

Portrait Software to Reveal how Incremental CRM Technology improves Up sell, Cross sell and Customer Retention at CRM Evolution 2010

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Henley-on-Thames, UK – July 26, 2010 - Portrait Software, a leading provider of customer interaction optimization software and now a part of Pitney Bowes Business Insight (PBBI), will showcase how intelligent analytic solutions can enhance existing customer interaction strategies at the upcoming CRM Evolution 2010 Conference and Expo. The event will take place August 2-4, 2010 at the New York Marriot Hotel in New York City.

Leading Portrait's presence at this event is Aaron Tellier, director of CRM strategy and implementation for Merrill Lynch. Aaron will present a session titled "Revolutionize Your Strategy with Real-Time Decisioning," in which he will discuss how leveraging interaction management to promote the best next action in real time, has dramatically improved cross sell effectiveness and at-risk customer retention.

This session is scheduled for Tuesday August 3rd at 10:45am EST.

In addition, Jeff Nicholson and Patrick Surry of Portrait Software will present a session titled "Incremental CRM: Don't Rip and Replace Current Systems, Extend Them," which will discuss how retroactive additions of analytic CRM technology have enabled numerous organizations to improve up sell, cross sell and customer retention, while leaving existing CRM systems intact. This session will take place on Monday August 2nd at 2:15 pm EST.

"Advanced analytic-based CRM technologies have allowed our clients to greatly improve their current customer interaction strategies, without an extensive and expensive overhaul of their current CRM systems," says Jeff Nicholson, VP of product marketing, Portrait. "By incorporating these valuable tools into existing interaction strategies, companies such as Merrill Lynch and Nationwide Building Society have succeeded in greatly increasing campaign ROI, improving cross sell and up sell conversions, and delivering high quality customer experiences that build long term trusting relationships and loyalty."

Portrait Software will be exhibiting in booth 213, where executives will be available to discuss current and future trends in CRM and offer demos of their award-winning solutions. If you're interested in speaking with Portrait at the event or arranging a post-show phone briefing, please contact portrait@marchpr.com

About Portrait Software

Portrait Software is now part of Pitney Bowes Business Insight (PBBI).

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.

Portrait Software was acquired in July 2010 by Pitney Bowes to build on the broad range of capabilities at Pitney Bowes Business Insight for helping organizations acquire, serve and grow their customer relationships more effectively. The Portrait Customer Interaction Suite combines world leading customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to deliver 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 3, AAA, Bank of Ireland, Bank of Tokyo Mitsubishi, Dell, Fiserv Bank Solutions, Lloyds Banking Group, Merrill Lynch, Nationwide Building Society, RACQ, RAC WA, Telenor, Tesco Bank, T-Mobile, TrygVesta and US Bank.

For more information please visit: www.portraitsoftware.com or www.pbinsight.com

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