RESUL

AN OVERVIEW

Best-in-class real-time audience engagement solution for digital transformation

Who we are

Be empowered to orchestrate sophisticated customer experiences across all touch points at scale with RESUL. A fully integrated, real-time customer engagement solution RESUL combines a powerful CDP, omnichannel orchestration, advanced analytics, and next-best experience management.

RESUL optimizes every interaction in real time based on past and ongoing communications to deliver individualized customer journeys that maximize your ROI in line with global and regional data policies to ensure complete regulatory compliance.
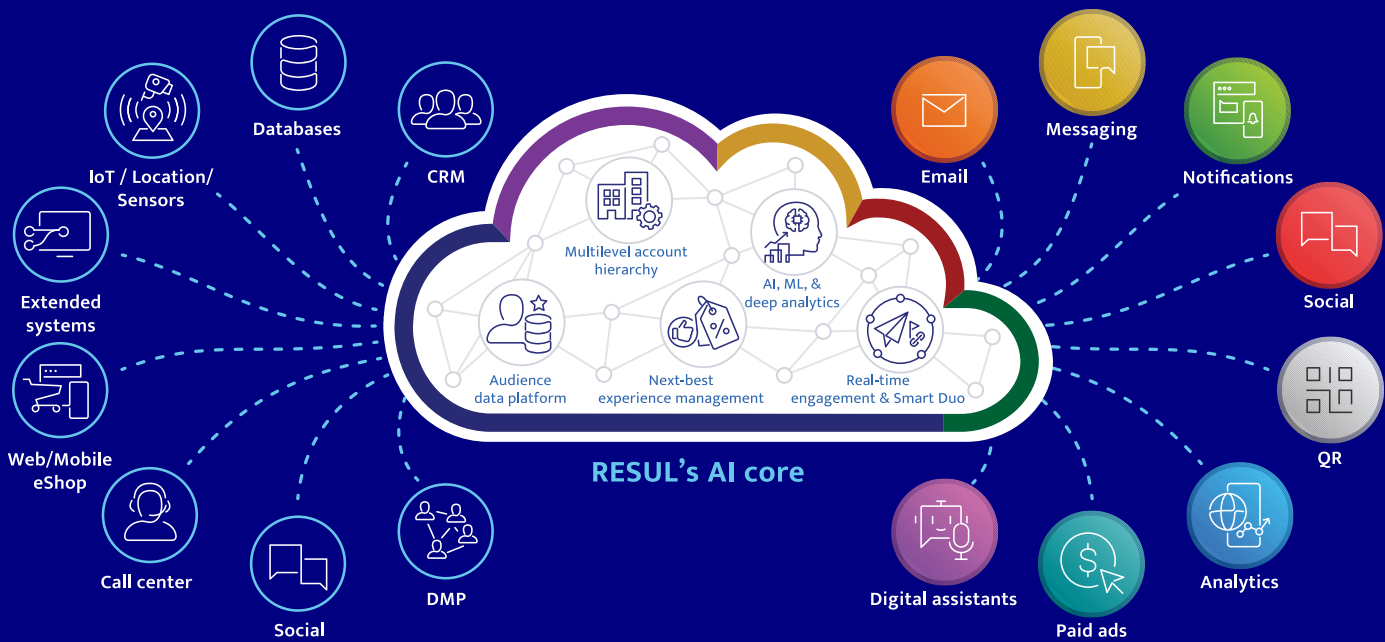
Powered by
AI and big data cloud

Global presence:
USA, Southeast Asia, India

200+ Customers

AI-powered audience engagement driving a unified communication strategy

"From any data source to any touchpoint"

RESUL's AI core

Data sources: IoT / Location/ Sensors, Databases, CRM, Extended systems, Web/Mobile eShop, Call center, Social, DMP

Cloud core: Multilevel account hierarchy, AI, ML, & deep analytics, Audience data platform, Next-best experience management, Real-time engagement & Smart Duo

Touchpoints: Email, Messaging, Notifications, Social, QR, Analytics, Paid ads, Digital assistants

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Core platform pillars

Audience data platform

- Real-time, individual customer insights
- Sophisticated segmentation
- Identity resolution across channels

Next-best experience management

- Individually optimized content and offers based on past behavior and real-time insights
- Accelerated conversion and loyalty

Real-time engagement

- Omnichannel campaign orchestration
- Customer interaction optimization
- Individualized customer journeys

Multi-level account hierarchy

- Enable digital transformation for enterprises of all types
- Manage multiple business units and brands

AI and deep analytics

- AI-powered predictive and prescriptive analytics
- In-depth audience, campaign, and channel-level campaign analytics

Hybrid deployment

- Protect PII data on premises, or through private cloud deployment
- Utilize encrypted marketing attributes for campaign orchestration
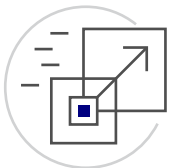
What sets us apart

As an organically built, integrated solution, Resulticks offers under one interface:

A customer data platform, an omnichannel orchestration interface, and an AI-powered analytics foundation for reporting, insights, and recommendations.

Unique offline-online audience journeys enabled by Resulticks' Smart Duo technology and robust communication delivery capabilities

The speed and scale to support millions of customer records, data points, and communications. For instance, it is powering a leading mobile manu-facturer's engagement with 500 million customers in India and HDFC Bank's inter-actions with over 90 million clients.

With its comprehensive suite, Resulticks effectively replaces a variety of point solutions, while possessing the ability to easily coexist with existing systems—resulting in lower total cost of ownership across the ecosystem.

Business outcomes delivered

"We deliver seamless omnichannel customer experiences through data-driven customer engagement and increase top-line growth for brands."

45%
Incremental ROI

30%
Cost savings

45%
Incremental operational efficiency

Premium global partners

Google Cloud

- Build Independent Software Vendor (ISV) Partner

Qualcomm

- Preferred platform for the Qualcomm® Smart Cities Accelerator Program

tcs TATA CONSULTANCY SERVICES

- Technology implementation partner
- Preferred martech partner

Trusted partner of global enterprises

SAMSUNG   TATA   HDFC BANK   uti UTI Mutual Fund   SONKIM RETAIL

Certifications & compliance

CDP RealCDP INSTITUTE   Gartner

HIPAA COMPLIANT   GDPR   ISO 27001   CCPA COMPLIANT

Experience the benefit of RESUL today

Book a demo