

# Drive engagement, increase satisfaction, and improve profitability

In today's world, customers have more distractions and ways to research and buy than ever before. If you want to attract and keep them, you need to create a satisfying, consistent customer experience across all your channels.

## Measuring the impact of an improved experience:



**20%**  
satisfaction increase



**15%**  
projected revenue gain<sup>1</sup>

## Did you know?

**2020**



By 2020, customer experience will overtake price and product as the key brand differentiator<sup>2</sup>

**54%**



of consumers shared bad experiences with more than five people

**6 to 7x**



more costly to attract a new customer than it is to retain an existing customer<sup>4</sup>

**33%**



of consumers shared good experiences with more than five people<sup>3</sup>

## A powerful CX Suite



**2,900**

companies on six continents trust customer experience to Infor



**94+%**

of customers who select the suite stick with it



**50%**

of new customers choose cloud deployment

### Products

- Infor CRM
- Infor Marketing Management
- Infor Configure Price Quote
- Infor Omni-channel Campaign Management
- Infor Interaction Advisor
- Infor Rhythm

## Infor CX customers say:

"With Infor CRM, we improved productivity and efficiency. We run lean and continue to achieve 98% or higher customer satisfaction rates."

**Kevin Cantwell**  
President,  
Big River Communications



"We couldn't be happier with Infor Configure Price Quote. Besides allowing us to handle significant sales growth without adding resources, it has helped us move to the next level of professionalism in our selling process."

**Tom Evans**  
Vice President of Sales,  
Great Plains Manufacturing



"As a lean marketing department supporting many internal customers in multiple divisions, each with specific requirements, we wear different hats every day. Infor MRM helps us keep track of projects, campaigns, daily tasks and an infinite number of details."

**Rob Arthur**  
Division Specialist,  
Blanchard Machinery



## Infor CX Suite Awards



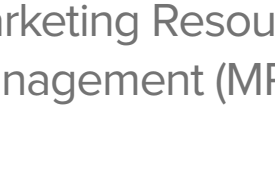
**2015-2016**  
ISM Top 15  
CRM Enterprise  
Software Award



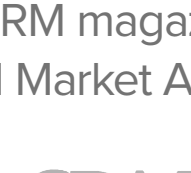
**2015**  
Infor CPQ selected  
runner up in CRN Tech  
Innovator Award



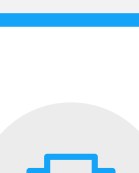
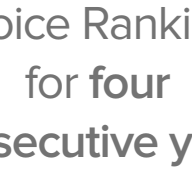
**2015**  
Leader in  
Gartner Magic  
Quadrant for  
Marketing Resource  
Management (MRM)



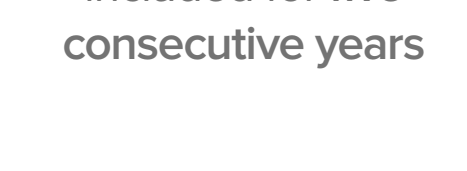
**2015**  
Infor is named  
"One to Watch" for  
Enterprise CRM Suite  
in CRM magazine's  
CRM Market Awards



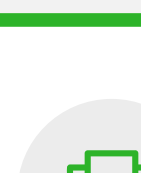
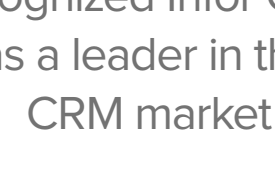
**2015**  
Consumer Goods  
Technology Reader's  
Choice Rankings  
for four  
consecutive years



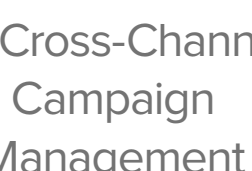
**2015**  
CRM Watchlist,  
included for five  
consecutive years



**2015**  
Nucleus Research  
recognized Infor CRM  
as a leader in the  
CRM market



**2014**  
Leader in  
Forrester Wave™  
for Cross-Channel  
Campaign  
Management



## Deliver on the promise of exceptional customer experience throughout the entire customer journey.

The Infor Customer Experience Suite helps integrate enterprise data across the enterprise, accelerate customer engagement, and drive profitability.



1 (McKinsey & Company, "The three Cs of customer satisfaction: Consistency, consistency, consistency," Mar. 2014)

2 Walker Info

3 (Dimensional Research)

4 (White House Office of Consumer Affairs)