



Cloud Centric^o Customer Focused^o Engagement Platform^o

Corporate Communications have been ignored and pushed to the back office for far too long. Now is the time to adopt 366^o Degrees, a Cloud Customer Communication Management (Cloud CCM) service, which offers a cloud-centric approach to involve branding, engagement and customer experience management into every aspect of your marketing communication strategy.

For years, brand managers and corporate marketing executives have struggled to provide a consistent brand experience across operational and marketing communications, and to truly obtain a holistic view of customer interactions and engagement.

The traditional siloed approach of multi-channel communication management has left organizations with mixed messages, inconsistent customer experiences, and costly marketing campaigns that fall short of realizing the promise of social, mobile, online, and other developing CCM techniques.

The challenge of effective brand development and customer engagement is made more difficult by the multitude of systems and databases associated with ERP, CRM, SRM, CMS, marketing automation and email marketing platforms, where customer profile data resides. Each repository was designed for specific areas of business like operations, billing, sales, customer support and marketing, but each data point contains critical information that can help deliver true brand engagement throughout the customer communication lifecycle.

Unfortunately, these siloed areas have made it impossible for organizations to provide a consistent brand experience to the customers they serve.

The time has come for organizations to improve the customer facing experiences and 366^o Degrees assists your company to create specific engagement opportunities through content creation, targeted messaging, relevant context, campaign management, and improved business intelligence through interaction and engagement visualization. By virtue of holistic views of customer profiles, organizations using 366^o Degrees will inevitably improve customer experience wherever and however they engage with your brand.

366^o Degrees by OMI is a second generation Platform as a Service (PaaS) that addresses the disparity of traditional siloed customer data sources and supports customer lifetime value (CLV) initiatives for our clients.

The 366^o Degrees service is designed to allow companies to create marketing communications and aggregate operational oriented communications to the 366^o Degrees cloud service to better manage enrollment of electronic communications and target campaigns across multi-channel touch points.

Organizations benefit from the 366^o Degrees methodology by measuring consumption, adoption, retention, revenue and engagement to provide holistic views of all operational and marketing communications being distributed and consumed by customers.



366° Degrees is a single cloud-based platform to manage all of your customer communications no matter what form they take. Building on the collaborative nature of the cloud, brand managers and marketing strategists can now begin to engage deeper with customers through online targeting, email marketing, social marketing and loyalty initiatives via customer-facing service and billing portals. This is accomplished simply by offering the customer personalized content, targeted offers and relevant messaging each time they engage with your company.

By aggregating outbound and inbound customer communications in 366° Degrees, companies can now begin to visualize how and where customers are engaging. Customer profiles can now be accessed and communication preferences set to the channel of choice. A customer timeline is established from lead conversion through the customer lifecycle of every communication sent, viewed, opened or engaged at a client level.

366° Degrees establishes a baseline of all interactions with end customers and allows brand and marketing managers to deliver consistent experiences regardless of where customer data is sourced within the organization. The depth of business intelligence derived from 366° Degrees provides greater insight to the measurement of interaction and engagement levels, which determine the appropriate frequency of communications to optimize brand proliferation. There is no guessing what communications were sent, opened or interacted with, regardless of the delivery channel. By directing outbound communications to 366° Degrees, actual interactions are measured and tracked

assisting organizations in defining the best preferred channel to engage.

366° Degrees provides a collaborative point much like what Box.net, Dropbox and Google Drive have done for document storage and document sharing -- but now with corporate correspondence and marketing campaigns that drive branding opportunities across outbound and inbound customer communications.

366° Degrees has built-in engagement campaign abilities such as content management, email, social and online campaigning to assist in cultivating, amplifying and growing your brand. By consolidating communications from the operational and marketing perspective, all customers can now be managed and developed with more effective marketing channels including; online, mobile, social, email, service and billing portals.

Now your organization can turn operational and marketing communications into an engagement opportunity for more effective multi-channel communications, improved revenue growth and better customer experiences.

To learn more about 366° Degrees visit/call:

