

CLIENT EXPERIENCE

Marketing & sales or 360° customer understanding



WHAT

The power is changing hands. Customers are now more informed and talk about their experiences in the open web. Do you hear the voice of your customers? What are the communities around your products, services and brand? Inability to extract the value of the new omni-channel customers could make you lose your point of difference. Customer heterogeneity and differences represent new opportunities for market share acquisition. Current critics on your competitors should be available to you now helping being always a step ahead. Product oriented companies rely now on us to become customer centric.

Main sectors of Activity

Banking & Insurance
Consumer Goods
Public Sector
Industry
Technology, telecommunications
Health
Services

Your Challenges

Security
Big Data
Cloud Computing
Information Mobility

Our practices

IT Organisation & Service Management
Portfolio & Project Management
Architecture & Development
Enterprise Testing

