

# CUSTOMER ENGAGEMENT IN FASHION

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# COMPANY OVERVIEW



# CLUSTER REPLY

## AREAS OF EXPERTISE

### Modern Digital Workplace & Cloud

- Azure - Cloud Computing & Infrastructure
- Modern Digital Workplace
- Experience Management & Commerce



### Business Application (CRM + PA + WFM)

- Customer Service Solutions
- Contextual Customer Experience
- Sales Solutions
- Marketing Solutions
- Healthcare Solutions (PRM)
- Work Force Mngmt
- Field Service Mngmt
- IoT Predictive maint.
- Social Engagement



### Business Application (ERP + PA)

- Finance, Operations & HealthCare
- Retail, Manufacturing and Construction deep Market expertise
- Integration Solutions
- Mobility and Cloud
- Business Process Analysis
- Application Mngmt



### Enterprise Mobility and IoT

- Mobility solutions
- Devices & Deployment
- Cloud Enterprise Mobile Services
- Internet of Things



### Data & AI

- Business Intelligence (PowerBI, Qlik)
- Sentiment Analysis
- What-If and Forecast Analysis
- Machine Learning
- Big Data & AI
- SQL Azure
- Azure Service Bus
- Alerting and Analysis



# CLUSTER DYNAMICS

## INDUSTRIES

MANUFACTURING  
AUTOMOTIVE

FINANCE &  
INSURANCE

RETAIL  
CONSUMER GOODS

UTILITY  
CONSTRUCTION

HEALTHCARE



Competence, Methodology  
& Experience

International projects  
& global presence

Vertical solutions  
& integration

Leveraging on Reply  
Network



Opzione A.5



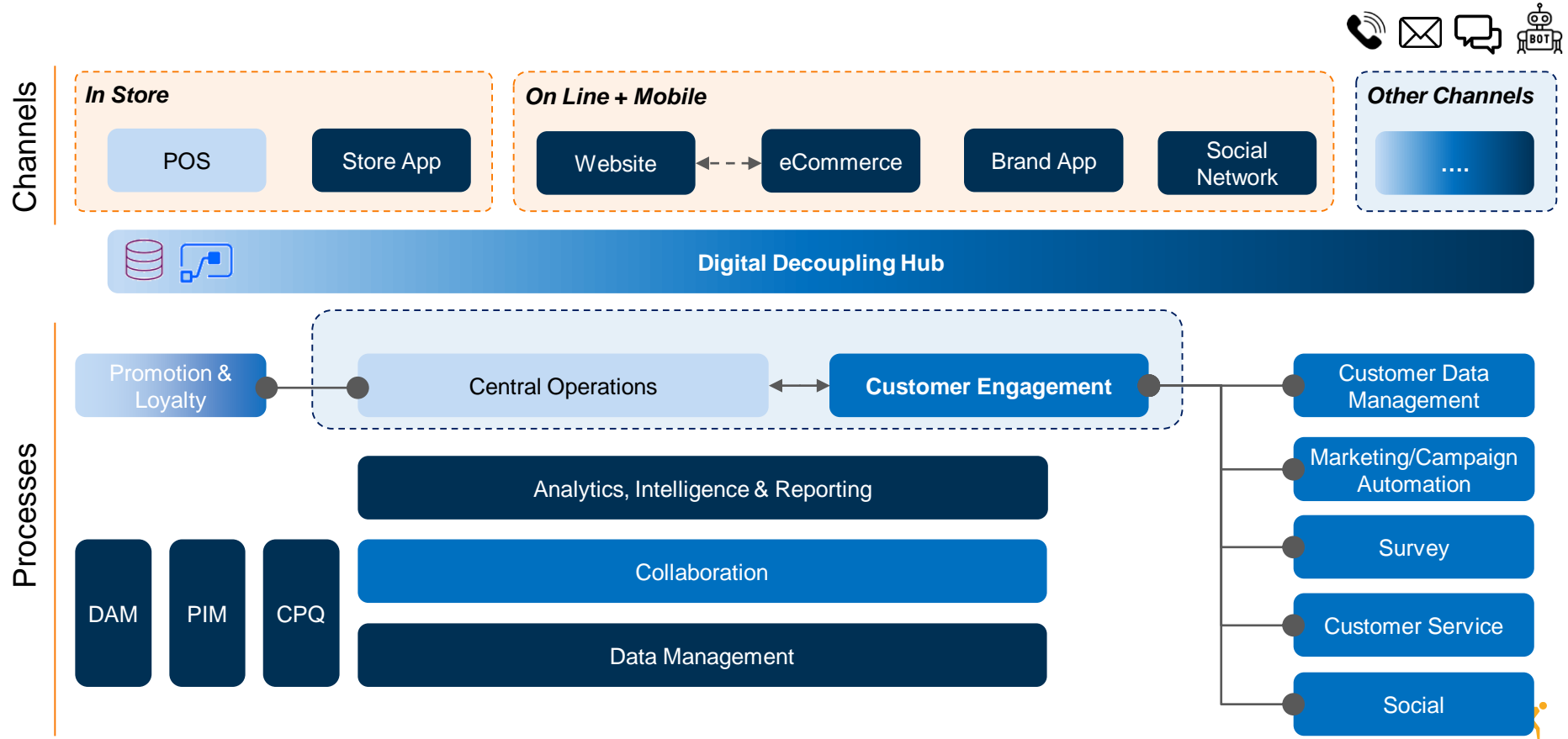
# Winner Microsoft Partner of the Year

Italy

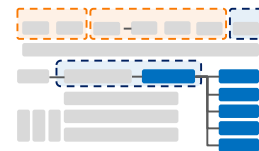
# **BUSINESS FRAMEWORK**



# BUSINESS FRAMEWORK



# PROCESS OVERVIEW (1/2)



## CUSTOMER ENGAGEMENT

### CUSTOMER DATA MANAGEMENT

### CAMPAIGN AUTOMATION

### SURVEY MANAGEMENT

### CUSTOMER SERVICE

### SOCIAL

#### PROCESSES

- Central Customer DB
- GPPR Privacy and Consent Management
- Customer KPI's and tags for segmentation
- Relationship with Sales Assistants
- Registration and Interaction history

- Campaign journey definition
- Targeted marketing list
- Content management
- Multichannel communication
- Measure responses
- 121 Communication

- Send Survey request
- Track feedback
- Backoffice notification process on results
- Take actions on results

- General Request management
- Returns management
- Booking In-Store Services
- Seamless Omnichannel support

- Channel monitoring and management
- Sentiment Analysis
- Market Listening and Insight
- Content approval process
- Publishing schedule

#### TECHNOLOGY

- Dynamics 365 Customer Engagement
- MS Azure

- Dynamics 365 Marketing
- Adobe Campaign

- Dynamics 365 Customer Engagement
- MS Forms Pro
- MS Power Automate

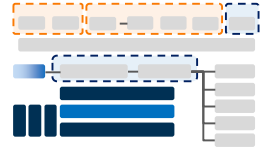
- Dynamics 365 Customer Engagement
- Dynamics 365 Omnichannel

- Social Media Management Platforms





# PROCESS OVERVIEW (2/2)



## BUSINESS SUPPORT

### ANALYTICS INTELLIGENCE REPORTING

### COLLABORATION

### DATA MANAGEMENT

### PROMOTION & LOYALTY

### DAM – PIM - CPQ

#### PROCESSES

- *Advanced Analytics*
- *Segmentation*
- *AI and ML*
- *Management Reporting*

- *Information sharing*
- *Proactive Collaboration*
- *Interaction history tracking*
- *Automated engagement*

- *Big Data solutions and Infrastructure*
- *Data Normalization*
- *Data Enrichment*
- *Data security and compliance*

- *Loyalty Program*
- *Membership management*
- *Promotions & Communications*
- *Gift Cards*

- *Digital Asset Management Platform*
- *Product Information Management Platform*
- *Configure Price Quote Platform*

#### TECHNOLOGY

- *D365 Customer Insight*
- *MS Azure*
- *MS Power BI*

- *MS Teams*
- *MS Power Platform*
- *MS V.Agent (chatbot)*

- *D365 Customer Insight*
- *MS Azure*
- *Third Party Services*

- *D365 F&O*
- *D365 Customer Engagement*

- *Third Party Solutions*

Digital Decoupling Hub



# **CUSTOMER SUCCESS STORY**



# PRADA OMNICHANNEL CUSTOMER SERVICE

## CUSTOMER SERVICE

**INDUSTRY:** RETAIL – LUXURY & FASHION

“ *Prada is one of Italian leading luxury fashion house, specializing in leather handbags, travel accessories, shoes, ready-to-wear, perfumes and other fashion accessories.*

*With more than 600 Direct Operated Stores and 12K employees spread across more than 70 countries, Prada is strengthening its global presence with focus on Asia and Far East. In the recent years Prada decided to improve their Customer Service with both the existing CRM solution and brand-new OL application to cover several new digital channels.*

”

## CHALLENGES:

- Adoption of new CRM strategy and infrastructure with the co-existence of 2 CRM applications
- Integration with other Operational systems and eCommerce
- Coverage of new digital communication channels (Chat, Social)
- Keep Customer Data consistent across Customer Service Processes

## SOLUTION:

- Dynamics 365 CRM On Line + USD interface
- Integration with Website, eCommerce, CTI and Chat service (Genesys Pure Cloud) leveraging the USD capabilities
- Data cleansing and deduplication procedures
- Request lifecycle management

**TECHNOLOGIES:** MICROSOFT DYNAMICS 365 CUSTOMER ENGAGEMENT



**INDUSTRY:** RETAIL – LUXURY & FASHION



*Ermenegildo Zegna is one of the leading companies for menswear in Luxury and Fashion industry. Today the Ermenegildo Zegna Group has more than 7,000 employees worldwide and a total of 525 stores with Zegna fabrics being one of Italy's most acclaimed exports. The Group relies on common practices and processes shared across the entire network to drive social identity internally and Zegna principles externally towards Customers*



## CHALLENGES:

- Request management with focus on personalization of the Service
- Purchases history and interactions with Zegna in the last 6 months available for quick reference
- Real time connection with Stores for Boutique Services
- Multi-touchpoint for an Omni-channel Customer service
- Agenda and communication planner

## SOLUTION:

- Fully Integrated with the Retail system in Store, Website and eCommerce
- 360° Customer View for a “premium” service
- Reservation of Boutique Services
- 1-2-1 personalized communication platform
- KPI's and Reporting

**TECHNOLOGIES:** MICROSOFT DYNAMICS CRM 2016 OP



# SALES AUTOMATION & MOBILE

## CRM SALES

### INDUSTRY: RETAIL

“ Alès Groupe manufactures and markets worldwide cosmetics, hair care and hair coloring products and scents of different brands including Lierac and Phyto

Thanks to a integrated network of sales that consists of agents present all over the territory, markets its products through large-scale retail trade, Pharmacies, Parapharmacies, etc..

Italy: 42 agents and 4 Sales Manager Areas

”

### CHALLENGES:

- The central application ensures easy configuration of commercial and promotional periods.
- Increased efficiency of interaction between Agents and Alès Groupe (no e-mail)
- App works in On-line and Off-line mode, storing inside the device all information captured since next synchronize action
- Increased efficiency of order entry and process of return goods. Monitoring and reporting about Agents activities, sales and accounting documents data

### SOLUTION:

- Integrated with company management system for customer and sales data
- Standardization and Optimization processes and data
- Client App developed on Windows 8 Platform and integrated with MS Dynamics CRM
- On-line and Off-line synchronization mode

**TECHNOLOGIES:** MICROSOFT DYNAMICS CRM 2011 + CUSTOM WEB APP ON WIDOWS 8



# MULTICHANNEL CUSTOMER CARE

## CUSTOMER SERVICE

**INDUSTRY:** CONSUMER GOODS

“ *Epson has always been ahead of its time. Quite literally. Founded in 1942 as a small watchmaking factory – Daiwa Kogyo Ltd. (later Seiko) – the company went on to become the official timekeeper for the 1964 Tokyo Olympics, recording and printing athletes' results.*  
*In 1990, Epson Europe BV was established in Amsterdam, and became the European headquarters of Japan-based Seiko Epson Corporation. Today, we're proud to operate in 94 countries worldwide, delivering products built on our signature piezoelectric technology, while innovating to enhance the lives of every Epson customer* ”

## CHALLENGES:

- Create a new CRM system to manage the EMAR multichannel Customer Care (B2C and B2B)
- Create Lead and Opportunity (Extended Warranty, Spare Parts Order, etc.) also from Customer Care
- Channel: Phone, WebSite request (from Corporate Web site), Chat
- Manage Request and Escalation to internal right team
- Engage Field Service Team to solve the issue.

## SOLUTION:

- Dynamics 365 CRM On Premise
- Fully Integrated with SAP, Portals, CTI and Chat service
- Manage all lifecycle of request (complaint, issue, support, customer care)
- Automatic Escalation based on product type
- Automatic engagement on field support using SAP Services
- Open Platform to gain KPI and future service extensions

**TECHNOLOGIES:** MICROSOFT DYNAMICS 365 CUSTOMER ENGAGEMENT

