

Talisma enables Borsalino.ch to reduce service costs and effectively communicate with their customers

Submitted by: Bluebird Associates

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§ Controls email traffic

§ Manages customer responses

§ Solution implemented in only a matter of weeks

London, 6th June 2001. Borsalino.ch has chosen Talisma, a leading full service provider of easy to use electronic CRM solutions to meet the demands of growing email traffic and administration load, and to increase the speed and quality of customer responses.

Based in Solothurn, Switzerland, Borsalino.ch provides independent financial and stock information for private stock market investors who require service and financial news via email. Hans Fischer, Managing Director of Borsalino.ch said, "We had the choice between several well-established CRM companies, but Talisma's simple database connectivity, rapid implementation and easy to use interface convinced even our hard-to-convince technicians that Talisma was the best option."

Borsalino.ch required an application to manage the increasing customer email enquiries, and wanted to structure responses so they were able to offer a more relevant and personal service. The system also needed to address productivity concerns and improve administration of incoming email enquiries.

Talisma installed their mail server software, Enterprise, and set up alternative queuing systems designed to ensure customer responses were more timely and efficient. The installation and implementation of five Talisma enterprise units, responsible for statistical and information analysis as well as the daily treatment of enquiries, took two weeks to complete, and resulted in minimum disruption to Borsalino.ch's business activities. The software is being used daily to sort incoming email data, to field enquiries and direct the right responses to the customer at the right time. 90 % of all responses can now be dealt with by a single person within Borsalino.ch, ensuring a timely and consistent approach in handling enquiries whilst cutting customer support costs dramatically.

Fischer added, "Talisma's solution makes it possible to manage the number of emails we receive with a small dedicated team. We are able to capture and manage information about our customers which ensures we respond accurately to their requirements, this is of vital importance to our company's success and reputation, without Talisma, this would be impossible."

Borsalino.ch hope to extend their use of Talisma's technology by using it to interact with their customers. In the near future, they also plan to make full use of Talisma's automated response facility to further increase time efficiency with their customers.

About Talisma

Talisma Corporation is the only full-service provider of enterprise-class electronic customer relationship management (eCRM) solutions for effective and robust service, sales and marketing. Their proven experience and expertise has helped hundreds of companies create long-lasting and profitable customer relationships. Whether hosted or installed, modular Talisma(tm) eCRM products and services are easy to deploy, extend, integrate, and scale, to ensure superior relationship management across multiple communication channels including phone, e-mail, Web self-help, Web forms, chat, VoIP, fax, wireless and face-to-face meetings. The company also provides extensive training and integration services and outsourced staffing services.

Headquartered in Seattle, Washington, Talisma has more than 600 employees, with offices in India, Europe, Asia, Australia and 15 cities across the U.S. The company has a rapidly growing list of more than 400 customers including Real Networks (Nasdaq: RNWK), Lowe's Companies Inc. (NYSE: LOW), MSNBC, NetGrocer.com, EMI, Tupperware and BlueNile.com. Talisma is privately held with investments from Oak Investment Partners, Madrona Venture Group, The Carlyle Group, SeaPoint Ventures and Cedar Grove Investments.

<http://www.talisma.com>

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