



## A Unique Channel for the Client

Omnichannel Suite is the ultimate platform designed to support the customer lifecycle

 **SPARKLE**



## Value Proposition

Living in the digital era, every company needs to embrace the online habits of its customers, reaching them on the platforms where they spend hours every day.

Growing an online business is not easy: you need to know how and when to communicate and create tailored messages that fit the channels your customers love the most. **Sparkle Omnichannel Suite** combines **Digital Marketing Services and Tools** into a unique solution where the **best-in-class communication technology meets the necessary knowhow to make it profitable.**

## Improve the Whole Customer Lifecycle

Sparkle Omnichannel Suite is designed to cover the entire customer lifecycle, from the acquisition of a new contact to the retention of a loyal customer:

- Inbound campaigns aimed at generating new contacts (lead generation, app download/install)
- Campaigns designed to transform a contact into an actual customer (conversion protocols, instant conversion campaigns, retargeting and remarketing campaigns)
- Activities to increase customers' spending and generate engagement: second time buy (2TB) protocols, anti-churn campaigns, loyalty programs, gamification

## Benefits

Through our platform and expertise, we support companies along the entire Value Chain from Customer Acquisition to Retention, while streamlining their current communication with customers with Omnichannel Suite:

- **No more multi-tool operations:** a comprehensive solution providing different channels - email, SMS, WhatsApp, Viber - that can be integrated with any additional ones upon request
- **Data is always aligned:** a centralized customer database with segmentation features drives communications through multiple channels. The platform can be integrated two-way with company databases or any other source
- **Hyper-personalized customer journey:** the automation engine responds to actual interests and activities real-time, analysing scenarios and delivering the right communication
- **Fully managed:** technology, strategies and operations as-a-service
- **Evolving and scaling:** our approach is based on the continuous testing and optimization of marketing processes. Whenever a process works, we industrialize it thanks to our marketing automation features
- **Focused on performances:** marketing activities aimed at structurally increasing business metrics in a short time, thus generating revenues, success and sustainable growth

## Advantages of Omnichannel Suite



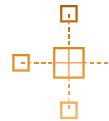
### A unique marketing platform with carrier-grade delivery

Send promotions with the same reliability of a message from your bank. All messages are handled by top-notch networks and systems



### Open architecture

Thanks to our api-driven design we can interoperate with systems already in use (CRMs, E-commerce platforms, internal databases...)



### Flexibility

Tools and services are configurable around actual needs. Companies can set the intensity of each activity needed and activate coverage on one, two or the entire customer lifecycle



### Premium monitoring

Companies get periodical automated reports and enriched analysis made by vertical experts of each field

## Why Sparkle

- Privacy and Security guaranteed thanks to its proprietary Data Centers
- Market leader in SMS A2P solutions with proprietary platforms and transport network
- Direct business relations with the main OTT Players
- Sparkle's Omnichannel Suite differs from all products in the competitor scenario also thanks to a team of experts who follow the client along each stage of its digital path

Discover more on our [website](#)

## About Sparkle

Sparkle is a leading global service provider offering a full range of IP, Data, Cloud, Data Center, Mobile Data and Voice solutions designed to meet the ever-changing needs of Internet Service Providers, OTTs, Media & Content Players, Application Service Providers, Fixed and Mobile Operators as well as Multinational Corporations. With a truly global dimension and a local outlook, Sparkle stays close to its customers to understand their needs and ensure they receive the very best care.

Sparkle. The world's communication platform.  
Find out more about Sparkle at [tisparkle.com](https://tisparkle.com)