

FOR CUSTOMER ... LEADING A SUPERIOR CUSTOMER MANAGEMENT PERSPECTIVE

4cust Reply focuses on Customer Relationship Management topics. 4cust Reply's mission is to work alongside the Customer in identifying, implementing and managing organisation strategies and the technologies required for achieving business targets. Innovation has always been one of the cornerstones of 4cust Reply's approach and strategy. The capacity to invest in innovation and to transfer it proactively becomes a blend that maximises attention towards our Customers.

THE STRENGTHS OF 4 CUST

4cust Reply works together with the Customer in identifying advanced technology and business development guidelines in strict compliance with corporate business strategies.

4cust Reply employs professionals with extensive experience in Customer companies; this element is considered a differentiator in that it is an asset that increases and maximises the effectiveness of value proposition skills.

The following are considered the paradigms and strengths of the strategies adopted by 4cust Reply:

- 'Customer Driven' Innovation & Combined CRM 'philosophy'.
- CRM Change Leading & Support
- Adaptive & Collaborative Models Enabling

“CUSTOMER DRIVEN” INNOVATION & COMBINED CRM “PHILOSOPHY”

The new social aggregations offered by the Internet and the new technologies, together with the mass of information available on the Web, have led to an evolution in users that is also quickly changing the Company – Customer relationship.

CRM, born as a philosophy for managing Customer Relationships, is undergoing a process of development and transformation from the point of view of an integration of communications and a relationship of collaboration between the Company and the Customers, meeting the new requirements of responsiveness and flexibility imposed by the social and market context.

An enabling factor of the new CUSTOMER DRIVEN PHILOSOPHY is for sure technology innovation: the introduction of new enablers capable of “listening” and gathering Customer Feed Backs and Customer Sentiment, together with the opportunity of sharing with the Customers enriched knowledge updated by new stakeholders, make it easier to achieve business targets and strategies.

The investments made by companies in systems in this area are an element to be considered that should not be neglected under any circumstances; in the current context, the definition of a strategy on CRM IT systems becomes a crucial pivot that must combine investments made with the requirements to achieve strategic/operating targets.

4cust Reply works alongside its own Customers in defining, designing, developing and providing services and solutions that can adequately support the identified development path.

CRM CHANGE LEADING & SUPPORT

CRM strategies imply a high level of complexity, therefore requiring the definition of strong governance and a Change Management orientated approach. Change management requires a close collaboration among all company players involved in the introduction or in a significant development of CRM.

In this context, 4cust Reply offers skills and expertise that lead to Change through a governance framework, defined on the basis of standard project management (PMI) methodologies and adequately tailored according to specific requirements.

ADAPTIVE & COLLABORATIVE MODELS ENABLING

Based on competence acquired in the CRM area, 4cust Reply offers its own experience for analysing company dynamics and introducing into the organisations, new standards, models and organisational instruments focused to enabling the modernisation of structures, business strategies and collaboration among work teams. The use of enabling technologies (Knowledge Management, Portals, collaborative landscapes and CMS...), that can allow and foster advanced forms of interaction, participation and collaboration, allows the constant and on-going spread, within organisations, of the talent of human resources, i.e. the intangible capital of companies. 4cust Reply shares with its own customers the definition and continuous diffusion, within the company, of flexible collaboration models, which are of paramount importance for businesses wishing to make the adaptive collaborative model a factor of success. 4cust Reply is also able to design and provide One-Stop-Shop services relating to the use and analysis of information deriving from Collaborative Models in and outside the company.

THE 4CUST OFFER

Through the set organisational model, 4cust Reply collaborates with companies in the identification, design and development of the most appropriate IT Strategy on CRM, proposing skills and expertise, solutions and services able to satisfy the requirements of its own Customers in a punctual, flexible and proactive way. 4cust Reply's SAAS offer enables new scenarios in which companies can use services aimed at supporting productivity, communication and collaboration with its own Customers drastically reducing the impacts related to upgrading IT strategies. This new-technology-driven approach which is part of the genetic heritage of 4cust Reply, has allowed the creation of innovative services aimed at enabling processes, methodologies and dynamics typical of CRM 2.0 in which the perception of the Customer Sentiment and the capacity to react and relate with Customers are the key elements of the "Customer Driven Philosophy".



4cust Reply belongs to Reply, a group leader in Consultancy, System Integration and Application Management.

Reply is listed on the STAR segment of the Italian Stock Exchange [REY.IM].

4cust Reply
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