

State of Omnichannel Readiness in India: Telecom Industry



80%

of marketers will increase budget for omnichannel initiatives

Why?

Their existing platforms are failing to provide key customer engagement capabilities such as:



Real-time response to audience



Unified view of audience



Accurate multi-touch attribution to measure ROI

India's marketers are not just trying to overcome current limitations. They're also looking for marketing automation platforms capable of providing next-level functionalities like:



Multichannel campaign orchestration

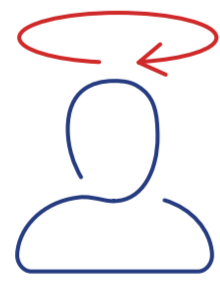


Data integration/Unified view of data



User friendly interface

Because they are trying to implement critical omnichannel initiatives



360-degree view of customer



Personalization



Real-time marketing

48%

of marketers who have implemented the integrated approach have already seen benefits in their marketing efforts

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