

Mobile CRM Solutions

Enhance every interaction with your customers and future prospects.



What We Do

3Ci improves business processes using integrated mobile software and services. By automating processes such as ERP and CRM—and extending them to the mobile channel—3Ci helps our customers improve efficiency, communication, customer service and profitability. Our solutions work with any mobile device, regardless of operating system or carrier.

Mobile CRM Solutions

3Ci's Mobile CRM solutions help you leverage the power of mobile to extend the reach of your current CRM system. Strengthen current relationships, enhance customer experiences, improve customer loyalty programs, attract former customers and reduce marketing costs—all faster and more efficiently than ever before. We can develop mobile strategies and initiatives, or increase the effectiveness of plans already in place. 3Ci mobile CRM solutions work across carriers and devices in many countries and languages.

Use Case Examples

- Customer and Service Center Integration
- Customer Communications
- Customer Retention Processes
- Customer Loyalty Programs
- Customer Surveys and Feedback

Capabilities and Features

- Direct Integration with Back-Office Systems
- Optimization on All Devices and Carriers
- Multi-Channel Mobile Technologies – SMS, mWeb, Smartphone Apps and IVR
- Secure, Dynamic Mobile Web Page Generation via HTTPS
- Real-Time or Batched Data Feeds
- Complete Privacy and Opt-In/Out Management
- GUI-Based User Workflow and Group/User Management Controls
- Reporting and Analytics

At A Glance

Founded in 2005
Privately held and funded
115 employees

Corporate Headquarters

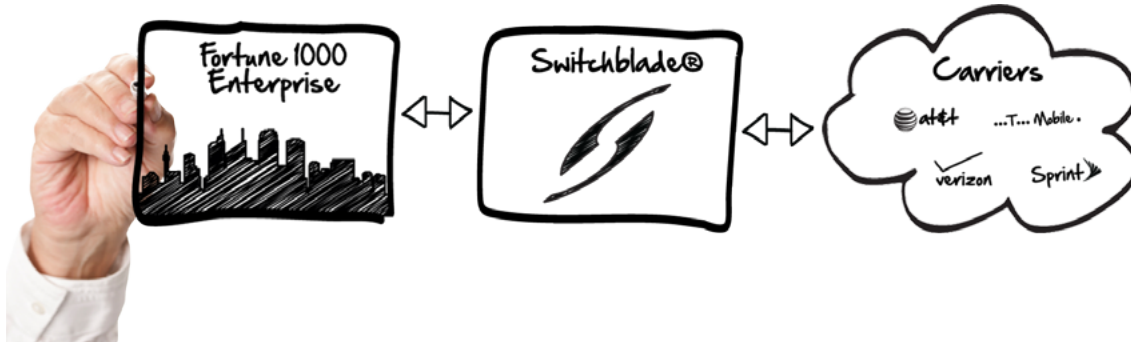
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Switchblade® Platform


Switchblade was built from the ground up to be flexible, scalable and extensible.

Switchblade integrates with your internal systems providing a single access point to mobile carriers and subscribers throughout the world. Using blended communication methods, Switchblade enables you to extend sophisticated business processes to all of your consumers and employees. Its high-availability, secure infrastructure processes billions of mobile transactions per year— many of which are time-sensitive and mission-critical.

How it works
Enterprise/CRM Platform
3Ci's Switchblade® Platform
End User

- 1 Enterprise/CRM Platform sends request to Switchblade containing customer rewards information.
- 2 3Ci processes request, dynamically populates content for a mobile-optimized customer account page.
- 3 Switchblade then delivers message to consumer containing mobile web link to manage account.

