

# Customer Interaction Manager

Market and regulatory pressures have forced customer engagement to become increasingly digital. Mavens can help you keep interactions personal even when you can't be face to face.



## Understand your audience.

Better understanding. Better relationships.  
Better outcomes.



### **BUILD REAL RELATIONSHIPS**

Mavens Customer Interaction Manager helps you build real, enterprise-level relationships with your HCPs, consumers, and patients. Our platform helps you manage communication across different channels so you can communicate in a way that's relevant, customized, and branded.



### **RECONNECT THE DISCONNECTS**

Once you understand not only who is looking for information but also where and when they're engaging, you'll be better equipped to find the places where communication is breaking down. Our analytics help you understand and adjust so people will consistently look to you for the information they need.



### **INTEGRATED AND GLOBALLY COMPLIANT**

Customer Interaction Manager easily integrates with platforms like Veeva Network & Salesforce Marketing Cloud. Consent and channel preferences are stored and managed using customized business rules that comply with laws and regulations all over the world.

**KEY BENEFITS**

**Global scalability**

Easily localize the login process, channel preferences, and consent capture across all your digital properties.

**Personalization**

Manage customized relationships with customers.

**Brand Enhancement**

Communicate as your brands—both visually and verbally—in each channel.

**Insights**

Learn about your users' preferences so you can deliver a multi-channel experience that delivers what they need, where and when they need it.

**Compliance**

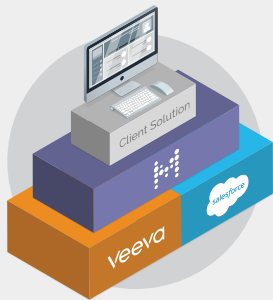
Guarantee that your teams can follow relevant laws in every country they operate in.

**Security**

Know that the right people have access to the right information—and that that information is safe from external threats.

**Simplicity**

Easily manage all of your teams and their products with our centralized API-enabled hub.



**WHAT ARE SOLUTION ACCELERATORS?**

Our experience with common healthcare industry problems inspired us to create a suite of customizable software Accelerators. Accelerators are software starter kits—pieces of predeveloped code—that we use again and again.

Accelerators get our clients up and running faster with lower risk and at lower cost. Accelerators are powered by Salesforce and Veeva and provide powerful foundations for the tailored solutions our clients seek.

**ABOUT MAVENS**

Our mission is elevating healthcare worldwide by connecting people to cures through cloud technology and trusted partnerships.

Mavens designs, builds, and implements software that transforms the way organizations engage with healthcare professionals, patients, and consumers. Our strong relationships with Salesforce and Veeva help us deliver with unmatched speed, innovation, and partnership.