



Mobile Application Innovation

Re-imagining the customer journey

November 2022



Digital & App Innovation | Data & AI | Modern Work | Infrastructure | Security

Reply Group

A multinational group, providing consultancy services and cutting-edge technology solutions

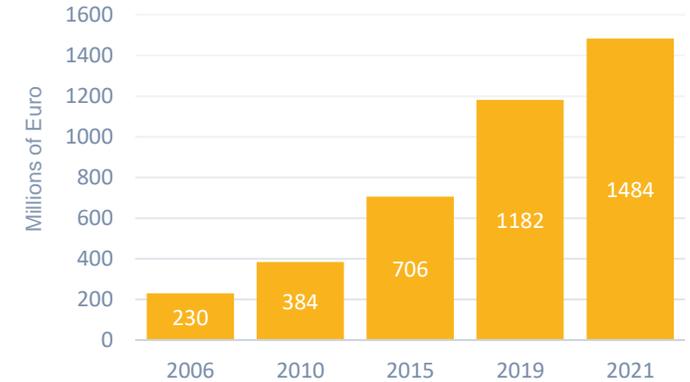
Overview

Reply is a multinational group, providing consultancy services and cutting-edge technology solutions. With core expertise in cloud computing, big data, automation, IoT, and digital media and through its network of specialist companies, Reply supports some of Europe's leading enterprises in the telco, media, financial services, manufacturing, retail, energy, government and defence sectors.

Footprint



Financial Position



From 1997 (year established), Reply has achieved strong financial results, with constant and significant growth.

Clients



DAIMLER



ASTON MARTIN



LLOYDS BANK

ebay motors .co.uk



Sainsbury's



Deutsche Bank



Schroders



UNIVERSITY OF CAMBRIDGE

Our Approach

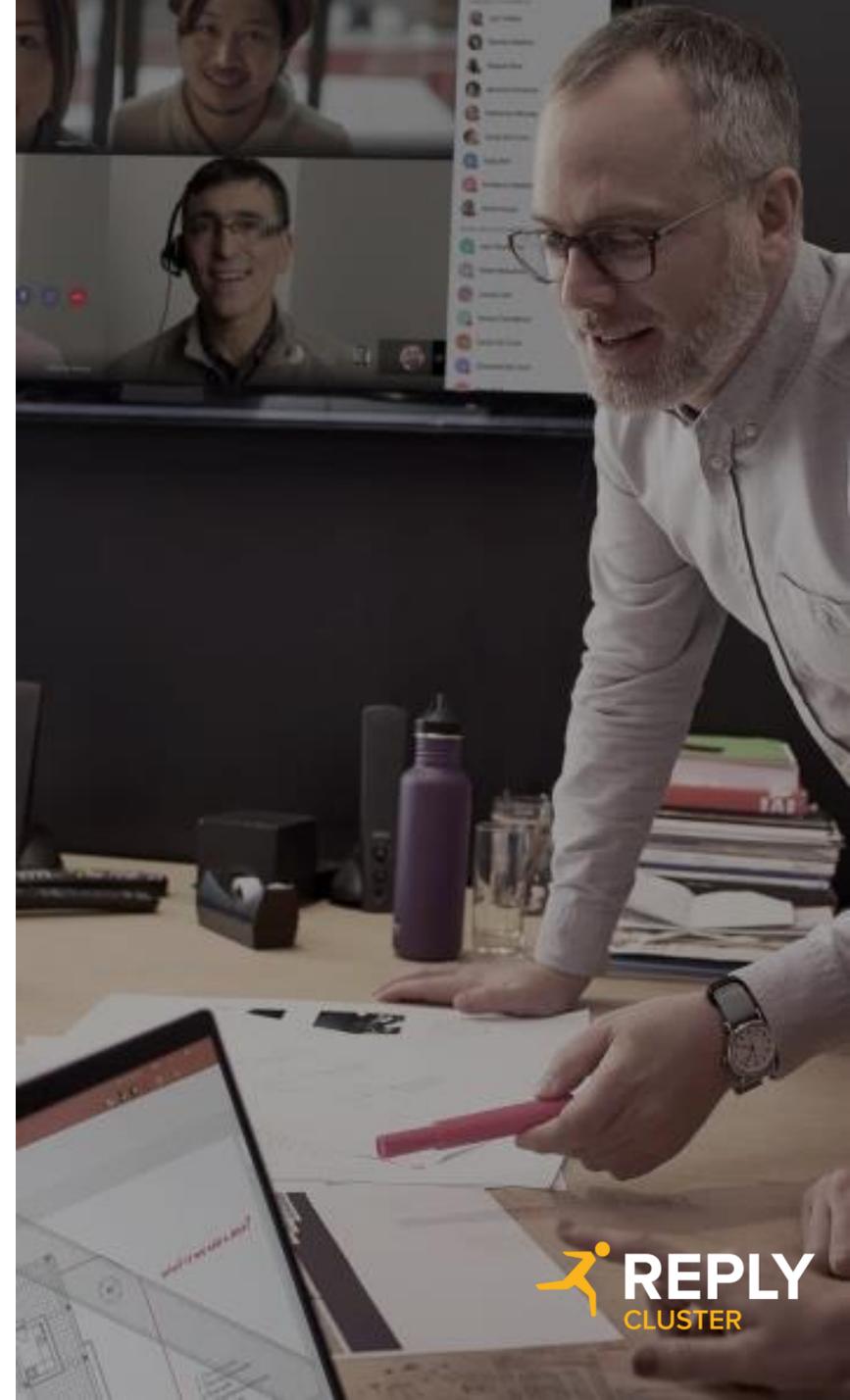
Client centricity is at the heart of everything we do

Our Operating Principles

- **Partnership with clients** - We partner with our clients to understand their business, their needs and pain points. We then help them exploit cutting edge technology to build enduring capabilities.
- **Continuous improvement** - We continuously strive to improve our services, the way our solutions are designed and delivered, and the efficiencies of our operations.
- **Innovation** - The industries we serve are rapidly changing. We allocate sufficient resources to develop services, methodologies and solutions that address modern needs and offer value.

Our Delivery Model

- We have an outcome-based philosophy and use both agile and waterfall methodologies to drive change and deliver value
- We facilitate knowledge transfer throughout the delivery process, to ensure sustainable results
- We follow industry standard frameworks for architecture development, programme/project management, IT services lifecycle management and IT governance.



Digital Transformation in the Healthcare sector

Mobile Apps have been the catalyst for digital transformation in many industries. The Healthcare sector is a prime example

Healthcare Sector Context

- limited funding / Increased costs
- Increased winter pressures (COVID, Ukraine)
- Heightened patient expectations (based on digital B2C experiences in other sectors)
- Rise of digitization (a wealth of data and services available online)

A mobile App for Healthcare

- A platform to enable the transition from Brick & Mortar to Digital
- A **modern approach to the healthcare experience model** - empowering patients to take control of their healthcare by accessing information, utilising **self service applications**, receiving live support, right from the palm of their hand. An integrated, frictionless healthcare experience.
- Provides more ease, convenience and accessibility, throughout the entire patient journey
- Meets customers' expectations, builds engagement, and delivers compelling experiences
- Reduce operational cost by reducing Contact centres and other brick and mortar based service costs

NHS 24 Mobile App

An innovative application designed and build by Cluster Reply working closely the with the NHS 24 team of experts

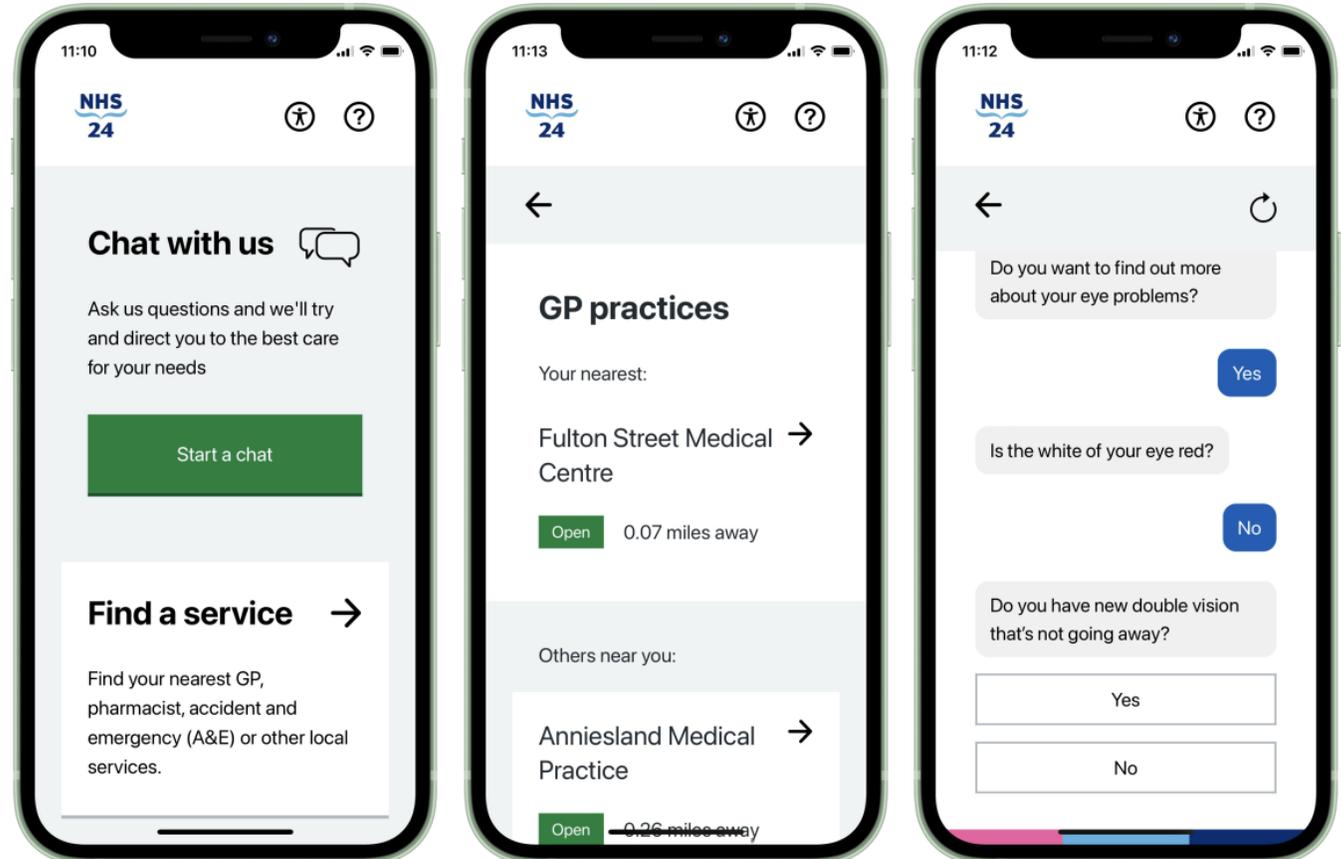


Overview

Cluster Reply delivered a Mobile App, offering the citizens of Scotland access to key services, including a chatbot that provides quality assured health advise. A number of additional features/innovations are being planned for the following release of the product. The solution has been referenced as part of the 'Winter Planning' statement in the Scottish Parliament in October 2022

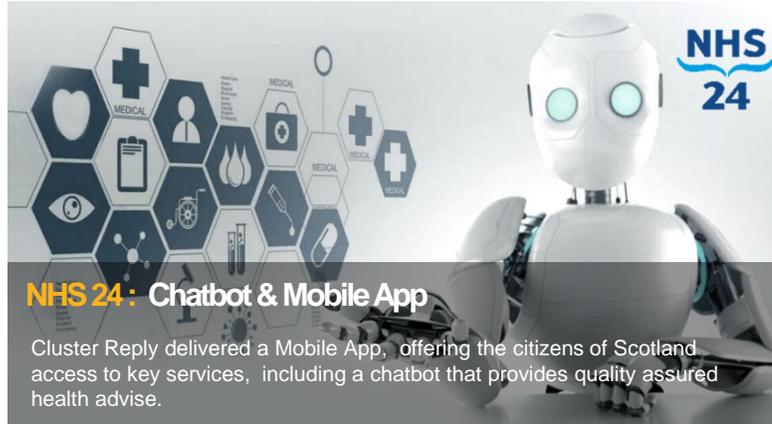
Key features

- Conversational health diagnostics and signposting (chatbot)
- Find closest location of care (e.g. pharmacy, GP practice)
- Stay safe and informed in real-time (push notifications)
- In-app notifications
- Reporting & Analytics
- Hand over to live assistant (live chat)
- Authentication and personalisation
- Voice chatbot
- Digital Assistant integration (Alexa)
- Accessibility improvements



Application Innovation Success Stories

Delivering value to our clients



NHS 24: Chatbot & Mobile App

Cluster Reply delivered a Mobile App, offering the citizens of Scotland access to key services, including a chatbot that provides quality assured health advice.



Gatwick Airport: Greater control of passengers' travel itinerary

Leveraging Azure, Cluster Reply delivered a mechanism for Gatwick Airport to securely share flight data with partners without compromising security whilst improving customer experience.



Brewin Dolphin: Customer Relationship platform

Cluster Reply designed, deployed and configured a Customer Relationship Management solution based on Dynamics 365, for Brewin Dolphin adhering to rigorous security and compliance standards.



EMVO: European Medicine Verification System

The European Medicines Verification System (EMVS) is an application, built for the European Medicines Verification Organisation (EMVO) that guarantees medicines authenticity by an end-to-end verification.



GOV.UK: Tell Us Once

Tell Us Once is an application built for the UK Government that helps citizens let most government departments and local councils know when someone dies.

Tell Us Once
Because your time matters



BAT CIAM Platform

The client required a centralised Identity Management solution for external identities. Previously relied on disparate solutions, specific to individual local markets. The work delivered involved assessing the as is estate, designing planning and implementing a unified Consumer Identity Access Management (CIAM) platform using Azure AD B2C.

A broader and more detailed set of case studies is available upon request.



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