



## e-Contact

Genesys Partner E-Contact Uses ZINFI Partner Portal to Communicate More Effectively with Prospects and Generate Awareness of PureConnect and PureCloud Solutions in Latin America

### Challenges

According to Alicia Robleto, a sales and marketing executive at e-Contact, educating existing and potential customers about Genesys products is a fundamental challenge. “My clients are often completely unaware of the PureCloud and PureConnect platforms. Our main priority is connecting with and marketing to our clients.”

### Solution

As a member of the Genesys Partner Network, e-Contact has access to the Genesys partner marketing portal, which is an integral part of the partner relationship management (PRM) platform offered by ZINFI, a global leader in channel marketing automation. ZINFI’s partner portal technology provides vendors like Genesys with an efficient way to communicate with its global network of partners and provide partners with relevant content and co-branded assets for use in campaigns—all in the local language. The portal also makes it easy for vendors to manage partner profiles, and it gives both vendors and partners a powerful tool for gathering business intelligence via detailed reporting and analytics.

For partners like e-Contact, the partner portal is an effective tool for communicating with existing customers and prospects and automating essential marketing processes like email and social media campaigns. Among many other assets, Genesys provides users of its partner portal with turnkey campaigns that can be co-branded and quickly customized for particular regions and markets.

E-Contact recently began using the ZINFI-powered partner portal from Genesys to reach out to customers. So far, says Robleto, “I mostly used the portal for email blast campaigns and social syndication. I also use it to download reports and analyze the performance of my campaigns.”

Robleto notes that both Genesys and ZINFI have been quick to provide support with platform functionality, navigation and other questions that arose as she began using the portal. “I love the portal’s versatility and simplicity,” she says. “It’s very easy to use and adaptable.”

### Overview

E-Contact, a provider of telecommunications products with headquarters in Chile, markets and sells customer service and customer experience solutions to retailers, healthcare organizations, financial institutions and contact centers in Latin America. E-Contact is a Genesys partner and a reseller of the Genesys PureCloud® and PureConnect® customer experience solutions.

## Results

Robleto summarizes her experience with the ZINFI partner portal by naming three primary benefits: efficiency, customization and valuable data. Genesys-focused campaigns are automated and they are easy to adapt to e-Contact's unique requirements. The portal is also generating data that will give e-Contact a better understanding of customer priorities and help the company map the journey of its customers from initial awareness to focused interest to purchase. Advanced technology like the partner portal from ZINFI is a good match for e-Contact, which takes pride in being innovative and being an effective problem-solver for its customers.

"My expectations were high. We are a telecommunications company—therefore, effective multichannel communication is imperative. I expected the portal to improve e-Contact's communication and marketing towards our clients and prospects, and it has delivered. I would totally recommend it to other organizations."

For Robleto, "it's been an incredible experience working with ZINFI's platform. The partner portal is very powerful, and you are able to achieve formidable goals with it."

## About e-Contact

e-Contact, with headquarters in Chile, markets and sells customer service and customer experience solutions to retailers, healthcare organizations, financial institutions and contact centers in Latin America. e-Contact is a Genesys partner and a reseller of two major telecom solutions from Genesys: the PureCloud contact center platform and the PureConnect omnichannel contact center and communications platform. Visit <https://www.e-contact.cx>.

## 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



**Website:** [www.e-contact.cx](http://www.e-contact.cx)

**Headquarters:** 232 Hermanos Amunategui - Piso 20 - Santiago, Chile

**Contact:** +56 2 27566262

**Sector:** Telecommunications

**Solutions Offered:** IT solutions for contact centers, retailers, healthcare, banking verticals

**Employees:** 100–120

## Background

- E-Contact sells customer-service-focused telecommunications products from Genesys—including the PureCloud® and the PureConnect® customer experience solutions—to retailers, healthcare organizations, financial institutions and contact centers in Latin America. They offer two major telecom solutions from Genesys.

## Solution

- The Genesys partner marketing portal, part of ZINFI's suite of integrated channel marketing automation solutions, is being adopted by e-Contact to automate email marketing campaigns, spread awareness of Genesys products, establish key performance indicators and generate data to better understand customer priorities and map the customer journey.

## Results

- According to sales and marketing executive Alicia Robleto, the primary benefits of the partner portal have been improved efficiency, customization and valuable data.