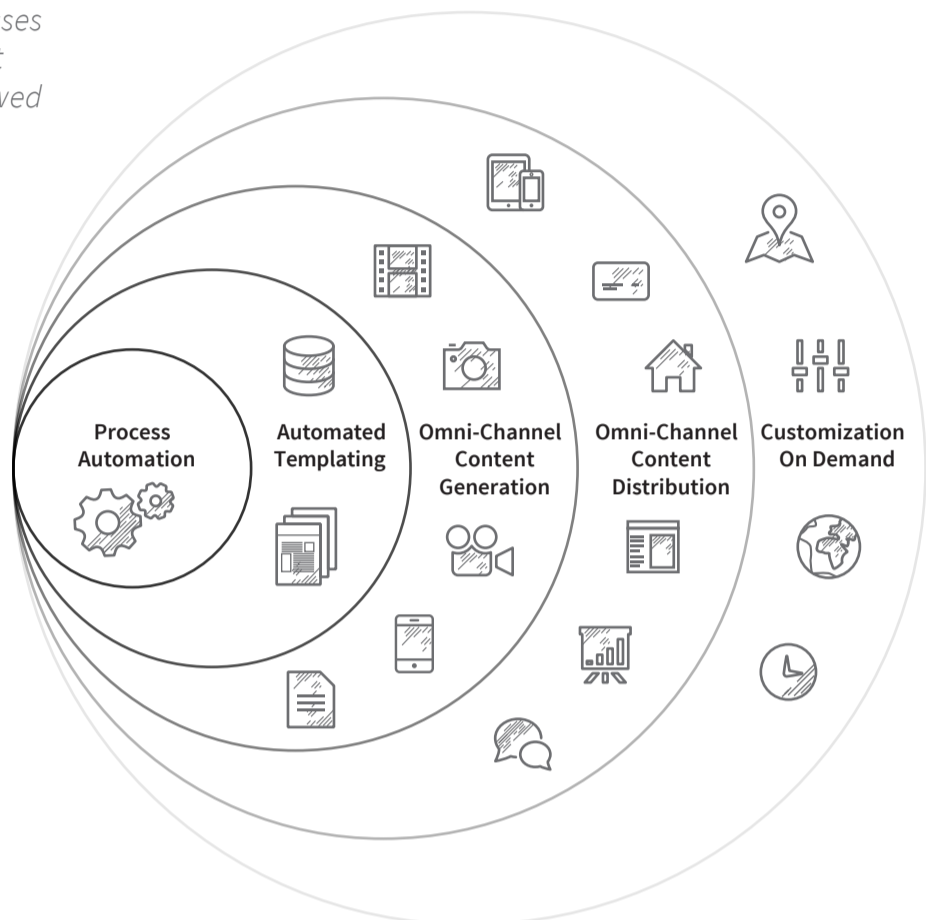


Automation delivers efficiency gains



ORT relies on censhare to solve the business problems of customers like HIT. Efficiency gains of 35% and more highlight the success achieved.

The automation of processes and templates is the most important first step, followed by automation of content creation, distribution and customization.



“Creating the perfect customer experience isn't a package holiday, it's an expedition.”

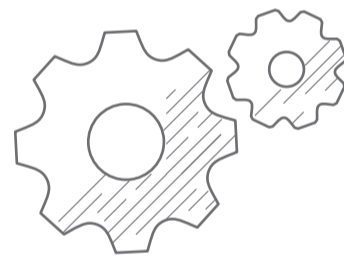
Rüdiger Pläster
Executive Managing Director, ORT Gruppe

Business results



95%

of processes and templates automated



35%

increase in efficiency achieved for ORT customer HIT



100%

of ORT's more than 50 customers run on censhare



80%

of ORT revenue is generated via censhare

“We see ourselves more as agents of change. We embrace new technologies and use them to improve efficiency in marketing and sales to such an extent that our customers can't live without us.”

Rüdiger Pläster
Executive Managing Director, ORT Gruppe