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PUSHTech:
Better Brand Engagement and Customer Relationships through Automation Platform

Organizations, these days, are increasingly adopting market automation technologies to escalate lead conversions, enhance customer engagement, and boost sales. However, Carlos Moncho, CEO, and Co-founder of PUSHTech points out a drawback of this fast-growing trend. "Owing to such high demands of marketing automation solutions, leading CRM companies are more concerned about their revenue growth numbers than about customer satisfaction. To maximize operational margins, their offering consists of high prices and marginal customer support services," mentions Moncho. Hence, PUSHTech substantially differentiates from market peers in its very business approach and goal—to become the leading CRM firm in terms of customer satisfaction ratio and customer ROI. The company offers an intuitive market automation platform and quality customer support services at prices that are tailor-made to suit an enterprise's needs and business model—B2B or B2C.

PUSHTech's platform is designed to effectively solve two primary challenges faced by any CRM enterprise in developing a successful solution—data unification and personalized customer communication. With a set of APIs and SDKs, the firm's solution unifies all customer-related data sources of its client and provides a single platform to integrate all communication channels such as email, push, SMS, and chat. Closely monitoring each interaction of the users or the client's customers, the platform builds a "real-time enriched profile"

of each customer. The platform then utilizes "dynamic tags" and "conditional content" to engage in relevant, one-to-one or personalized communication with the client's existing and potential customer base.

"Partner Program" focusing on expert education, training, and support services for organizations. This has allowed the company to engage in productive, long-term relationships with its clients and hence drive a high customer satisfaction

Businesses need to acquire deeper knowledge about this solutions in order to achieve greater KPIs

"In addition to advanced market automation tools, clients also need to acquire deeper knowledge about this solution in order to achieve greater KPIs," remarks Moncho. PUSHTech offers a novel

**Carlos Moncho,
CEO & Co-Founder**

ratio and customer ROI. PUSHTech's value proposition to its customers can be better comprehended from its partnership with Hotelinking.com this year, as a venture to capture the travel and hospitality market. Through this partnership, the company has been able to provide numerous hotel owners a seamless option to strengthen and automate their marketing strategies and hence escalate business growth. The owners can easily monitor their guest database—generating a high percentage of bookings directly from their sites—avoiding the high commissions they usually had to pay to metadata and SEO-based solution providers.

PUSHTech's unique approach has earned them wide recognition in the industry, ensuring healthy operating margins with a substantial year-on-year business growth rate for the company. However, PUSHTech aims much higher and stringently focus on increasing its geographical footprint. The company will be recently initiating fully functional offices in the cities of San Diego, Paris, and Palma De Mallorca to strengthen its presence in the U.S., France, and Spanish markets. **CA**