

# INTOUCH<sup>®</sup>



You want to optimize your cross-channel customer experience in order to increase revenue, reduce costs, and drive customer satisfaction. Your entire company has aligned around your customer and you've created customer journey maps. Now it's time to unify your omnichannel engagement strategy and bridge the gaps in your technology.

It's time for Topdown.

Topdown has the expertise and technology you need to achieve a consistent digital experience. Working with Topdown, you'll increase customer loyalty and retention as well as improve your operational efficiency. How do we know? Because that's what Topdown has been helping our customers do for nearly forty years.

Our INTOUCH SaaS software will quickly have you communicating more consistently across channels. INTOUCH makes it easy for business users in any department — without any design or technical training — to securely create and manage content. Your employees and even your customers will then use a clean, simple user interface to compose, preview, and deliver customer communications over almost any touchpoint along your customer's journey.

INTOUCH also keeps track of all sent communications, and can integrate with other applications like marketing automation systems, digital experience platforms and web portals to coordinate inbound and outbound communications and create a 360-degree view of all customer engagements.

Looking to future-proof your customer communications and provide maximum flexibility? INTOUCH has an open, microservices-based architecture which allows you to share content and data with other parts of your digital experience architecture so you can link touchpoints across customer journeys. This helps increase the consistency of communications created by all departments and workgroups in your organization.

We asked a few analysts and experts to talk about the simplicity, functionality, flexibility, security and affordability of INTOUCH. To see the videos and learn more about INTOUCH, go to: <http://topdown.co/Check-out-INTOUCH>

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## COMPANIES

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