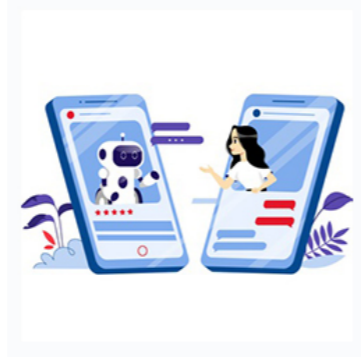


#GearUpFor2021

Omnichannel CRM solutions to accelerate business growth
Agile | Customer-centric | Adaptable

2020 is finally coming to an end. The year has made businesses realize that a state-of-the-art CRM system can be the greatest asset. Retailers are looking for right CRM solutions to give their business an extra edge and ensure the customer experience is not compromised. They are gearing up for new year with all the lessons learned and implementing toolkits to boost sales in 2021.

Blog of the Month



8 Innovative and New-Age CRM Trends to bet big on

As the old Greek adage goes "The only constant is change", it also applies to CRM industry, which continues to evolve due to change in technology. Also, owing to COVID-19 crisis, retailers are revisiting their strategies and upgrading their CRM systems.

[Read More](#)

Offer of the Month

#GearUpFor2021

Have you invested in Conversational & Contactless toolkit yet?

WhatsApp Shopping | Appointment Scheduler | Digital Payment | Digital Receipt

[Get Started](#)

Featured Product of the Month



Unified Campaign Engine to drive Customer Engagement & ROI

Target customers with the right message at the right time by sending trigger-based and strategy-based campaigns

[Know More](#)

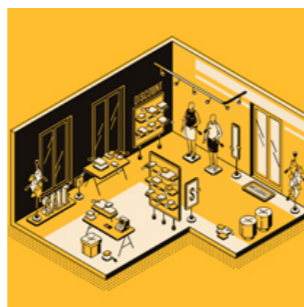
Brand Speak



"Fashion retail is a complicated business with an utmost need to retain customers, this is precisely why we wanted to create a loyal customer base. Easyrewardz tech solutions helped us create a rewarding CX with their best in class CRM/Loyalty solutions. As they say, Loyalty is a journey, not a destination, and thus we appreciate Easyrewardz efforts to engage with our customers at every step of that journey to add a personal touch. Kudos team!"

Kamal Khushlani
Founder and CEO
Credo Brands Marketing Pvt. Ltd.

Resource of the Month



[Report](#)

Conversational Commerce helping Retail stores getting back on track in the 'New Normal'

[Read More](#)

Based on a survey conducted by Feedback Business Consulting Services Pvt. Ltd.

Latest Events



[Virtual Event](#)

Marketing Whitebook E-Summit 2020

The Recession-Proof Marketer Resolute, Resilient & Reconstructed in a Robust Digital Economy
#IamMarketer

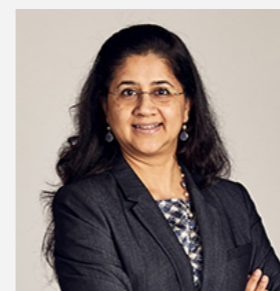
[Watch Now](#)

In Conversation With

Shraboni Sen

Travel and Transportation Industry leader, IBM GBS India

"I see the Travel and Transportation industry investing more in digital transformation in the current pandemic situation to improve profit, reduce cost, optimize operations and secure customer loyalty. The customer data and the ability to derive more from the same customer base is key. Also, there are some important shifts and the businesses which are agile and able to reinvent themselves are clearly reaping the benefits. Looking forward to 2021 and to drive some of these key customer partnerships forward and to build some new relationships."



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