

## CLIENT EXPERIENCE

## WHAT

### Optimized Customer Experience



Nowadays, customers are highly connected and information spreads in instants. Furthermore companies are aware that customer acquisition has a greater cost than customer retention. Using the general availability of data, we can implement multi-channel systems to improve customers' experiences. The Airport domain is a perfect example. Passenger flows can be modelled and their usage of airport's premises as well. Using real-time data (flow, parking, and information systems), predictive models and direct feedback from social media we can anticipate congestions and delays. At the end, the satisfied customer will spread the information and has a higher likelihood to purchase other services.

#### 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

