



## Talisma's CRM to aid Adecco

Adecco India chooses Talisma's solutions to support HR functions

**Bangalore, India – Feb 26, 2008** – Talisma, the leading Customer Centric software solutions company, the leader in Customer Relationship Management and Customer Interaction Management provider has signed up with Adecco India, a leading end-to-end HR Solutions Company and part of the world's largest HR Services Company Adecco SA. Adecco India will use Talisma's CRM solution's email and phone module as the channels of communication at their internal helpdesk to manage queries, requests and complaints from their customers/candidates.

With this latest customer win, Talisma extends its leadership to yet another vertical – Recruitment Services. In India, Talisma continues to provide its solutions to verticals like Banking, Mutual Funds, Insurance and Wealth Management, BPO, Travel and Leisure.

**Mr. Rajendra Mruthyunjayappa, Managing Director, Talisma APAC** says, "We see immense opportunity in the recruitment services industry today especially with companies constantly on the look out for the right skills. We are delighted to have an industry leader like Adecco in our growing list of clientele and look forward to a successful partnership with them. Talisma solutions would integrate various interaction channels to provide a complete holistic view of Adecco's customer's information and will provide scope for a robust reporting mechanism through our advanced analytics module."

**Mr. Sudhakar Balakrishnan, Chief Executive Officer, Adecco India & Middle East** says, "Adecco India is today the fastest growing HR company in India with a network of 40 branches across India and the Middle-East. With over 44,000 associates on assignment everyday, we are sure Talisma's solutions will benefit us immensely not only in retaining our associates but also in building a strong relationship with our customers and candidates.". We had to evaluate prominent CRM vendors on our requirements and finally chose Talisma amongst the rest. We are happy to be associated with an industry leader like Talisma and look forward to this partnership as a strategic step towards fuelling our overall growth and mission statement in India.

### About Talisma

Talisma is a global provider of Customer Relationship Management (CRM) and Customer Interaction Management (CIM) solutions that enable businesses to deliver a truly exceptional customer experience over email, phone, chat, and self-service and SMS channels. Talisma's solutions help streamline the Marketing, Sales and Service functions, while reducing cost-of-service, increasing customer satisfaction and maximize revenue opportunities. In February 2007, Business Today named Talisma as one of "India's Top 10 Hottest Software Product Companies."

Some of Talisma's customers in India include **Indiabulls, Optimix, ASK Investment Partners, Aviva, Bharti Axa, Citibank, HDFC Chubb, ICICI Lombard, ICICI Prudential, Reliance Insurance, UTISecurities**, etc. For more information, visit [www.talisma.com](http://www.talisma.com)

### About Adecco India

Adecco India, headquartered in Bangalore, is a leading end-to-end HR solutions company with a focus on Executive Search, Recruitment, Learning and Temporary Staffing services to client organisations. With a national presence of 40 branches across India and the Middle East, Adecco is the fastest growing HR Solutions Company in India. Adecco India is a part of Adecco Group, the world market leader in Human Resource services. The Adecco network connects over 700,000 associates with clients each day through its network of 37,000 employees (FTE's) and 7,000 offices in over 70 countries and territories around the world. Headquartered in Switzerland, and managed by a multinational team with expertise in markets spanning the globe, Adecco delivers an unparalleled range of flexible staffing solutions and career services to clients and associates.

For more information, visit [www.adecco.co.in](http://www.adecco.co.in).