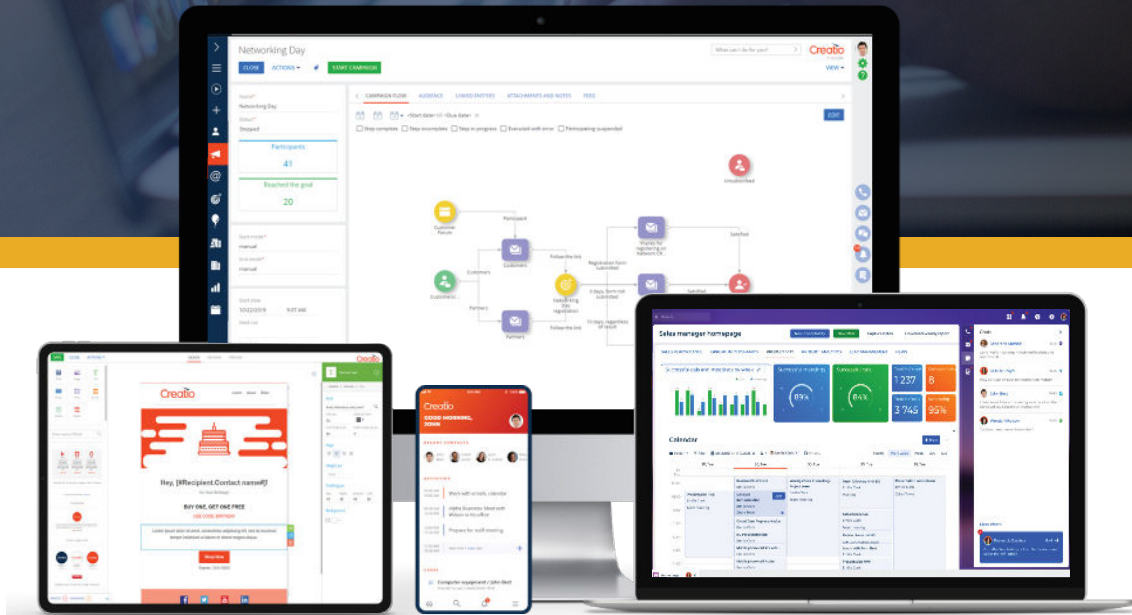# A CRM PLATFORM

TO AUTOMATE MARKETING, SALES, SERVICE AND DIGITAL WORKFLOWS

DIGITIZE WORKFLOWS, ENHANCE CUSTOMER AND EMPLOYEE EXPERIENCE, BOOST EFFICIENCY OF SALES, MARKETING AND OPERATIONAL TEAMS

MARKETING
Omnichannel marketing platform to orchestrate customer journey and accelerate lead-to-revenue

SERVICE
Omnichannel platform to automate customer service workflows and increase customer satisfaction

SALES
End-to-end sales management to accelerate sales processes and increase revenue

WORKFLOW AUTOMATION
Optimize and manage your structured and fluid processes using workflow automation capabilities

MARKETING PACKAGE

Omnichannel marketing platform to orchestrate customer journey and accelerate lead-to-revenue

- 360° customer view
- Lead management
- Campaign management
- Segmentation
- Email marketing
- Productivity tools
- No-code capabilities

SALES PACKAGE

End-to-end sales management to accelerate sales processes and increase revenue

- Lead management
- Opportunity management
- 360° customer view
- Channel sales
- Quote management
- Sales activity tools
- Sales forecasting
- Sales contracts
- No-code capabilities

SERVICE PACKAGE

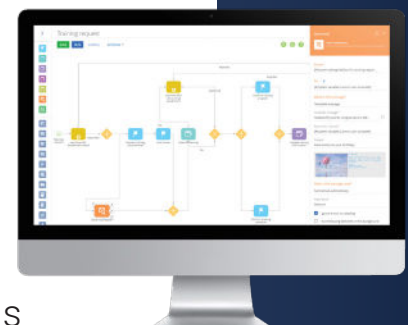*Omnichannel platform to automate customer service workflows and increase customer satisfaction*

- Omnichannel communications
- Case management
- Service level agreements
- Knowledge base
- Queue management
- Contact center
- Agent Desktop
- Productivity tools
- 360° customer view

WORKFLOW AUTOMATION ALL PACKAGES

Optimize and manage your structured and fluid processes using workflow automation capabilities.

- Workflow automation
- Collaborative process design
- Library of predefined processes
- Integration tools
- Mobile app configuration
- Enterprise scalability
- Visual process design tools

GENERATE MORE OPPORTUNITIES, INCREASE WIN RATES AND BOOST CUSTOMER SATISFACTION

MAXIMIZE CROSS-TEAM COLLABORATION

Align your sales, marketing, and service teams with a seamless lead to repeat customer process based on the unified CRM Creatio workflows and single-source database.

INCREASE EFFICIENCY OF CAMPAIGNS

Create and manage multichannel marketing campaigns of any type and complexity. Evaluate marketing efficiency and optimize campaigns with rich CRM analytics.

INCREASE WIN RATES

Automatically identify the areas where you need to improve your sales efforts. Analyze and track your sales pipelines by stages, best reps, win/loss rate, etc.

ENHANCE CUSTOMER EXPERIENCE

Improve customer service, accelerate response times, and personalize customer communications across all channels. Boost your CSAT, NPS, and CES scores.

BUILD CUSTOMER-FIRST ORGANIZATION

Adapt to changing customer needs and market trends by continuously optimizing your CRM workflows, adapting your functionnalities via no code, and utilizing Creatio's continuous improvements to create best customer strategies.

CREATIO IS RECOGNIZED AS A LEADER AND STRONG PERFORMER IN MULTIPLE REPORTS, INCLUDING RAVING END-USER REVIEWS FROM PEER-TO-PEER RATING PLATFORMS

Gartner

Gartner Magic Quadrant

★ Challenger - Sales Force Automation
2016 & 2018 to 2023

★ Leader - B2B Marketing Automation
Platform 2021 to 2023

★ Visionary - Enterprise Low-Code
Application Platforms 2019 to 2023

★ Service Creatio - CRM Customer
Engagement Center 2019 to 2021

FORRESTER®

The Forrester Wave™

★ Low-Code Platforms for Business
Developers Q4 2021

★ Sales Force Automation Solutions
Q2 2017, Q2 2021, Q3 2023

★ Healthcare CRM Providers Evaluation
Q1 2020

★ Customer Service Solutions
Q2 2019, Q1 2024

★ Digital Process Automation Q1 2019

USERS LOVE CREATIO

Gartner Peer Insights™
★★★★★

G2
★★★★⯪

TrustRadius
★★★★⯪

Capterra
★★★★★

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