



C Square

With Guidance from ZINFI's Partner Marketing Concierge Service, C Square Uses Branded Email Campaigns from Genesys Partner Marketing Central to Create Customer Awareness and Generate Leads

Challenges

Abdul Rafay, VP of Marketing at C Square, notes that the market for advanced IT platforms like those offered by Genesys is still evolving in the region. "In our market, we can't go door-to-door and push customer experience or Genesys products," says Rafay. "We have to educate the customer first. We need to help prospects understand the value of personalized customer experiences and how Genesys solutions can help them accomplish this." It typically takes several months for C Square to introduce a product to prospects, educate them on the features and benefits, and close a sale. Until recently, C Square conducted email blasts using MailChimp to market Genesys solutions. This was time-consuming and expensive because they had to develop their own content and pay a graphic designer to create appealing-looking emails.

Solution

Through ZINFI technology, Genesys is making it easier for partners like C Square to go to market by providing automated and optimized marketing campaigns and concierge support. This service enables Genesys partners to quickly adapt to partner relationship management (PRM) tools, plan and execute successful campaigns and stay engaged with available marketing programs. C Square recently began using Genesys Partner Marketing Central, the partner network portal powered by ZINFI, to make the process of creating co-branded marketing campaigns more efficient and effective.

To streamline the process of creating co-branded digital marketing campaigns, Genesys also provided C Square with access to a ZINFI concierge to help get the most out of the portal's many resources and features. "Both the ZINFI concierge and the Genesys partner portal are really helpful and user-friendly – it has simplified access to content and has made executing effective campaigns easy," says Rafay.

Overview

C Square markets and sells IT software solutions across the Middle East from its headquarters in Karachi, Pakistan. The company is an official reseller of Genesys, the global leader in [omnichannel customer experience](#) and [contact center solutions](#). C Square markets and sells the Genesys PureCloud®, PureEngage™ and PureConnect™ platforms to financial institutions, government agencies, banks, fast-moving consumer goods (FMCG) companies and fintech organizations, who deploy the solutions to provide a seamless customer experience across any channel and department – from marketing and sales to service.

Results

Rafay is enthusiastic about the support he has received from ZINFI's concierge. Rafay has executed several email campaigns targeting existing customers and new prospects and has generated several positive leads from those efforts.

Having branded content from Genesys has eliminated a persistent bottleneck in C Square's marketing workflow. "The ZINFI platform does not require partners to build their own EDMs [electronic direct marketing campaigns]. The campaign tools are all pre-loaded with the Genesys corporate content and style built in. Before, we had to create our own marketing content." Now, C Square can quickly download relevant content complete with Genesys-approved branding, language, styling and color combinations. "I no longer need to hire a graphic designer or a writer. One person can do it all."

"The most difficult part of our field is educating the customer," says Rafay. "We are constantly introducing new innovations and new products into the marketplace, but customers will never buy if they don't have a complete picture of the product." For C Square, educating its customers just became a lot easier, with the help of the ZINFI partner portal and its concierge service.

About C Square

C Square was established in 2009, as a private limited company, with the single aim of offering specialized and enhanced Multi-Channel Customer Experience Management. Our core expertise includes Multi-Channel Contact Centers, Digital Engagement Solutions, IP Telephony, Unified Communication, Social Media Engagement tools and CRM Solutions. Keeping focused on quality of service since our inception, we have been consistently delivering the highest level of Customer Satisfaction.

About ZINFI Technologies

ZINFI Technologies, the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive and innovative state-of-the-art SaaS Unified Channel Management automation platform that streamlines and manages the entire partner lifecycle through three core state-of-the-art SaaS applications—partner relationship management, channel marketing management and channel sales management. In 26 countries, these three core UCM SaaS applications are locally supported by ZINFI's global marketing services team members.

At a Glance



C SQUARE
Experience Smart Integration

Website: <https://www.csquare.co/>

Headquarters: House # D-2, Tipu Sultan Rd, Karachi 75350, Pakistan

Contact: info@csquare.co

Sector: Software for financial institutions and government

Solutions Offered: Customer experience management, digital engagement solutions, IP telephony, unified communications, social media engagement tools, CRM solutions

Employees: Approx. 38, 3 in sales

Background

- C Square markets and sells the Genesys PureCloud[®], PureEngage[®] and PureConnect[®] platforms to financial institutions, government agencies, banks, fast-moving consumer goods (FMCG) companies and fintech organizations

Solution

- C Square began using Genesys Partner Marketing Central, the partner network portal powered by ZINFI, as well as training and support from the ZINFI partner marketing concierge service

Results

- C Square can now quickly create email campaigns on its own with built-in Genesys marketing content and branding to enhance customer awareness, educate customers and generate new leads