

HOW TO CREATE THE RIGHT HOLISTIC EXPERIENCE FOR CONSUMERS

THE CHALLENGES IN CUSTOMER EXPERIENCE TRANSFORMATION

The digital disruption that is occurring across many industries and markets represents a real challenge for most companies, but it might also become an opportunity to create new products and services and to generate new customers. Major activities in CRM or Digital Transformation often turn out to be only pieces of the puzzle.

How to build the roadmap of the future, how to create the right holistic experience for consumers? Aligning vision and strategy with the right performance indicators is key. Avoiding pitfalls of a digital journey sometimes is essential for survival.

REPLY PROVIDES EXCLUSIVE RESEARCH, EMANATING FROM A WIDE NUMBER OF CASE STUDIES WHERE AN EFFECTIVE CUSTOMER EXPERIENCE TRANSFORMATION HAS BEEN IMPLEMENTED, OUTLINING THE RIGHT APPROACHES THAT YOU CAN USE TO GENERATE VALUE, MAXIMISE CUSTOMER SATISFACTION AND DELIVER SUCCESS.



DIGITAL TRANSFORMATION

Reply is supporting its customers in managing and delivering effective digital transformation programs, aimed at bringing the enterprise into the digital ecosystem, create more value via innovative evolution of the offering, taking customer relation to the next steps, with an omnichannel approach.

Reply Digital Transformation framework merges state of the art methodological, business and technical approaches, in order to ensure effective delivery of a transformation program in a reduced time elapsed. Value creation is delivered within weeks, not years.

AGILE AND DESIGN USER-CENTRIC BREAKTHROUGH INNOVATION

Innovating at the intersection of business, technology and people enables organisations to develop radical new products, services and business models.



University of St. Gallen

Reply and the University of St. Gallen use the Design Thinking methodology to support companies that want to tackle challenges like development of new product and service prototypes, "idea-boost" from outside, establishment of new business models, changing actual structures and improvement of innovation culture.



Omnichannel Customer Engagement

Big Data Analysis

Customer Journey

Customer Insights

Virtual Reality & Enhanced Reality

360° Customer View

REPLY is made up of a network of highly specialised companies, which support leading industrial groups in defining and developing business models to optimise and integrate processes, applications and devices, using new technology and communication paradigms, such as Big Data; Cloud Computing; Digital Communication; Internet of Things; Mobile and Social Networking. Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors. Reply services include Consulting, Digital Services and System Integration. Reply's offer covers three areas of competence: Applications, Processes and Technologies.