automation on Mobile

Marketing

- ORLIG CRM Marketing
- ORLIG CRM Loyalty Management System

Contact Center

- ORLIG CRM Inbound
- ORLIG CRM Inbound On-Demand
- ORLIG CRM Outbound
- ORLIG CRM Outbound On-Demand
- ORLIG CRM Blending
- ORLIG CRM Blending On-Demand
- ORLIG CRM Debt Collection

Analytics

- ORLIG Customer 360
- ORLIG CRM Dashboard

Gamification

- ORLIG Amaze

Additional Components

- ORLIG CRM CTI Kit
- ORLIG CRM Dialer Kit
- ORLIG CRM Social Media
- ORLIG CRM Report Scheduler
- ORLIG CRM Instant Messaging



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“Gain a high conversion rate and ROI through targeted marketing”

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