

State of Omnichannel Readiness in India: Telecom Industry



80%

of marketers will increase budget
for omnichannel initiatives

Why?

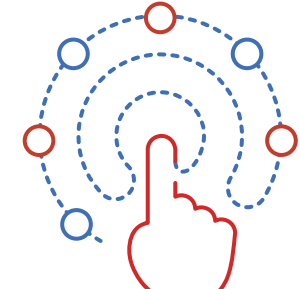
Their existing platforms are failing to provide key customer engagement capabilities such as:



Real-time response
to audience



Unified view of
audience



Accurate multi-touch
attribution to
measure ROI

India's marketers are not just trying to overcome current limitations. They're also looking for marketing automation platforms capable of providing next-level functionalities like:



Multichannel
campaign
orchestration

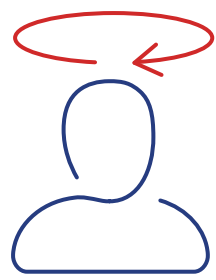


Data
integration/Unified
view of data



User friendly
interface

Because they are trying to implement critical omnichannel initiatives



360-degree view
of customer



Personalization



Real-time
marketing

48%

of marketers who have implemented
the integrated approach have already
seen benefits in their marketing efforts

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