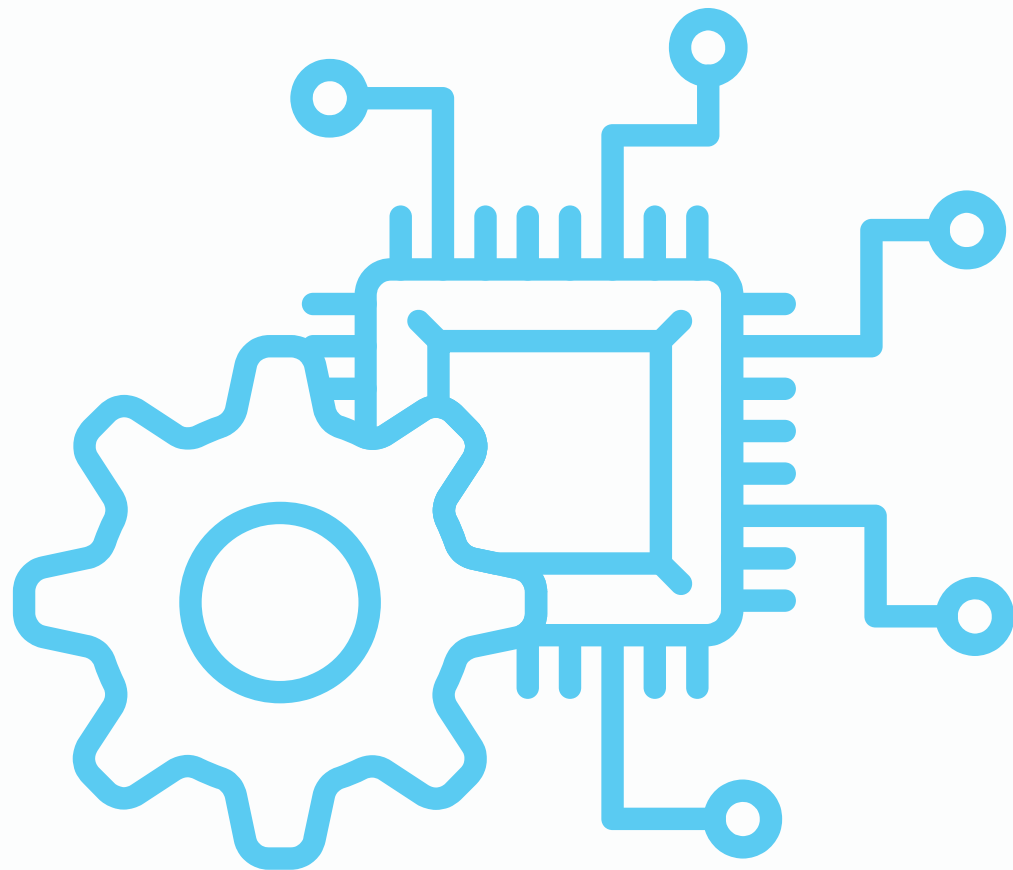# HEALTH TECHNOLOGY PRODUCTS

Our mission is to provide innovative and customized ICT solutions to meet the specific needs of our customers.

COMPANY PROFILE

H.T.P. is a cutting-edge ICT company that goes beyond the simple provision of services, offering a complete approach that begins with a detailed Check-up & Assessment and extends to the full realization of projects. Our professional figures include, Web Designers, specialized in graphic/visual aspects, SEO AND SEM Specialists for web optimization and advertising campaigns, and experts in the areas of blockchain programming and AI development.
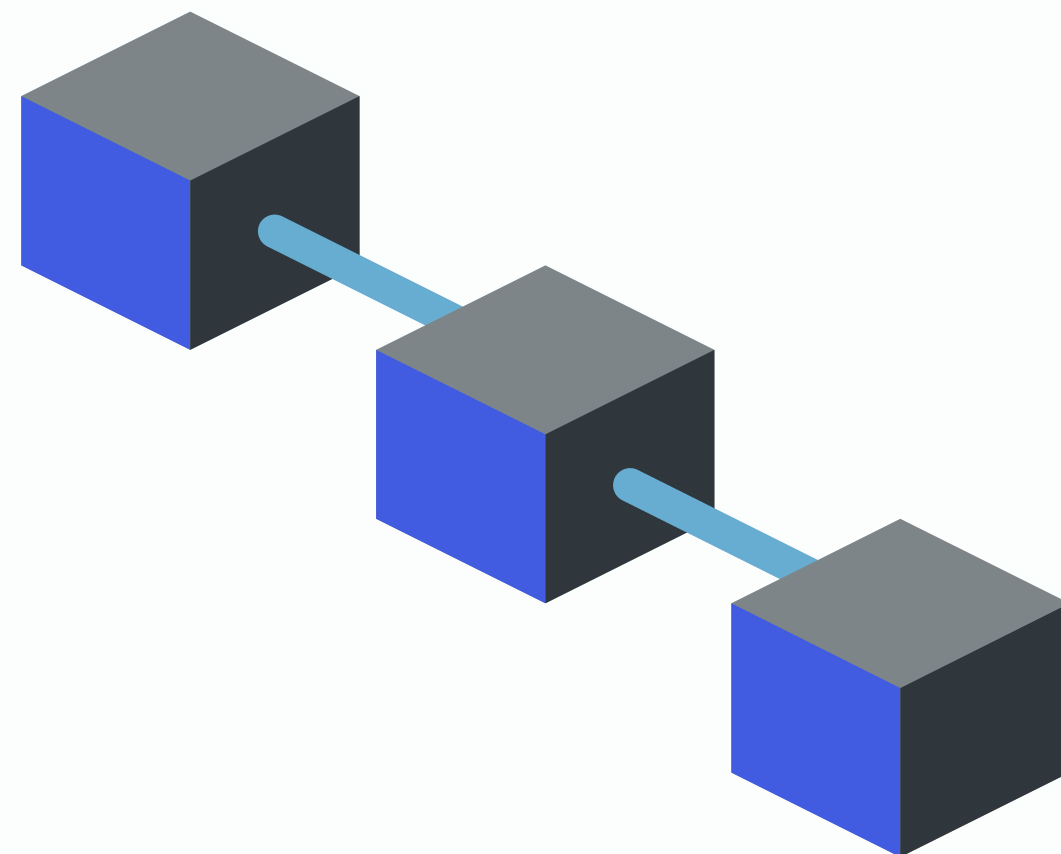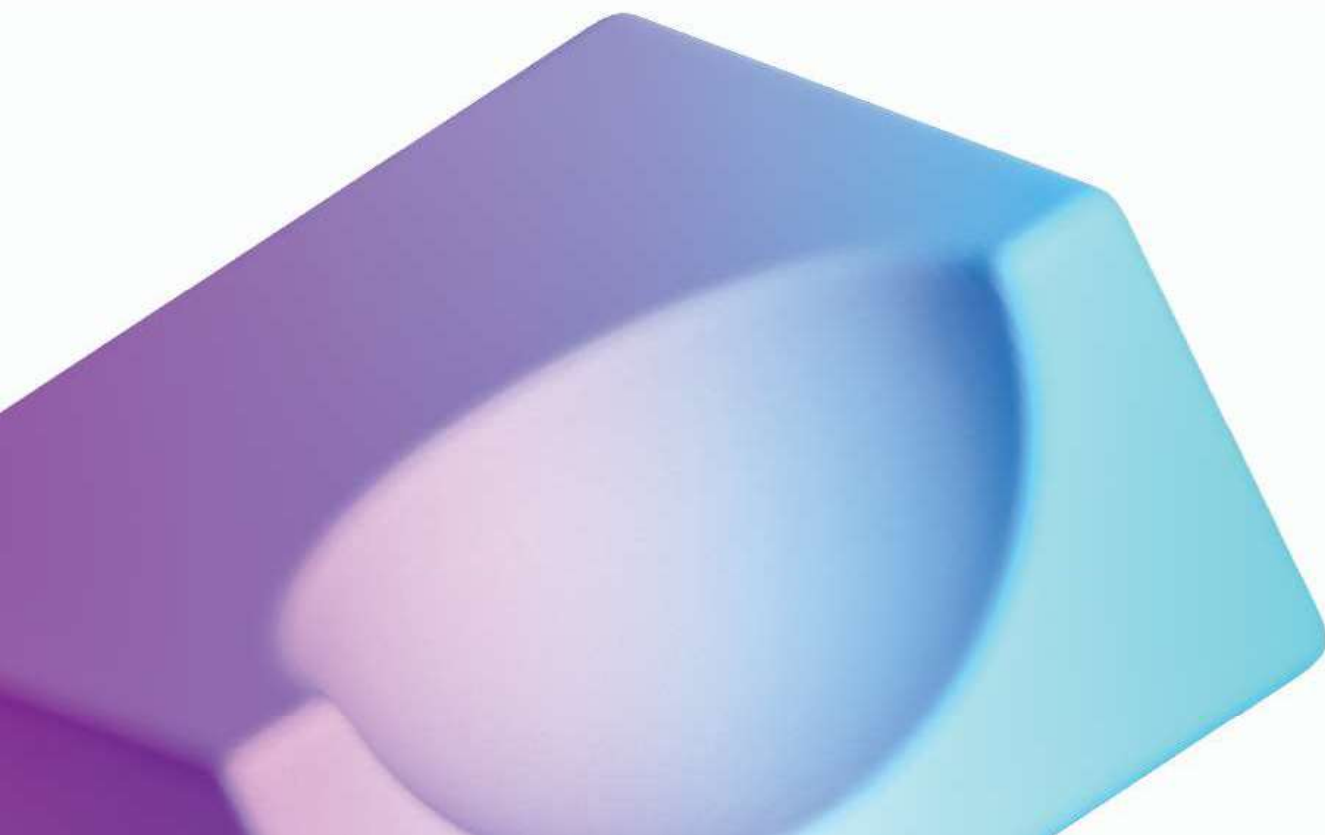
We offer blockchain and Python programming, with the creation and implementation of smart contracts, and artificial intelligence (AI) development to provide advanced solutions in this field. Our comprehensive services span a broad range of solutions, from strategic consulting to advanced technology implementation, from social media management to complex systems integration, with the goal of optimizing business operations, increasing online visibility and facilitating growth international business.
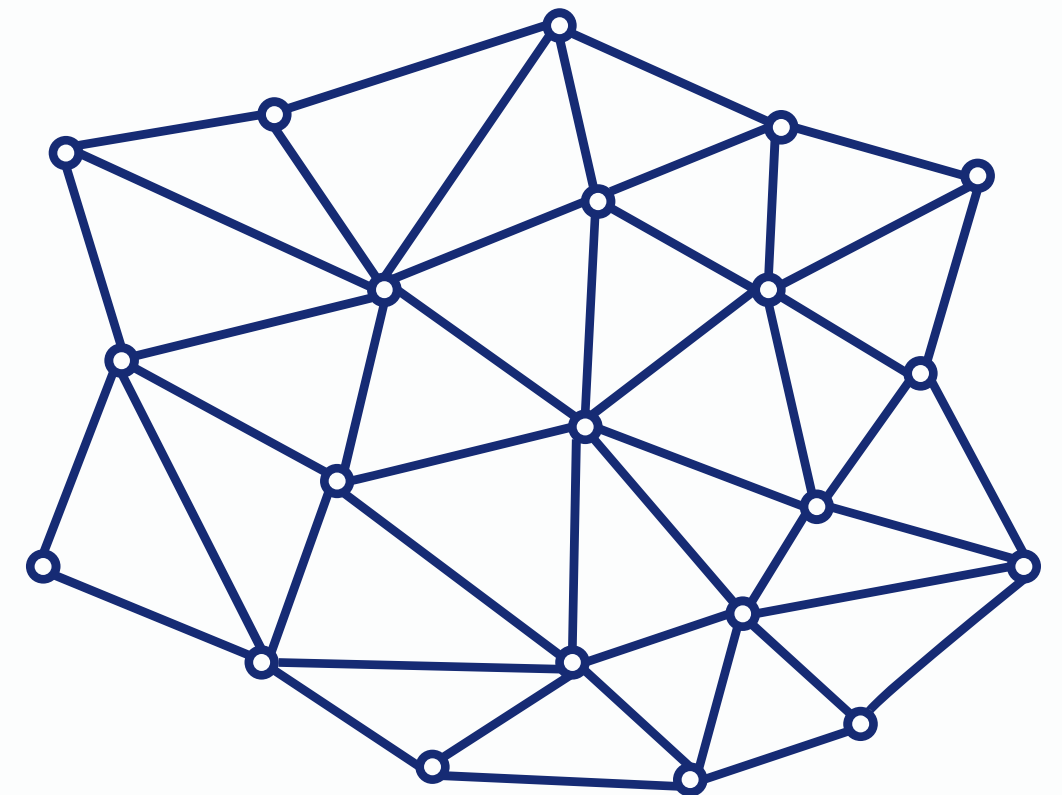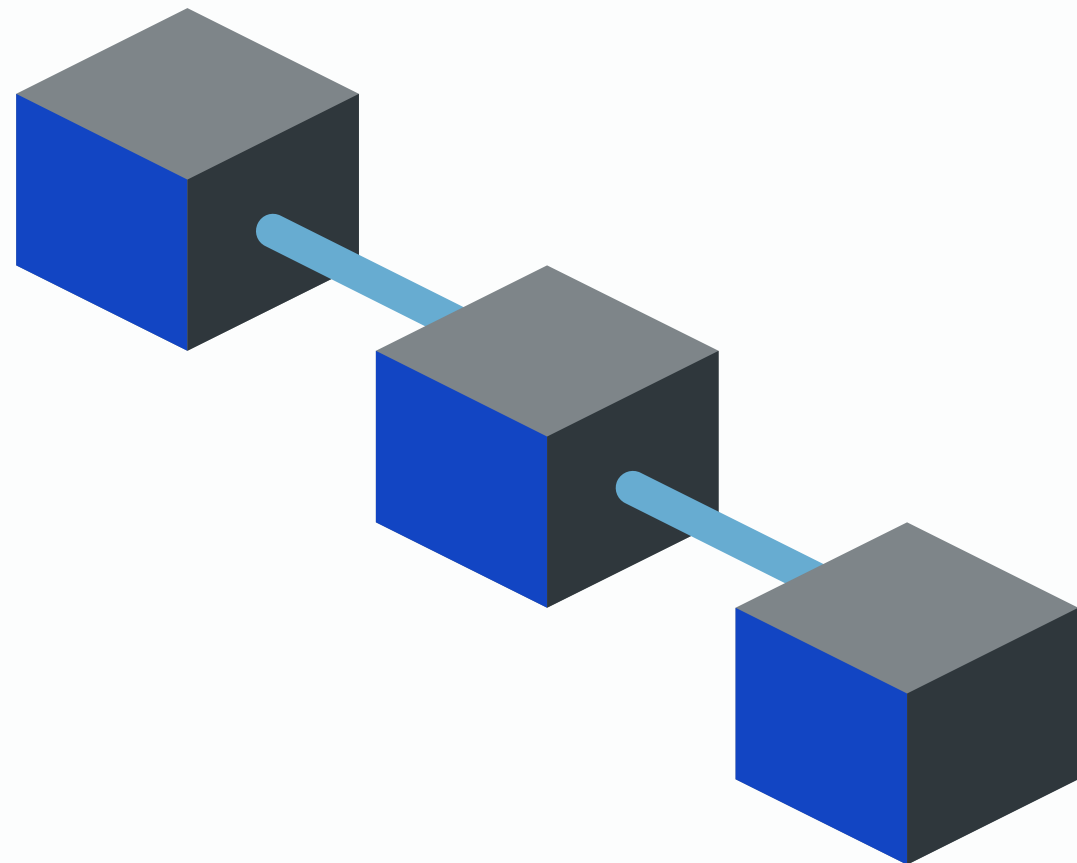
Our consultancy also includes support for subsidized finance tenders, we help companies obtain community, national or international financing, thus encouraging their growth and innovation.

Subsidized finance represents a fundamental element for the financing of strategic investments, providing the "boost" necessary to achieve the company's economic and innovative objectives. In a context of global competition and rapid evolution of technological and commercial paradigms, the support of subsidized finance becomes an essential competitive factor for multiplying the resources allocated to growth and accelerating the company's development dynamics.

Solution
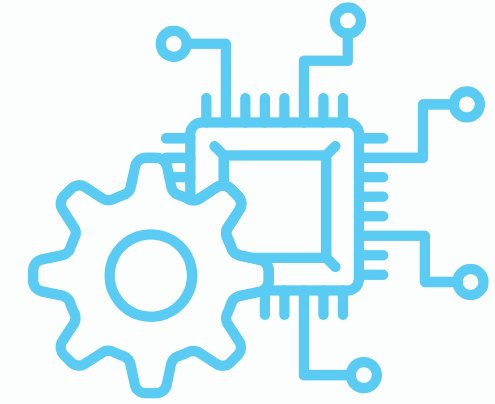
"Planned Innovation" is a specialist consultancy service in Project Design and Management, offered by highly qualified experts in the analysis and planning of innovation programmes. This service is designed to support each innovation project with a detailed timetable and a solid business plan, minimizing risks and maximizing the chances of success, as well as promoting access to the best subsidized finance measures.

Applied to concrete and real projects, "Planned Innovation" allows you to acquire a detailed planning methodology, suited to the specific needs of the customer, increasing the efficiency of internal innovation processes. The consultancy process involves the preparation of a detailed timetable of the project, integrated with subsidized finance solutions, to strengthen the economic sustainability of the initiative.

Functionality

MARKETING AUTOMATION

- Management and profiling of the entire contact database
- Dynamic and intelligent segmentation of contacts
- Tracking interactions on all connected touchpoints (websites, e-commerce, reserved area, apps, social networks, etc)
- Management of custom fields, commercial actions, alerts, etc

Functionality

- Management of email/SMS marketing campaigns
- Publishing banners, popups, notifications, dynamic content on websites
- Publishing landing pages
- Geolocation management and multilingual content
- Implementation of customizable automatic campaign flows
- Advanced dashboard for monitoring campaign ROI
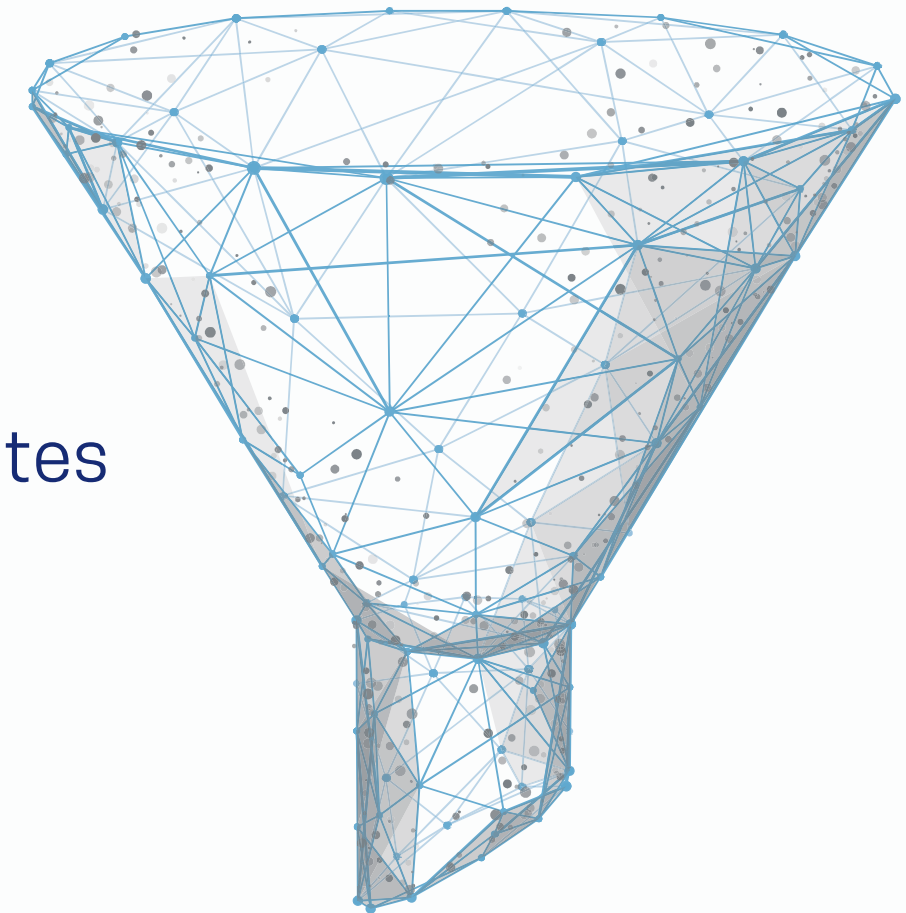
Funnel implementation.

We take care of implementing funnels aimed at conversion into which contacts from different traffic sources will enter. Our funnels are already configured and ready to use. Simply insert the contents and operate them.

CRM

Management of customer records, activities and tickets

Tickets personal data and activities

- Reception from website
- Categorization
- Management of resolution and comments

Commercial management

- Management of offers
- Visit planning
- Agent visit report
- Contact assignment

CLIENTS

- Companies
- Contacts
- Custom fields
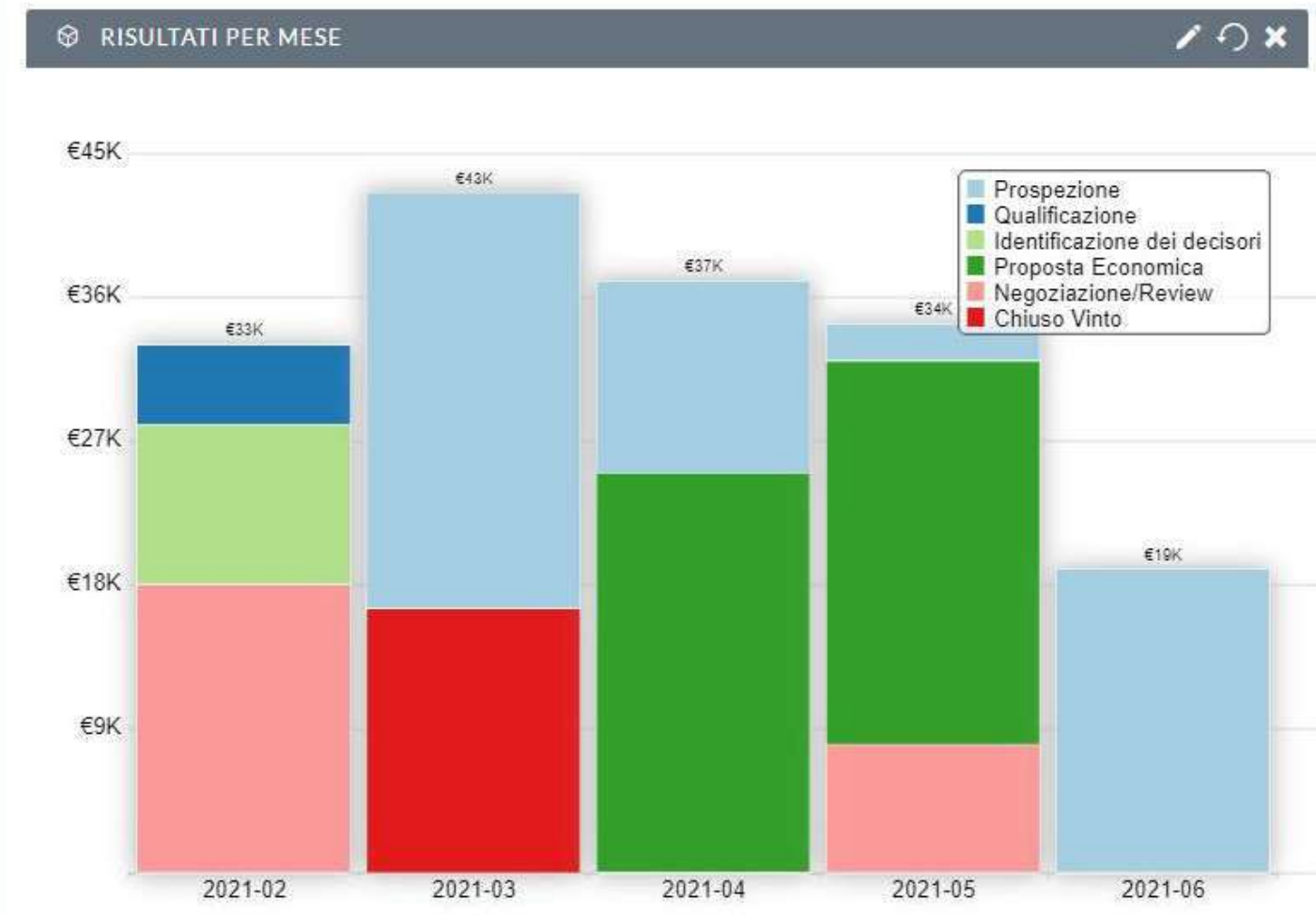- Opportunity

ACTIVITY

- Calendar
- Assignments
- Calls
- Meetings

DOCUMENTATION

- Document management
- Attachment management
- Note

The opportunities are characterized by:

- product/service

- client

- amount

- expected closing date

- sales phase

- source of origin

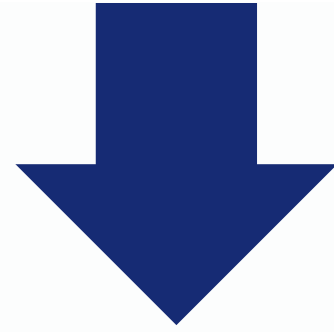They are generally associated with business opportunities or offers.

The dashboard is used by the salesperson to view at a glance the companies associated with him and the activities to be carried out. The dashboard graphs show opportunities by sales stage, month, origin, etc.

Personal data and activities

By going into detail about the different types of data it is possible to view the details, modify and view the related sub-lists.

Manageable data types:
- Companies
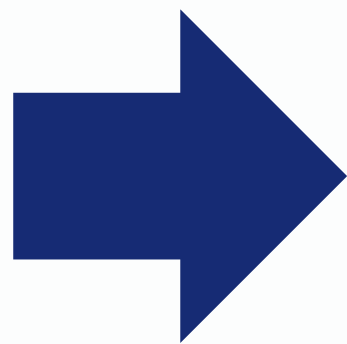- Contacts
- Offers
- Contracts
- Opportunity
- Documents

CRM can be implemented to suit your needs.

CRM can be integrated with external systems and applications.

FOR INFORMATION AND FURTHER INFORMATION WE ARE AT YOUR DISPOSAL

www.info-htp.it