

CRM Accelerator

Tridion®

Great digital experiences are built on customer insight.

Customer data is the foundation of successful organizations. To use this data effectively, organizations often need to create integrations between their content management systems and customer relationship management (CRM) systems to deliver relevant experiences. But this process is often both complicated and costly.

The CRM Accelerator gives you direct access to CRM data from Tridion:

- Speeding up implementation time for these integrations
- Providing you with easy access to CRM fields when you are creating online forms
- Enabling personalization for pages and content in Tridion by connecting digital experiences with data about your customers in real time

Create customer understanding through customer data

CRM systems are a strategic tool to manage your organization's relationships and interactions with customers and potential customers.

Since your content management system often delivers that all-important digital content experience, it is essential that these systems work together effectively.

Connect with your CRM. Collect and access customer data to create personalized customer experiences.

The CRM Accelerator fast-tracks integrations between your CRM and Tridion.



Forms: capturing customer information

When building web forms, your ability to work with the data fields defined in your CRM system ensures consistency and easy data transfers. The accelerator enables you to create forms for your digital channels using these fields, so you capture consistent and accurate customer and prospect data.

Because the forms are managed in Tridion, you can also ensure that the fields used for translated forms map perfectly to your CRM.

Visitor behaviour: capture customer behaviour

In addition to capturing the data that your customers explicitly submit through a form, Tridion also tracks visitor behaviour. With the CRM Accelerator, this information can also be stored in your CRM, capturing rich information about the content and pages your customers interact with.

Personalized experiences: delivering relevance

Using the customer data, segmentation and behavioural information in your CRM, you can dynamically deliver relevant content to your visitors using Tridion personalization rules.

When creating these rules, you use the information managed in your CRM to define the right triggers and decision points.

Benefits

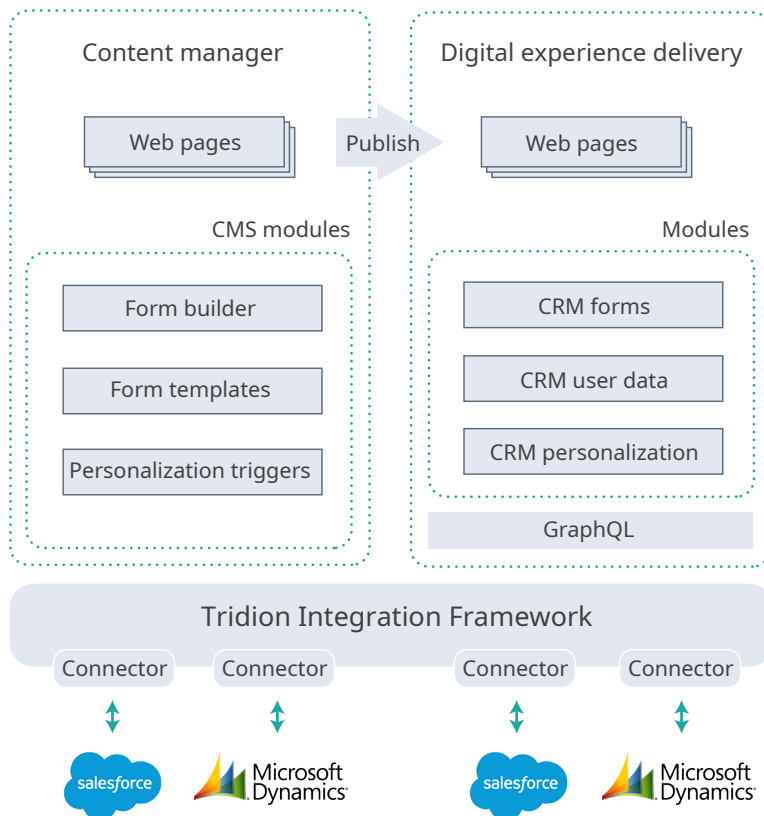
- Capture customer and lead information
- Track and store visitor behaviour
- Improve customer segmentation
- Ensure GDPR compliance with opt-in/opt-out
- Apply personalization using CRM data



Architecture

The front-end web application of the CRM Accelerator pulls information from both Tridion and any underpinning CRM system.

CRM integration architecture



The CRM Accelerator provides:

- A single normalized API to CRM data entities (GraphQL, CRUD capabilities)
- A reference form implementation that can be extended and modified
- Customizable HTML and CSS design
- Personalization triggers using CRM data such as segments or user location
- A set of standard modules to speed up implementation
- Support for both Java and .NET
- An open framework to develop new CRM connectors and modules

To learn more, visit

rws.com/tridion

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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