



Selligent concludes a partnership with ENQIO

Braine-l'Alleud, January 26, 2012 – Selligent, international vendor of [conversion marketing and interactive CRM solutions](#), has concluded a partnership with ENQIO. This specialist in business intelligence and data analysis will rely on Selligent solutions to make the most precise use of corporate data and create interactive cross-channel campaigns in order to bolster the data's value.

How can a business combine the growing number of contact channels and the need to offer a unique experience to each client? How can it best utilize the accumulated data from the various channels? How can a business transform this data into useful information? By creating this partnership, Selligent and ENQIO provide solutions for businesses seeking to leverage their large volumes of data by creating effective cross-channel campaigns. They offer a complete, global and data-centric marketing process, from the personalization of client interactions to an increase in their value, along with the collection and use of data, as well as behavioral targeting

“By transforming large volumes of corporate data into useful information, ENQIO enables businesses to assess risks and make the right decision at the right time, thereby boosting growth. We are convinced that ENQIO's expertise in transforming their client's data into tangible information and results, together with the power of Selligent Interactive Marketing, will enable businesses to maximize the customer's life cycle”, said Nicolas Van Vijnckt, Partner Manager Benelux for Selligent.

“By adding Selligent to our solution portfolio we optimize our value chain by turning insights in customer preferences into targeted, personalized cross-channel campaigns. Thanks to Selligent Interactive Marketing, we can truly help our clients increase their sales and develop the loyalty of their customer base”, said Johan Vranckx, CCO at ENQIO.

This partnership is part of a strategic program to recruit partners specialized in marketing. Selligent offers marketing agencies a flexible, modular model which takes into account their commitment capabilities and adapts to their requirements.

About ENQIO - “Expect more”

ENQIO helps get more value out of an organization. Employing software developed for in-depth analyses, the company distils useful insights from large amounts of company data. These insights allow management to calculate risks in a timely fashion and make informed, corporate decisions. ENQIO therefore ensures a sustainable increase in turnover and profit. ENQIO is an international company focused primarily on the telecom, financial, public and media sectors. Its customers include Dexia, Digipolis, France Telecom, Johnson & Johnson, Kinopolis, Wolters Kluwer, N-Allo, Nuon, Optimus, Orange, P&T Luxembourg, Rogers Wireless, Shire/Movetis, Telenet, TNS Dimarso, Toyota Belgium, Turkcell, Vlaamse Media Maatschappij and Zain.

More info on www.enqio.eu

About Selligent

Selligent is a specialist in Conversion Marketing and Interactive CRM solutions. It offers customer interactions solutions that enable organizations to engage with customers as individuals resulting in increased conversion rates, higher profitability, minimal churn and a superior customer experience over all channels. The company offers a unique approach combining agility, pragmatism, and implication to ensure the success of projects enabling the management of personalized relationships and interactions.

Selligent provides solutions to over 700 customers in industry sectors like financial services, telecommunication, travel, media & publishing, retail, automotive, healthcare, manufacturing...

Selligent has over 150 employees and has recorded in 2010 a turnover of nearly 20 million Euros.

Selligent's head-office is based in Belgium. Today the company has offices in Belgium, The Netherlands, France, Germany, Italy, Spain and China and covers most European countries via a network of franchises, as well as distribution and integration partners.

For further information, visit our Web site: <http://www.selligent.com> or our blog: <http://blog.selligent.com>

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