

We see IT differently



Customer Experience

From quality services
to remarkable experiences



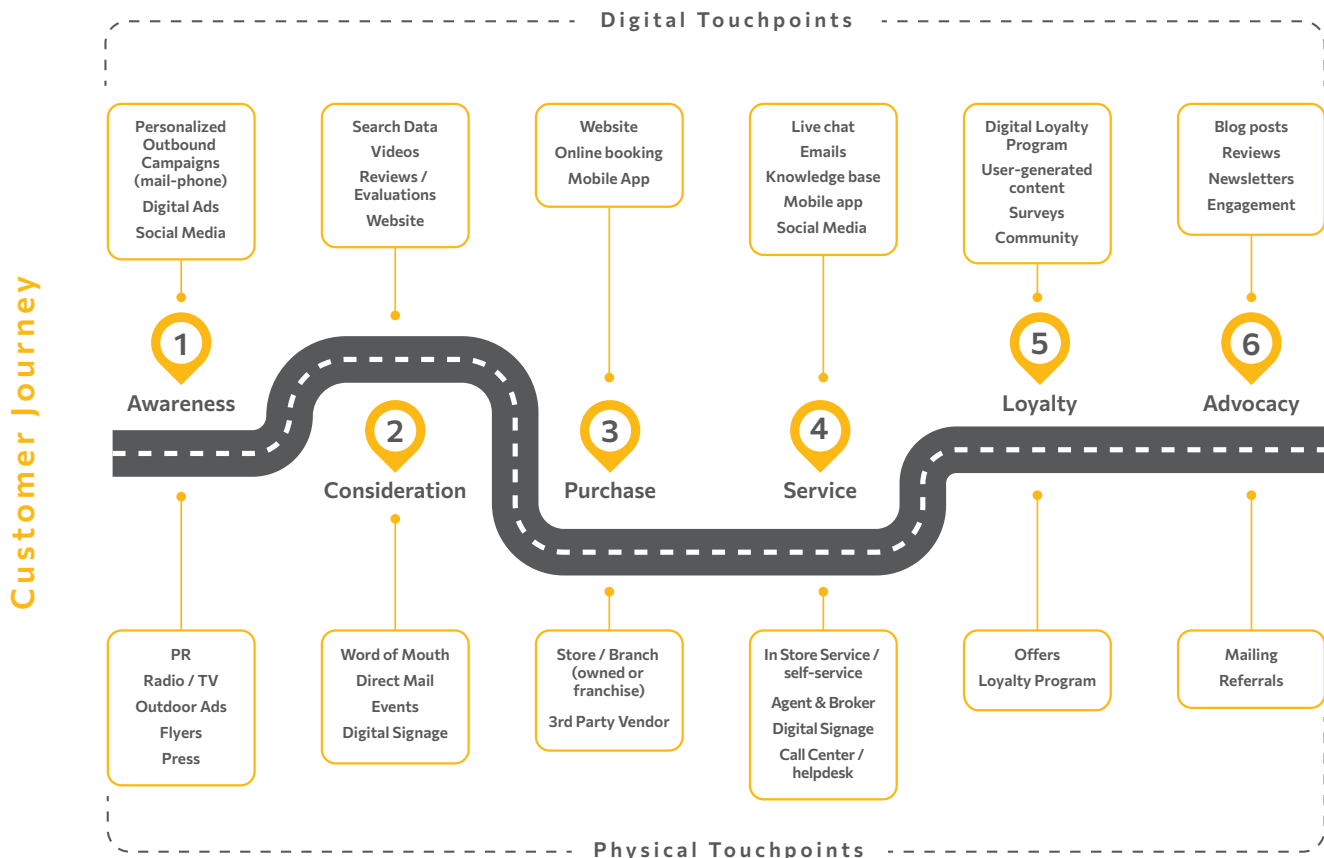
Customer Experience

Customer Experience (CX) is the overall perception customers have about a brand, resulting from the interactions with the brand's products or services. A remarkable Customer Experience is critical to the sustained growth of any business and therefore requires continuous effort and extensive ability to change.

Remarkable Customer Experience goes beyond just offering quality products & services. Innovative tools and modern practices are essential components that will improve Customer Experience and, consequently, promote loyalty, help retain customers, encourage brand advocacy, and increase return on investment.

At Uni Systems, we take advantage of state-of-the-art technologies to help customers move through their journey and enhance their experience. Our priority is to build data-driven CX strategies by leveraging customer data. Collecting and analyzing these data, helps us discover valuable insights, aiming at a better understanding of customer needs, viewpoints and experiences through all types of touchpoints (digital or physical). Our goal is to create your next-generation CX vision and strategy through a gradual and smooth process.

► We are supporting our customers' end-to-end CX vision through an integrated offering that ensures remarkable customer experiences.





Real-time marketing

Dispersed information can be unified with real-time marketing tools, segmentation and best attribution practices. In today's competitive market, consumers receive pressure through a wide range of marketing and sales channels making them more demanding and impatient than ever and having increasingly high expectations as they conduct extensive research prior to making any purchase decisions. These tools contribute to gathering information, utilized to provide customers with a seamless, high-quality experience, increase customer satisfaction and loyalty towards the brand.



Customer Journey Management

Customer Journey Management separates Leaders from the pack.

For a customer-centric strategy, organizations should identify the most critical customer journey paths to deliver unforgettable experiences. Customer Journey Management is a cycle of continuous interconnected activities monitored in real time. The main purpose is to keep customers engaged, through customer journey measurement and by identifying those interactions that have the highest effect on customers' feelings and perceptions, having a direct impact on financial performance.



Customer Relationship Management

CRM Systems exist for over two decades, serving as the first attempt towards a customer-centric organization. Customer Relationship Management (CRM) solutions are now shifting their focus towards Customer Experience. Retaining an unprecedented value of historical customer insights, CRM systems are vital for the continuous monitoring of our customers' wishes, feelings and behaviors. Typically combined with Sales Force Automation, the initial ring of the engagement chain, CRM serves as the single point of customer truth. In our perception, CRM systems are vital in the CX value chain and must be optimized, integrated and serve as the master customer information data-store.



Customer Interaction Digital Hub

Interacting across multiple channels (mobile apps, websites, social media, chat, email, and physical locations) as a single, coherent conversation is not a trend anymore but a necessity. An Omnichannel business strategy transforms customer engagement and enables customer insight capture & personalization from various isolated datasets. Artificial Intelligence augments agent-based service and raise the customer experience to a higher level. Self-service just-in-time integration with open-ended dialogue and Natural Language Understanding encourages continuous communication and just-in-time engagement.



Voice of the Customer (VoC)

Understanding real customer needs, the way they perceive your offerings and their experience, is vital for your company's growth, profitability and sustainability. By listening to your customers and acting on their feedback, you can improve customer loyalty and trust, increase sales, reduce operational costs and empower your workforce. Collecting direct or indirect feedback and deriving insight, allows you to align silos across the business, drive operational excellence and act at scale and in real time. Voice of the Customer systems combined with Machine Learning and AI are irreplaceable towards a customer-centric business.



In-Store Digital Technology

The physical store of tomorrow is all about branding, engagement and emotions. Digitalization, personalization and exciting in-store technology redefines and upgrades the shopping experience to the highest level. Digital in-shop content should bridge the gap between the online and the in-store journey to create a consistent omnichannel experience. Personalized content and entertainment activities or "retainment" will bring attention to the uniqueness and the vision of the brand. Digital Signage, Electronic Price Tags, Digital Queue Solutions, Mobile Customer Onboarding, Gamification and Smart Services (RFID, IoT sensors, People Count, Audience measurement, Location Services) will digitally enable the retailer, or venue operator, to attract, engage and entertain in-store visitors.



Integrated Data Driven Customer Experience

Customer information is the modern business' fuel. Through advanced data analytics, across all customer centric systems, organizations gain valuable insights, reveal hidden patterns and get a deep understanding of their customers' needs. Customer data, along with advanced data analytics and state-of-the-art technologies, constitute organizations' most valuable asset to create data-driven personalized experiences for their customers.

Why Uni Systems

Have you defined your key Customer Experience metrics?

Only by measuring progress you can really determine what is working and what needs to be altered. We can help you define, adjust, and improve your measurement framework so that you can identify improvement areas and prioritize customer-centric focus areas.

At Uni Systems, we believe in the power of data analytics and end-to-end integration.

We leverage commercially applied, state-of-the-art technologies, together with our integration power, to enable a consistent and thorough CX view, encompassing all interactions, either digital or physical. Together, we assess the impact of each distinct step to secure Return on Experience while we continuously support companies towards adjusting and reforming their CX investment strategy.

Our spiral improvement practice includes:

- ▶ CX maturity evaluation
- ▶ CX metrics adoption to enable data-driven decision making
- ▶ Continuous CX metrics' monitoring
- ▶ Customer journey management
- ▶ Consulting through a CX improvement blueprint
- ▶ Iterative improvements' implementation, distinguishing quick wins
- ▶ Impact measurement, strategy adjustment and reshaping
- ▶ Artificial Intelligence & Machine Learning technology to improve and predict customer behavior

▶ *Redefine your brand through a Customer Experience perspective.
Set your customers at the spotlight.*



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