



CONFIANZYS
360° Product Management

At a Formula 1™ pit-stop,
every second counts. What few people
realize is that this is a classic example of
Customer Management.



Every member of the highly trained team is completely attuned to what their customer - the driver, needs. Demand is identified in advance, before the driver halts - whether it is for new tyres, fuel or cleaning debris. Key partners such as the race engineer are roped in to deliver the best value to the customer. Delivery to the customer is constantly measured in terms of the time spent, and the team aims to better these metrics at the next race.

Customer Management is so much more than sales! Learn more about how synchronized Customer Management can lower your customer acquisition costs and take you closer to revenue goals.

ABOUT CONFIANZYS

Confianzys Consulting is a first-of-its-kind consulting entity in India with a mission to help conceive market-driven breakthrough products and achieve global scale.

We are focused on helping technology product companies through Consulting, Coaching, Training and Operational Interventions in the Product Management, Customer Management and Marketing Management areas.

A 360° ADVANTAGE

Normal human vision extends at 180°. Think of the advantage that a driver with 360° peripheral vision would have!

With our 360° services, we give your product story a decisive advantage. Our proposition is clear: Ensure that high-tech product companies are focused on aligning the core business of designing and building the next big product to address a global customer base.





CUSTOMER MANAGEMENT: Synchronization for Success

Confianzys Customer Management services are a scientific and integrated tool for acquiring, delighting and retaining customers by delivering to them the highest value possible.

Our services include:

Go-to-market Strategy

Confianzys works with clients to craft a comprehensive Go-to-Market strategy that is not restricted to just channel management and is geared to corporate goals and mission. Our go-to-market strategy development focuses on the 'Who' (market/segment/problem), 'When' (right time to market) and 'How' (right channels to market). This ensures the right-fit approach to the actual buyers.

Research & Buying Behaviour Alignment

Continuous monitoring of industry trends and a worldwide network of key decision makers are among the capabilities that allow us to help you decode buyer behaviour and shorten sales cycles. Our services include customer insight research, alignment of insights with the sales process and identification of new market opportunities.

Direct Marketing: Demand Creation

Confianzys enables your sales function to spend valuable bandwidth on engaging meaningfully with customers rather than identifying and qualifying prospects. Our demand creation activities have helped clients move faster towards revenue realization by seeding the right messages, attracting attention, establishing value and gaining leadership status to engage with the customer.

Alliances & Partner Management

Confianzys helps technology companies address the white spaces in their offer-set, deliver superior value to customers or penetrate new markets through alliances and partner management. Confianzys also supports in establishing a joint value proposition with partners, to build an effective ecosystem for business scale-up.

Client Acquisition

Our customer acquisition strategy is outcome based and assists clients to identify, win, retain and grow their strategic customers. We help define the acquisition strategy, work closely with the respective sales, marketing and solution groups to define a "Win Plan".

Confianzys Consulting Pvt. Ltd.
224, 1st Floor, 1st Main, Domlur 2nd Stage
Off 100 Feet Road, Indiranagar, Bangalore 560 071, India
Tel.: +91 80 4084 7500, 4148 6421
E-mail: engage@confianzys.com

www.confianzys.com

*All trademarks and brands are the property of their respective owners.