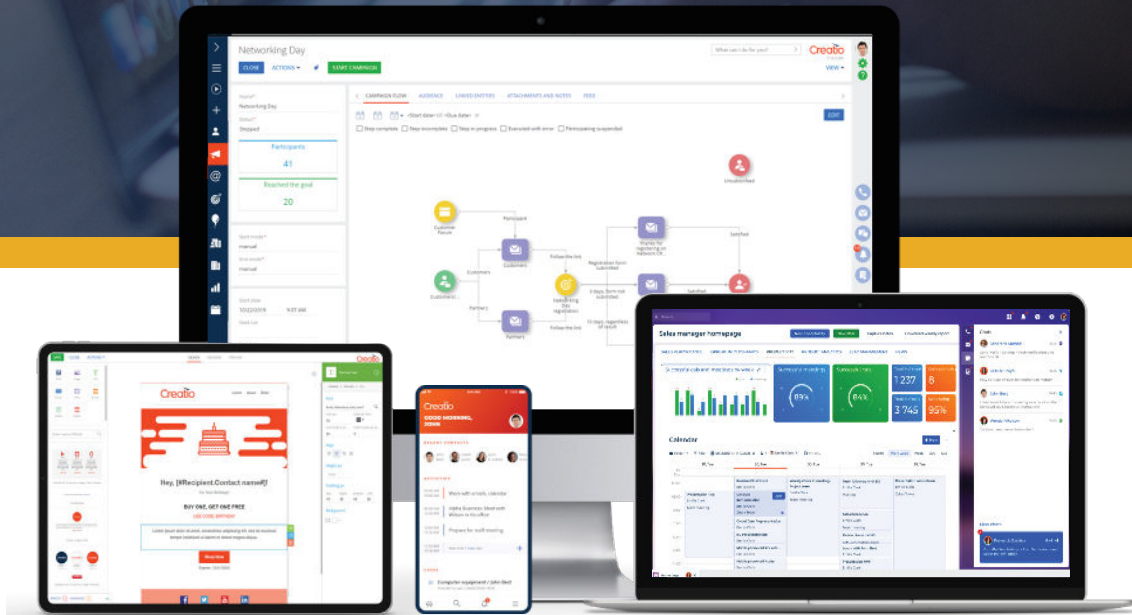


# A CRM PLATFORM

TO AUTOMATE MARKETING, SALES, SERVICE AND DIGITAL WORKFLOWS

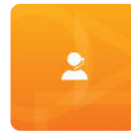


**DIGITIZE WORKFLOWS, ENHANCE CUSTOMER AND EMPLOYEE EXPERIENCE, BOOST EFFICIENCY OF SALES, MARKETING AND OPERATIONAL TEAMS**



## 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*

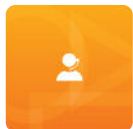
- 360° customer view
- Lead management
- Campaign management
- Segmentation
- Email marketing
- Productivity tools
- No-code capabilities



## 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*

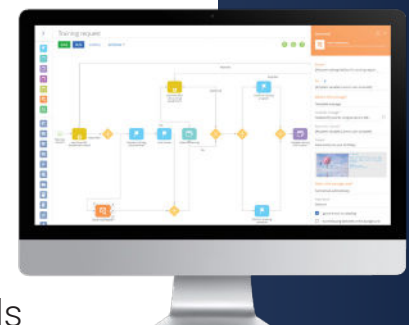
- Omnichannel communications
- Case management
- Service level agreements
- Knowledge base
- Queue management
- Contact center
- Agent Desktop
- Productivity tools
- 360° customer view



## 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 functionalities 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 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 2015 to 2021



## 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



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