

**Customer Engagement is about creating exceptional customer experiences using insight on when to take action that leads to increased loyalty, retention, advocacy, and ultimately, customer lifetime value. Whether you are looking to build brand loyalty, streamline your call centers, improve sales and service, or control costs—or a unified plan for all of these—our experienced, certified system architects are equipped at helping you transform your organization into a “Customer Engagement” focused company with intelligent commerce top of mind.**

Our mission is to help organizations define successful customer engagement strategies, and then teach them how to use technology (CRM, Marketing Automation, Predictive Intelligence, and eCommerce) to effectively and efficiently execute those strategies using industry-leading software platforms, including SugarCRM and Salesforce. With eCommerce and multi-platform expertise, we provide forward-thinking customer engagement solutions that go well beyond CRM and address both the online and in-store customer experience.

### **We Start with a Health Assessment and Technology Audit ...**

#### **Ask**

**We conduct interviews and perform operational analysis with all the key stakeholders in your organization including sales, marketing, customer service, finance, and operations.**

#### **Identify**

**We assess and identify how units interact and work with one another and your customers and how business needs to run now—and compare the findings with your current technology configuration.**

#### **Analyze & Verify**

**We provide a gap analysis with recommended and prioritized changes, with effort and cost associated to each key area. Our technology audit will also ensure your technical environment is equipped to scale your customer engagements successfully.**

#### **Plan & Execute**

**We implement effective and manageable change that meet and exceed business objectives. We take the findings of the assessment process, detailed delivery program and timeline for your project and lead it through to successful completion.**

## Why Levementum for Retail?

### Retail Experts with Deep Experience in ...

- Understanding market trends, opportunity, and challenges.
- Enabling retailers to dramatically increase conversion rates and life-time customer value.
- Manage and contain cost of sales and fulfillment, increase marketing ROI, and simplify customer service operations.

### Predictive Intelligence

Leveraging leading data science experts to help drive engagement, we help our customers engage in targeted and relevant conversations with their customers. This specialized service enables retailers to identify and drive new opportunities based on real time market conditions in any sales channel.

### We See the Big Picture in Retail

Driving sales involves more than a cookie cutter solution. We find scalable ways to enhance the customer experiences while leveraging all of your available assets. Our recommendations take into account the growing trends in mobile engagements.

### Ongoing Support After Deployment

Taking your strategies, objectives, and vision into account, our support options and training programs ensure your long-term success.

### Ask About Our Customers

Levementum has worked with these trusted and successful brands: Taylor Made, Sherwin Williams, Home Depot, Bioriginal, Dormify, Pacific Radio, Mohawk, Braun, and Hunter Industries.

## Industry-Leading Sugar Expertise

Having successfully deployed CRM to over 50,000 users, Levementum is the leading SugarCRM reseller in North America. With 100% Certified Resources, we have been an Elite SugarCRM partner for 6 years in a row.

## Multi-Cloud Salesforce Expertise

Levementum is a Salesforce Cloud Alliance Partner with 100% Certified Resources, a 9.9 Customer Satisfaction Rating. Our elite, multi-cloud experience allows true integration across the Salesforce clouds—Sales, Service, Marketing, Community, and Force.com.

Contact us at [www.levementum.com](http://www.levementum.com) to learn how our services can help your retail business meet and surpass its sales, marketing, and service objectives.



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