

Tech**sailor** sails on to **new** waters!!

Online Customer Engagement

Retain Customers

Acquire Customers

Maximize Profit\$!!

duh

*Profits drop as much as 75% with
5-10% increase in customer loss!*

- Wharton Business School



So...

da hell

What is **Online Customer Engagement**?

Online Customer Communities

Listen to,

Support and

Build Loyalty amongst Customers

Social Media Marketing

Educate and

Acquire new Customers



Online Customer Community

If you find yourself asking these questions...

What are customers saying about my products/brand?

How are customers finding answers to their problems?

Are my customers satisfied?

Are my customers supported in a timely manner?

How much do our customers trust us?

What do our customers hope to see in the next product?



... it's high time you find out how to address them!

Local kayaking school experiences **real ROI** using our **Customer Community**

> **600** kayaking students on the Community

Revenue grows **300%** in just **3 months**

"We found a pressing need for a method of engaging, capturing and retaining customers without hiring an entire departments of marketing, sales and PR. With our online community, my staff and I definitely have more time to kayak and spend with our students now!"

- Nor Bahri, Founder, Paddle Culture

Feeds

Displaying 1-10 of 400 Feeds

Page: 1 2 3 4 5 ... Next >

 NURUL DAFINAH BINTE RAHU SHAHREIL NCDCC ADSS and LAI XU YANG are now friends 4 hours

Members (600)



Social Media Marketing

Facebook's **Reach**: 100 million **users** in 9 months!

In the near future we will no longer search for products and services; they will find us **via Social Media**

IT'S NOTHING NEW

Yep.. we know you know this 😊

Social media isn't a means to further a corporation's strategy, it's a means to help determine it."

- Manish Mehta, Vice President, Social Media and Community, Dell Inc.

CREATE YOUR SRI LANKA ITINERARY & WIN A TRIP TO SRI LANKA

1 x Grand Prize
3 x Sub Prizes

Flight tickets, transport, hotel airport pick up for 2
Flight tickets, hotel airport pick up for 2

START NOW



CONNECT WITH US!

What kind of **Traveler** are you?

facebook

FIND OUT NOW!

facebook personality test!

Join us on Facebook



FEATURED VIDEO



Visit Our YouTube Channel

SEND E-CARDS



Send an e-Card Now!

LATEST USER UPDATE

 Mike posted an [photo](#) on [photo gallery](#)
23 Aug 2009 02:29 PM

TWITTER FEED



[Jonathan](#) Compiling travel opportunities in Sri Lanka. It's going to be fun!
Posted about 4 hours ago via [Twitter](#)

Visit Sri Lanka 2011 Campaign

coming to you on... **Feb 1st** STAY TUNED!!

For Sri Lanka Tourism Board in collaboration with CNN

twitter

@srilankatourism

> **1100** followers

> **500** new followers
in just 4 days

flickr™

138,517 views on Youtube

15,106 views on Flickr



Micro Site

facebook

apps.facebook.com/travel_personality

> **600** users using our Facebook
Application in just 6 days

You Tube

<http://visitsrilanka-2011.com/>





Tech**sailor** provides

Online Customer Engagement

Online **Customer Communities**

Social Media Marketing

Key thoughts to take home...

*"By **2010, 60%** of **Fortune 1000 companies** will be hosting or are **connected to** some form of **online communities**" - Gartner*

Techsailor helps you engage
your customers online!