

Learn how to Increase Sales and Customer Retention using Inbound Marketing

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Boston, MA, 14 January 2010 - Portrait Software, a leading provider of insight-driven customer interaction software, today opened registration for an upcoming webinar that will demonstrate how a leading investment bank utilized trigger marketing to optimize inbound interactions within their central call center. By leveraging predictive analytics to arbitrate the “best next-action” in real-time, sales of new products through cross sell have more than doubled, and results in retaining at-risk customers have been significant.

In conjunction with the American Marketing Association (AMA) the webinar will be presented by Aaron Tellier, director of CRM strategy and implementation at Merrill Lynch and Dr. Mark Smith, EVP, Portrait Software.

Learning points

- Capitalize on the power of real-time decisioning to accurately present the best next offer to each customer
- Leverage event-triggered marketing to optimize every contact with the customer
- Learn to build better marketing campaigns with increased insight on customer response behavior
- Learn how to convert call centers from cost centers to profit centers

According to Dr. Smith, “Organizations are now looking to maximize the lifetime value of their existing customers rather than using extra resources to acquire new ones. With real-time decisioning there is a tremendous opportunity to optimize inbound interactions.”

The complimentary webinar will take place on Thursday January 21st, 2010 1PM ET and is now open for registrations.

About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real-time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300+ customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: www.portraitsoftware.com

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