Customer Journey
the
Digital Transformation

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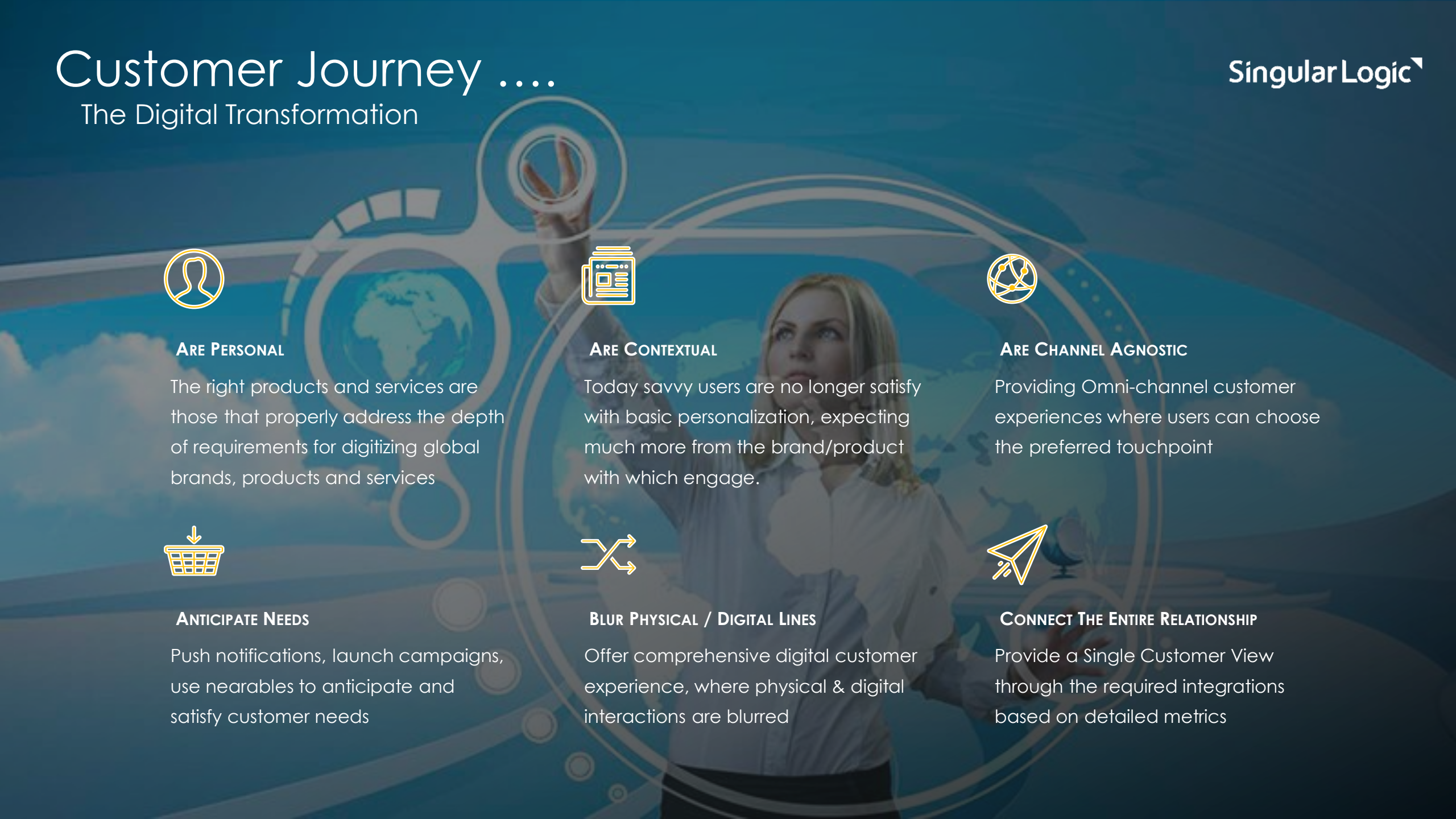
Nicosia, 29/11

Customer Journey ....

The Digital Transformation

Singular Logic



Are Personal

The right products and services are those that properly address the depth of requirements for digitizing global brands, products and services

Are Contextual

Today savvy users are no longer satisfy with basic personalization, expecting much more from the brand/product with which engage.

Are Channel Agnostic

Providing Omni-channel customer experiences where users can choose the preferred touchpoint

Anticipate Needs

Push notifications, launch campaigns, use nearables to anticipate and satisfy customer needs

Blur Physical / Digital Lines

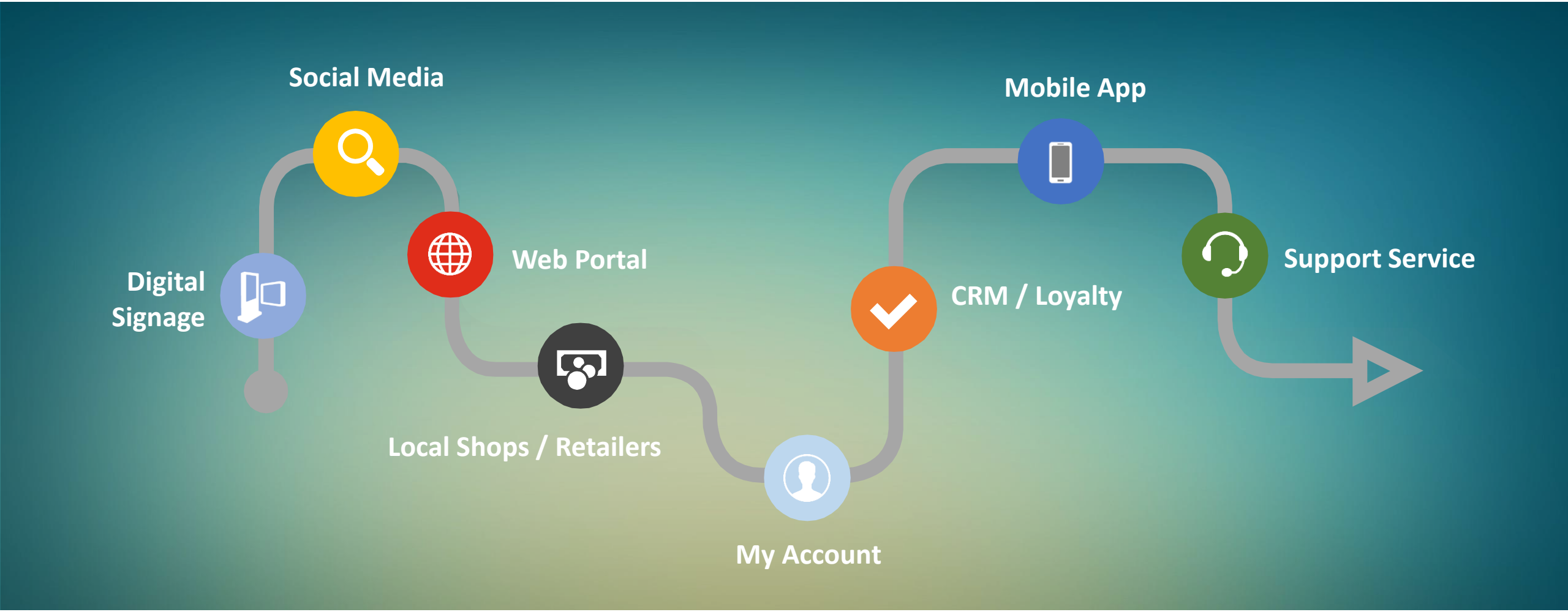
Offer comprehensive digital customer experience, where physical & digital interactions are blurred

Connect The Entire Relationship

Provide a Single Customer View through the required integrations based on detailed metrics

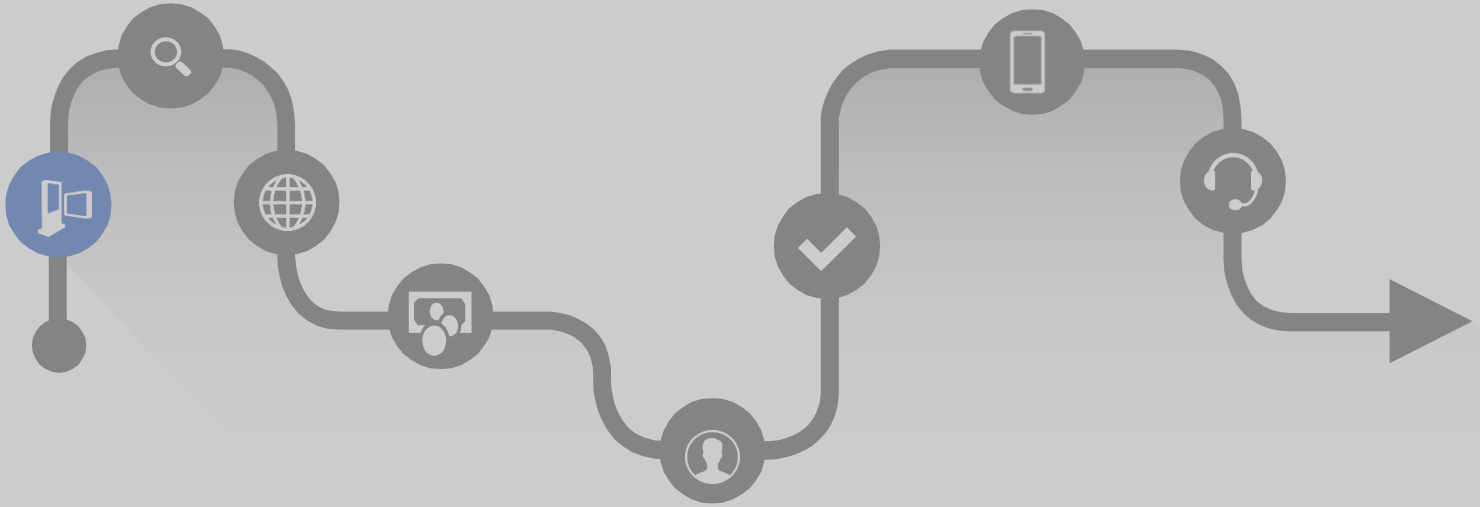
Customer Journey ....

The Digital Transformation



Starting the journey….

Singular Logic



- Disrupting Attention
- Digital Content
- Pop-Ups
- Augmented Reality
- App Banners

Searching ....

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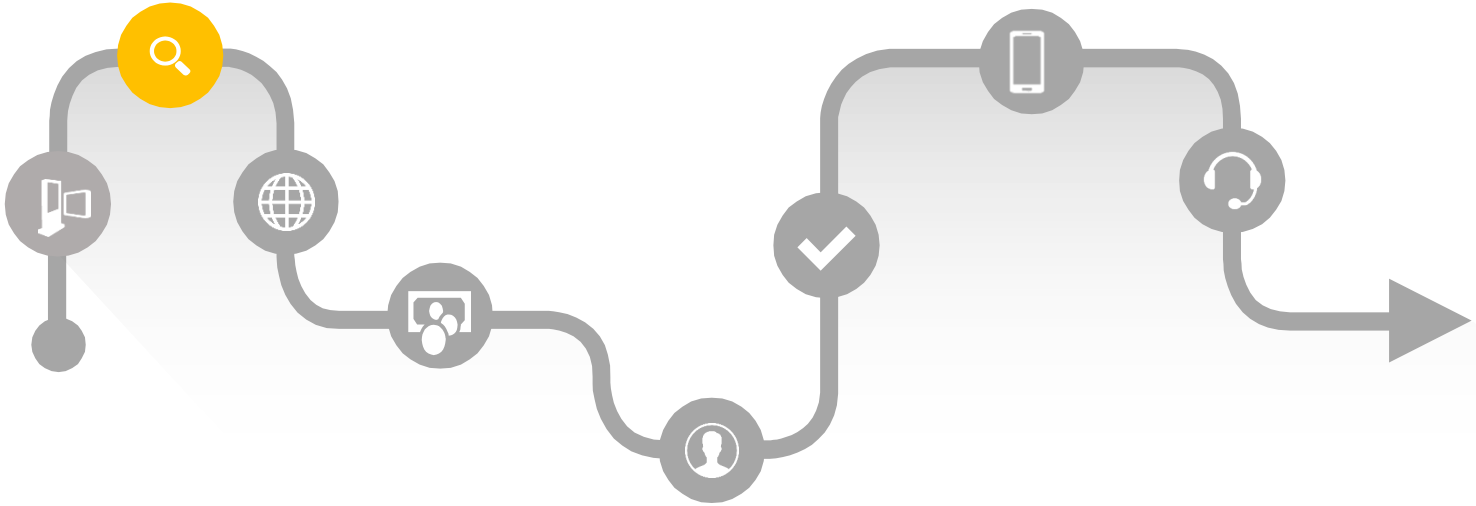

Investigating ....

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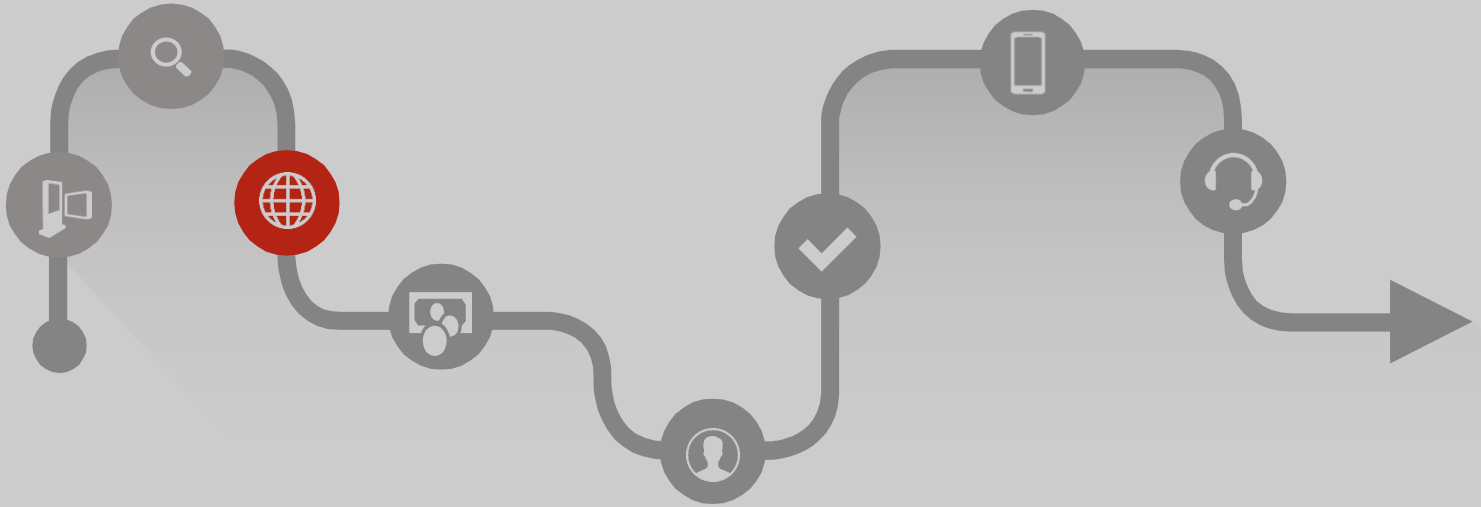
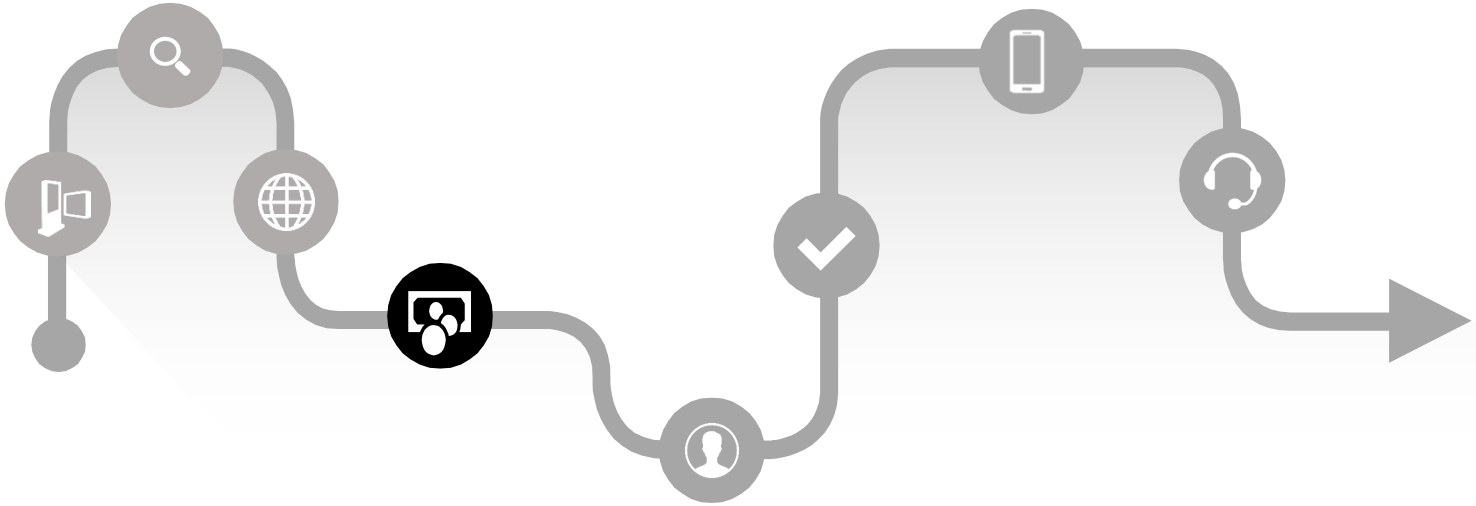
Web Portal



- Content Injection
- Next Best Offer
- Omni-Channel
- Captive
- Thematic
  (Directory Assistance)

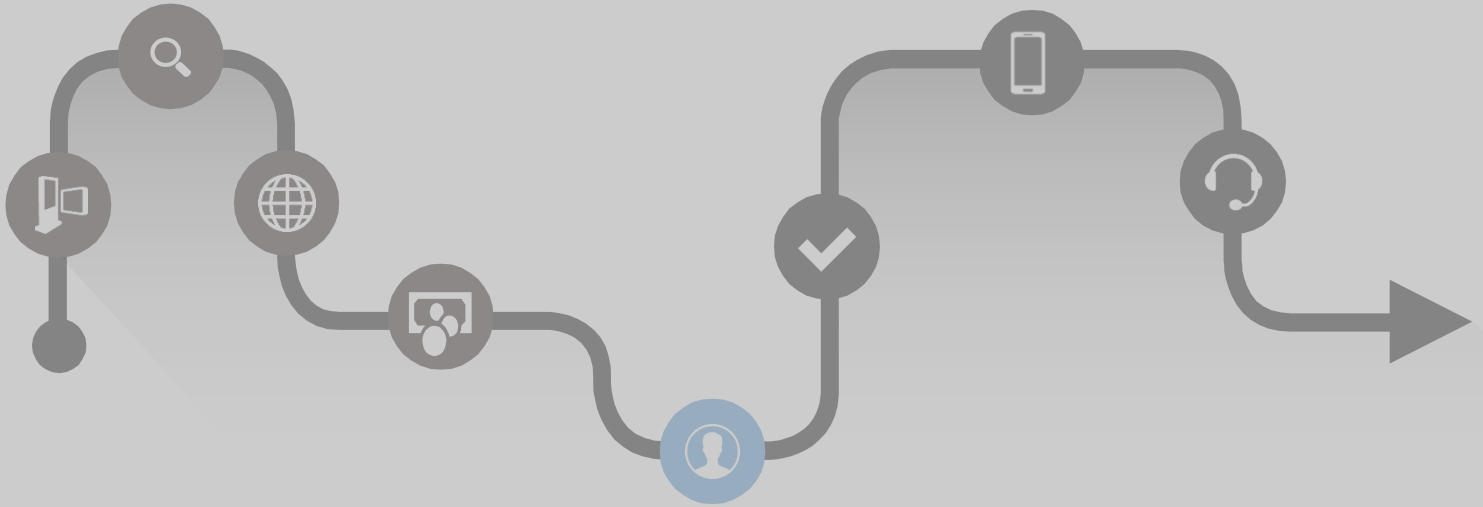
Visiting….

Local Shops
Retailers



- Digital Signage
- Video Analytics
- Augmented Reality
- Beacons
- Digital Signature
- POS Loyalty
- RT Promotions

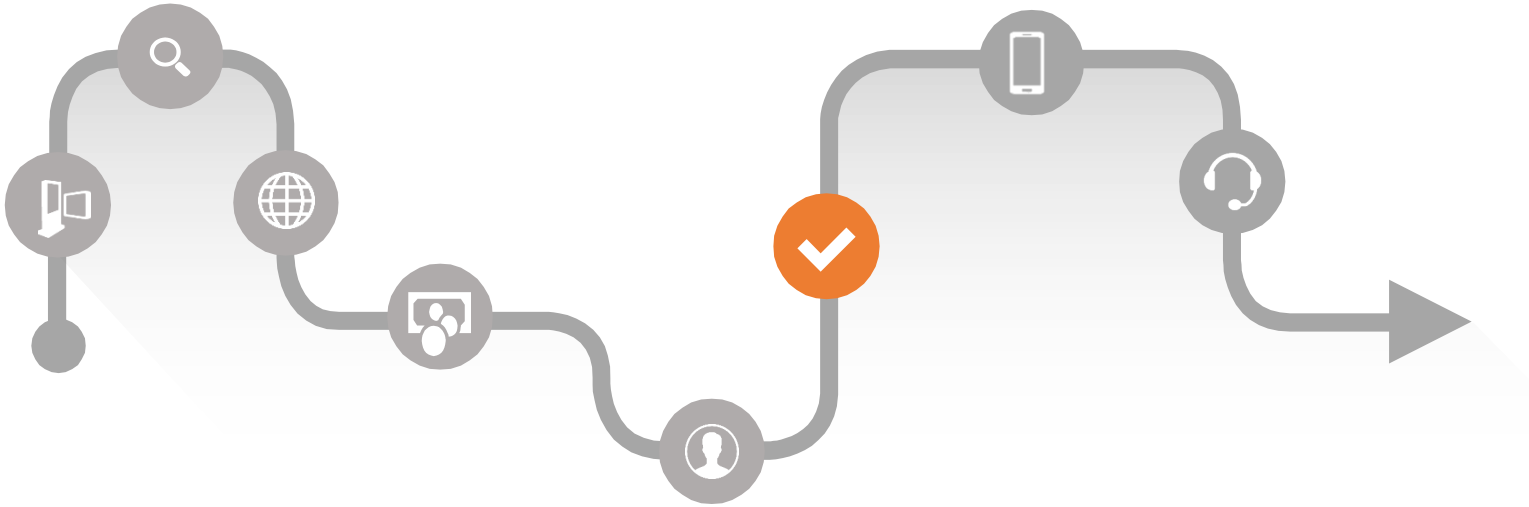
Enabling…



- Customer Experience
- Behavior Analytics
- Personalized Services
- myEbill
- SelfCare
- Cross/Up Sell offers

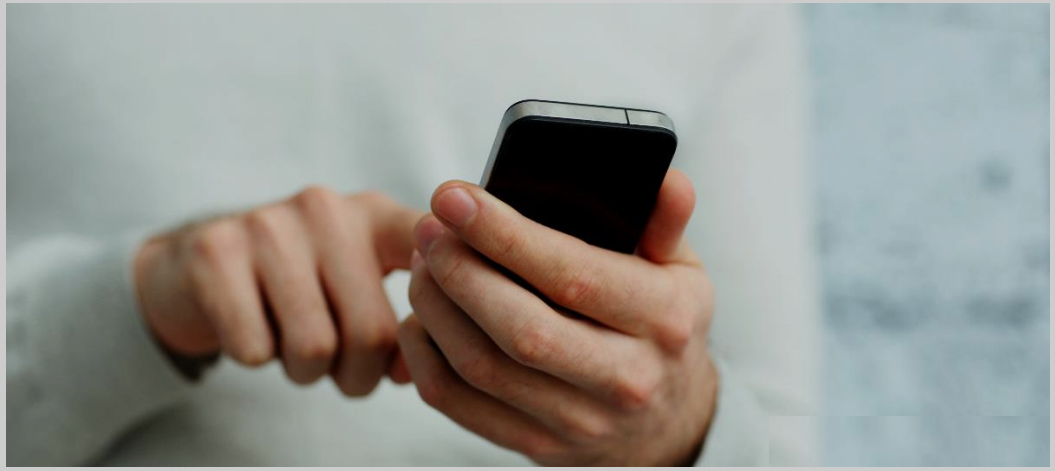
Being Loyal….

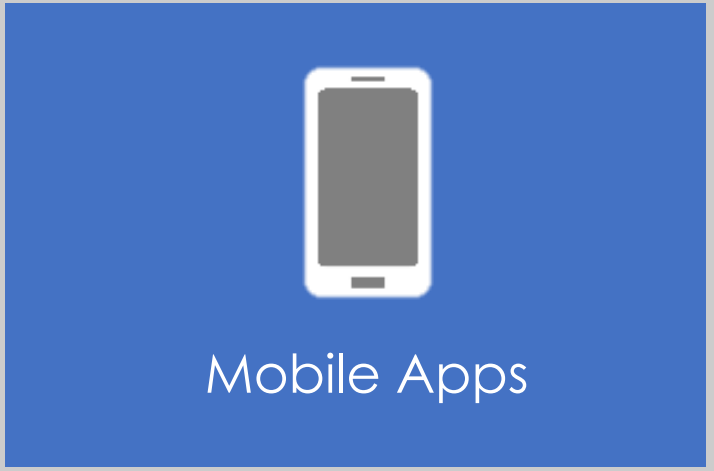
CRM / Loyalty

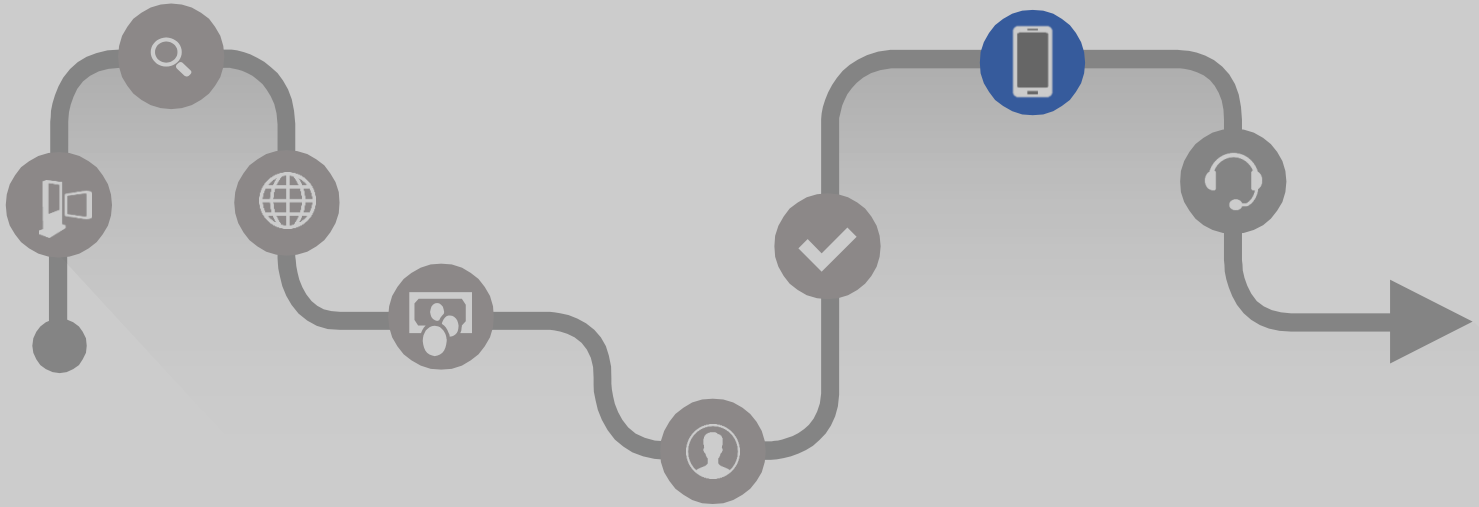


- Personalized Promotions
- Rewards Programs
- Coupons/Vouchers
- Discounts
- Loyalty Levels (VIP)

Engaging….Promoting



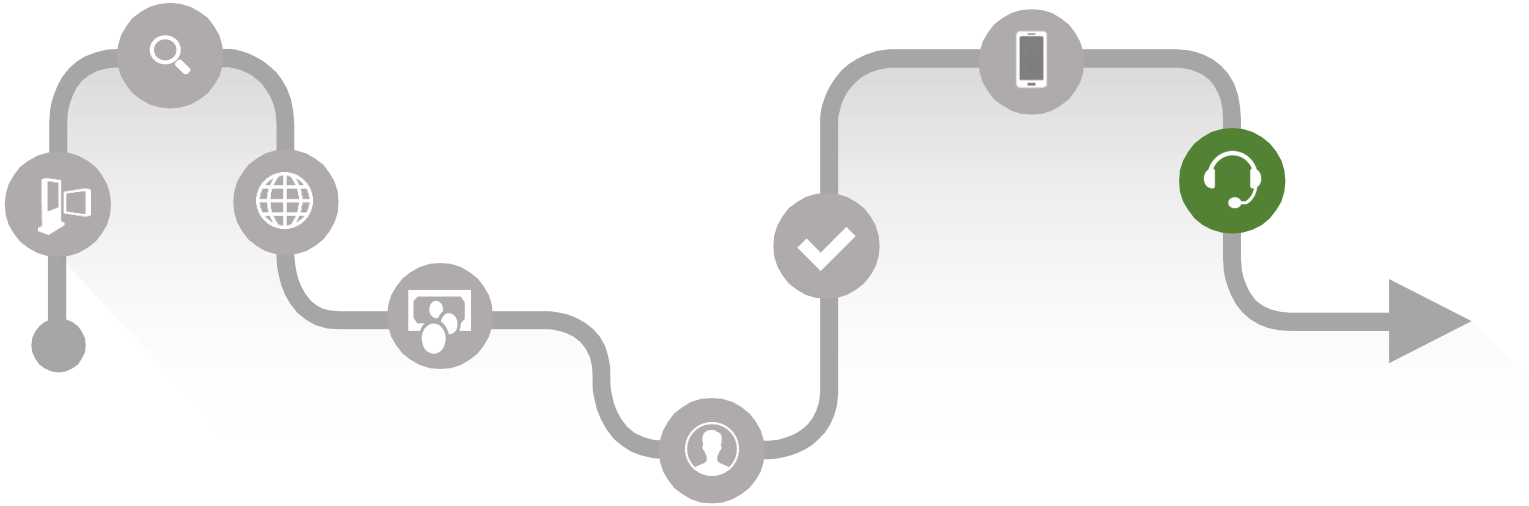




- Self Care App
- Promotional App

Enjoy Quality of Service…

Support Services



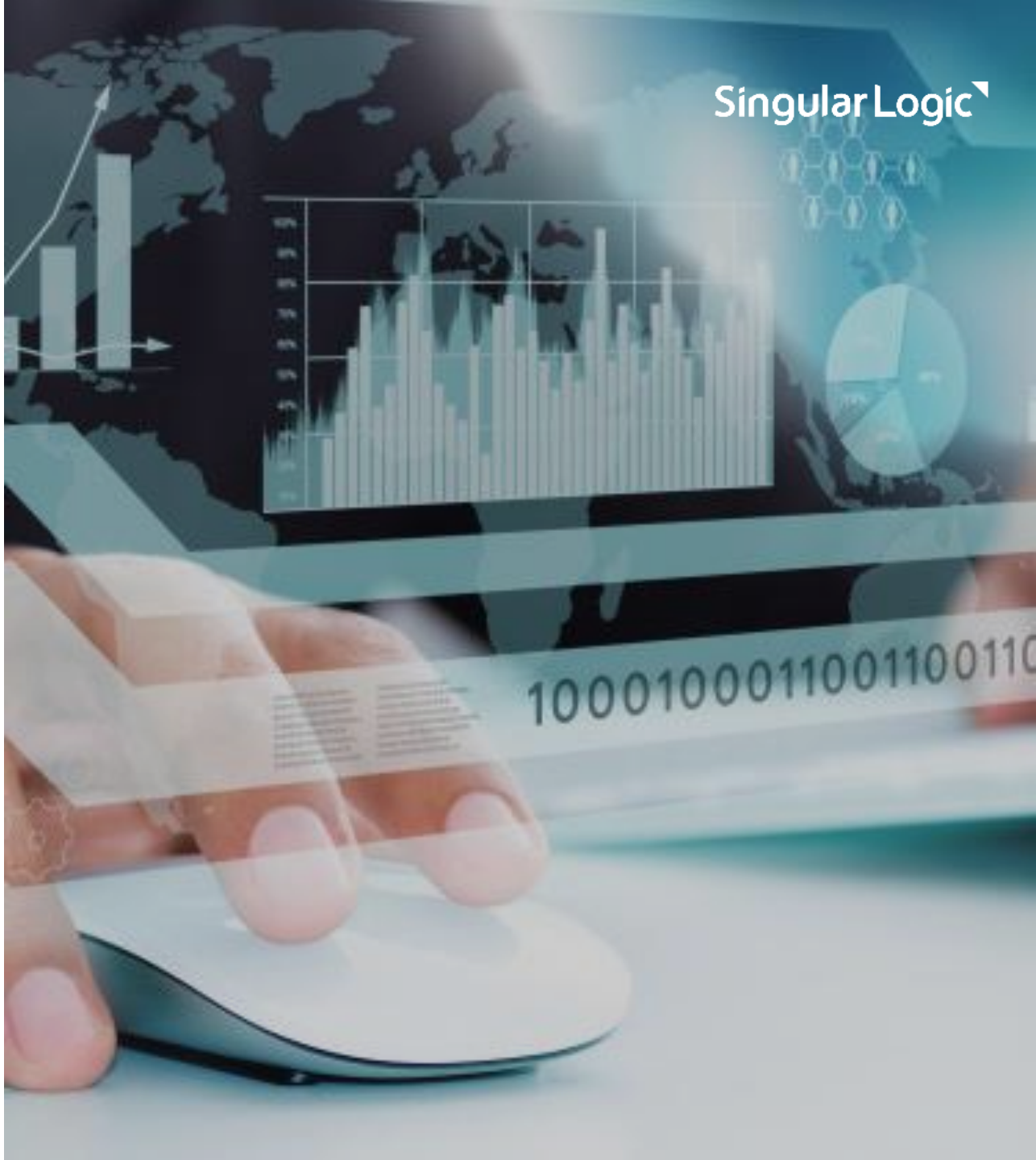
- Call Center
- Chat
- IVR
- Voice Services
- Personal Assistant

Summarizing

Singular Logic

SingularLogic at a glance

- No1 Greek Vendor of software
- Leader in SMEs market
- Powerful Partners' Network
- Extended Solutions Portfolio for Enterprise Market
- Large Scale Integration Projects including Telecommunication Industry
- Sensitive and Confidential Projects such as Greek Elections, TV License Auction
- Strong Technical Company Profile (> 70% Technical Experts)
- Local presence via subsidiaries in Cyprus, Bulgaria, Romania and penetration in Middle East and South Africa



THANK YOU

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