

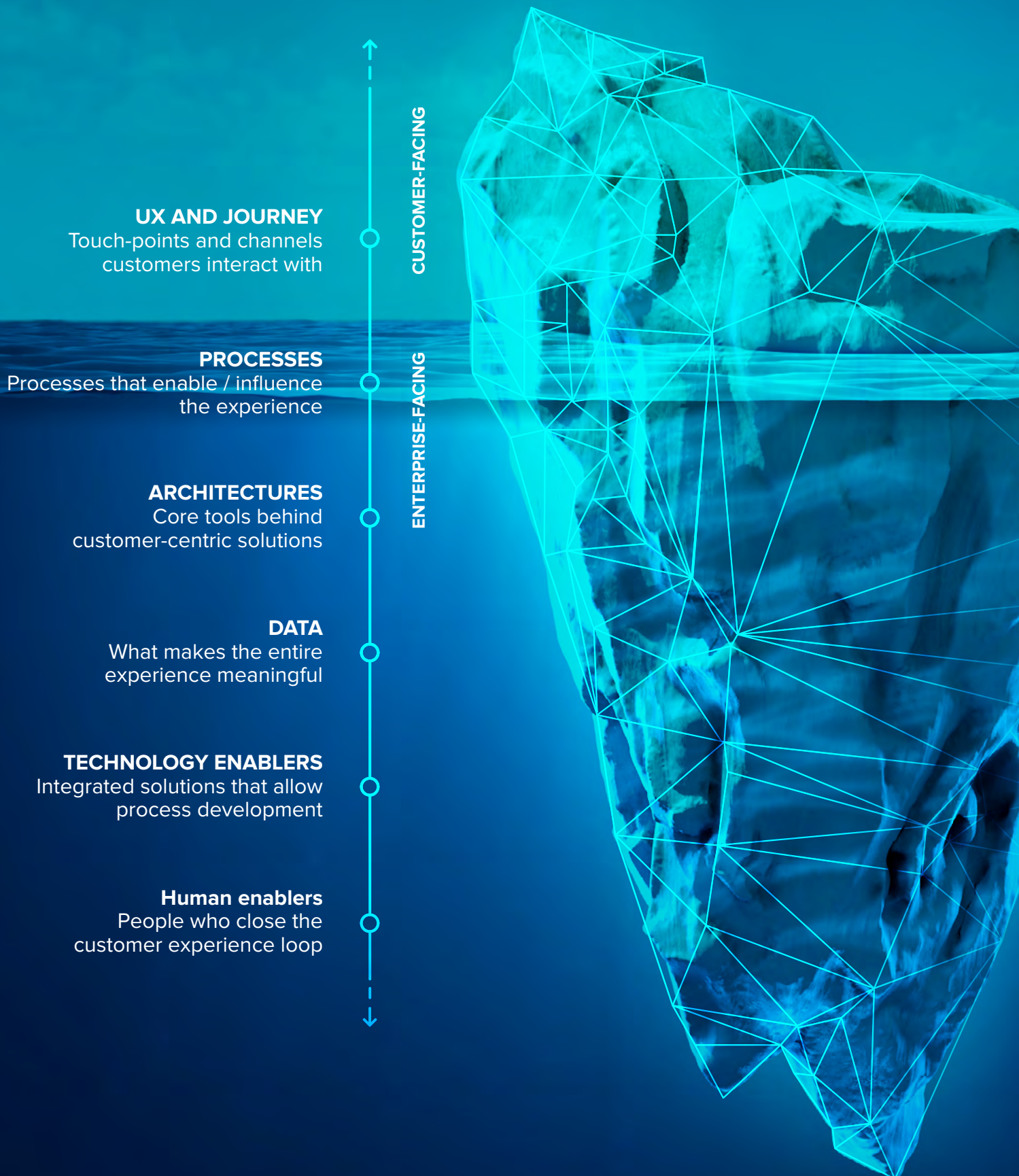
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REPLY'S APPROACH TO CRM AND  
CUSTOMER EXPERIENCE SERVICES

# MULTI-LAYERED CX MODELS

A large, abstract white geometric shape composed of many interconnected lines forming a complex, multi-faceted polygonal structure, resembling a stylized map or a network diagram, positioned on the right side of the page.

# THE CX ICEBERG



To provide a useful and enjoyable experience to every customer, it's necessary to analyse every factor that influences customers' perceptions.

### **The challenges in customer experience transformation**

Digital disruption represents a real challenge for most companies across many industries and markets, but can also be an opportunity to create new products and services that generate new customers. Major initiatives in CRM or digital transformation often emerge to only be pieces of the puzzle.

### **Customer experience**

The term "customer experience" can include many elements, but it ultimately encapsulates **the perception the customer has of a brand.**

### **Interactions**

Customer experience, in short, is **the sum of all the interactions** a customer (or a potential customer) has with a company during the entire life cycle of their relationship. During this relationship, the CX moves along a path, or multiple paths, with highs and lows.

### **Moments of truth**

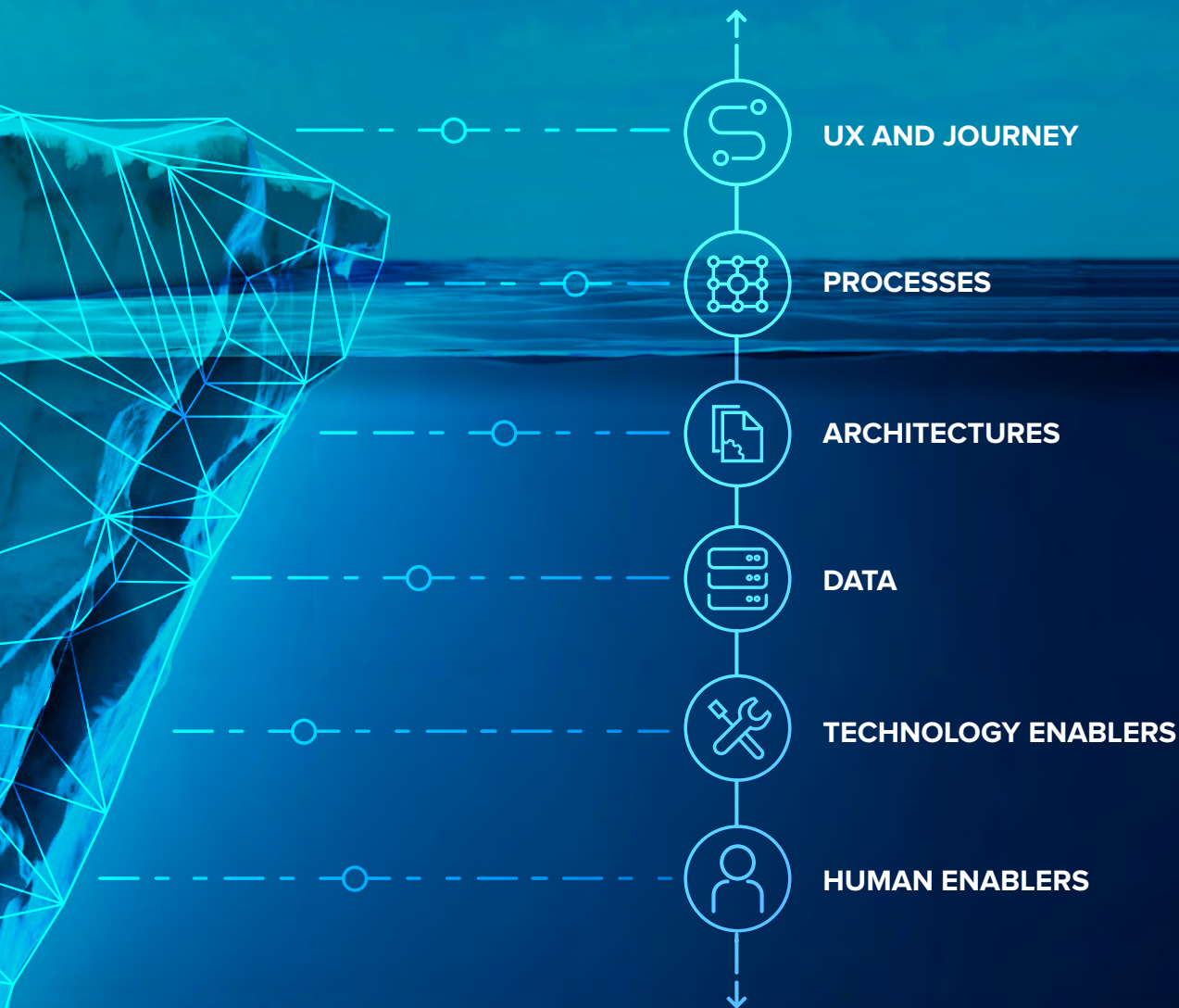
Certain interactions, defined as "moments of truth", will determine whether the company will succeed or fail, and when companies must prove to their customers that they are the best alternative.

A deep understanding of interactions and the knowledge of these **'moments of truth' are the basis of a modern and successful customer experience.**

# REPLY'S FLEXIBLE APPROACH

## BOTTOM-UP

We start from a specific platform / technology landscape and work all the way up to design the best experience, leveraging the available capabilities.



## TOP-DOWN

We start from the ideal customer experience and devise the best technological approach, ensuring the execution stays true to the original vision.

Reply's unique setup of specialised, tightly-knit companies allows us to work on a variety of challenges, adopting either a top-down or a bottom-up approach, depending on our customers' needs.

## UX & JOURNEY

The top level of a multi-layer CX model is driven by **the strategic vision of the experience** and journey that the company wants to deliver to every single customer.

In the era of digital transformation, customers require ubiquitous access to services, continuous and consistent communications, and agility and effectiveness in the resolution of problems.

Reply **designs leading user experiences** and builds cohesive journeys for its clients. This design shapes subsequent activities, centered on CRM processes, technical enablers and technological platforms.

## PROCESSES

Reply's CRM competences are distributed within teams that are **focused on a specific industry**. The main verticals are telco and media; finance and insurance; energy; transportation; retail; manufacturing; security; healthcare; and logistics. For industries where there is a strong distinction between B2C and B2B markets, specific specialised teams are available.

This structure capitalises on Reply's deep knowledge of industry-specific business processes across the core CRM areas of **service, sales and marketing**.

In every Reply team, there is always at least one enterprise architect who specialises in both CRM applications and enterprise-wide architecture. This enables us to design consistent e2e solutions, exploiting other application capabilities and ensuring an optimal deployment model across premise, on cloud and hybrid architectures.

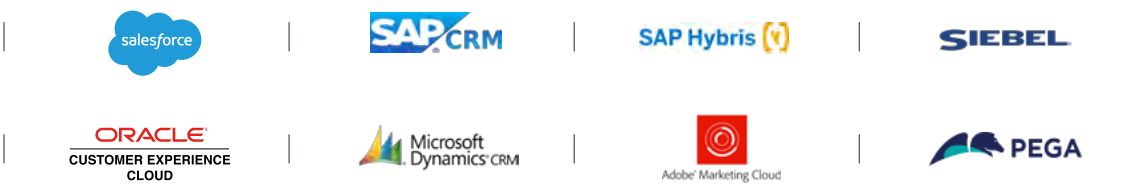


## ARCHITECTURES

Reply has managed a number of CRM adoption projects.

As a result, Reply has developed extensive skills and experience across **all of the market-leading CRM platforms**. Reply competences support customers in the continuous evolution of their CRM platform, **leading projects across their whole lifecycle**, from design to production deployment and post deployment support.

Where clients require highly customised solutions, either in response to specific business needs or because of a legacy software issue, Reply is able to provide teams skilled in a wide and complete set of languages and platforms.



## DATA

### DATA CATEGORIES

We design CRM solutions capable of collecting the widest **variety of data**:

- Digital and physical touchpoints: e.g. ecommerce.
- Videos, images and audio: e.g. in-store contextual data capture.
- IoT and mobility data: e.g. RFID, proximity sensors, mobile apps.
- Third-party data: e.g. open data, web data scraping.

### GOVERNANCE

The data layer contains rules and techniques to assure the **quality of data**:

- Accuracy
- Completeness
- Consistency
- Uniqueness

### ANALYTICS VALUE

The data layer provides access to factual-based customer behaviours, enabling enterprises to build complex data-driven products.

We evolved from a “top-down approach” using statistics to verify hypothesis to a **“bottom-up approach” with ML/AI** used to generate ideas.

Using our development practices, clients can design and implement analytics assets to realise:

- **Data-driven customer engagement:** Product recommenders, earlier churn detection & loyalty improvement, advertising optimisation.
- NBO & NBA.
- Omni-channel journey optimisation.

### PRIVACY

Reply has built flexible modules to address both the technological and legislative obstacles for enterprises around data security, and to ensure:

- Compliance to the law: e.g. GDPR, etc.
- Logical and physical access control and reliability.



## TECHNICAL ENABLERS

In a landscape where customer experiences must be consistent and omni-channel, Reply offers deep competences in core CRM technologies and in the implementation of custom solutions.

The use and integration of innovative technologies is essential using:

- **Cloud resources:** enabling both scale over data growth and the use of advance ML/AI techniques.
- **Big data technologies:** allowing the effective application of NLP and image recognition over new data: media content (video, audio, etc.), real-time data, unstructured data (documents, etc.).
- Machine learning & artificial intelligence: conversational systems; prediction and prescription; recommendation; and recognition.
- Process automation: software robotics (RPA) and data robotics (Intelligent RPA).
- Architectures for **IoT and physical touchpoints:** to effectively collect data.

Reply architects have strong expertise in creating the optimal integrations between core CRM application and satellite solutions to create innovative customer journeys.

## HUMAN ENABLERS

**Technology alone doesn't ensure change.** If those employees impacted by change aren't properly engaged, not only in the use of new technologies but also in embracing the philosophy behind them, even the most beautifully crafted experiences will fall short of customers' expectations.

Reply is increasingly involved in change management projects where employees are involved in every phase of a project, from the initial co-design of an experience based on their needs, to the piloting of a preliminary solution on a limited set of internal users, to the final roll-out.

The continuous involvement of employees throughout a project ensures not only the collection of early input and feedback, but also the alignment of growing parts of the organisation to the defined vision, reducing the cultural resistance to change.



