

**Disconnected CX puts Business at Risk
Build Connected Customer Experience and Unlock Growth**

While 80% of brands believe that they deliver a compelling CX, only 8% of customers feel the same way. Disparate system is one of the key issues. To bridge the gap between CX perception and reality, brands are looking for Connected CX solutions to amp up their CX quotient.

-Bain & Co.

Resource of the Month



Strategy Guide

**CONNECTED CRM
The Building Blocks for Customer Engagement & Retention**

Customers are no longer buying products and services. They are buying experience via products and services. A superior customer experience is not a one-time 'set-and-forget' process. Constant customer engagement is best achieved by relying on the right tech stack – and advanced CRM solutions are emerging as the best tool to deploy.

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Product of the Month



All that you need to deliver connected CX is here!

[Zence Sales](#) | [Zence Loyalty](#) | [Zence Marketing](#) | [Zence Service](#) | [Zence Analytics](#)

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Latest News

Easyrewardz Launches Unified CRM Stack to Unlock Unmatched CX



New Delhi, June 20, 2022: Easyrewardz, India's leading end-to-end CLM & Loyalty solution provider unveiled their end-to-end CRM stack, named Zence, a combination of products which help brands offer a connected customer experience – from Acquisition to Retention. The suite unifies Lead Management, Loyalty Program, Campaign Management, Ticket Management, Feedback Management, Customer Data Platform + Insights.

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Latest Event

The Customer Fest Show 2022

Easyrewardz participated in the 15th Edition of The Customer Fest Show 2022, as the Presenting Partner. 100+ CX Experts discussed the latest CX & Loyalty trends and secret sauce to deliver a stand-out customer journey.

[Watch Now](#)



In Conversation With

"Creating connected and consistent customer experiences is still a challenge for businesses. Zence CRM stack helps make CX function-agnostic by offering connected experiences. It should not appear like that one is in conversation with five different brands while interacting with a business via five different touchpoints. Everything should be connected to deliver a seamless experience across all channels."



Soumya Chatterjee
Co-Founder & CEO
Easyrewardz

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