



CRM

CUSTOMER RELATIONSHIP MANAGEMENT

WHAT WE OFFER

Data is key!

adesso offers a CRM solution that is able to grow with your business.

A well thought out CRM strategy is key to ensuring the success of your sales and marketing activities. Managing and maintaining comprehensive data-sets from multiple sources to create insights of your customers and retailers, ask for a reliable, consistent data-architecture.

Retail



We know how your lottery business works. We can help you with onboarding new retailers, KPIs, and optimizing reseller activities. We have a proven track record of aligning all departments and stakeholders through the implementation of a comprehensive CRM strategy.

Player/Customer



We leverage our expertise to create customized insights of your players, segment your players, and personalize multichannel content to elevate your campaigns.

200+ Lottery CRM experts



From our extensive CRM pool of over 200 experts, a significant number is dedicated to daily lottery processes and campaigns. We bring our proven track record of successful lottery projects to the table.

Artificial Intelligence (AI)



Control is of the essence, and AI can support your CRM goals:

- > Optimizing Campaigns
- > Data Analytics
- > Risk Assessment
- > Customer Support
- > Responsible Gaming

Our Experience



- > We have completed over 100 CRM implementations
- > Eight new Lottery CRM implementations have started in the last 12 months



We create your optimal Lottery CRM!

Our expertise in both consulting and implementations allows us to provide guidance on selecting the most suitable CRM solution and implement an optimal CRM ecosystem.

- > AI Use Cases Discovery Workshop
- > Architectural design
- > CRM processes and campaigns
- > Implementation



»» Let's talk!