


## For some, digital is about technology or redesigning the company website.

We believe that digital is less about a thing and more a way of doing things. It's a behavior and part of our client's organizational DNA. We think about digital as investments in change:

- Changes in how an organization interacts with its customers, partners or employees
- Changes in end-to-end business process and automation
- Changes in how we use data insights to develop smarter products and personalized services
- Changes in how Marketing and IT work together to develop new systems of engagement which are powered by mobile and sensor technologies



We had cross department discussions that we've never had before. We thought we had our business strategy pretty much figured out, but the digital strategy helped us flush out things that we hadn't ever thought of.



## Working with CENTRIC

The keys to a winning digital strategy are aligning the digital strategy with the business strategy and objectives, then prioritizing the right combination of Process, Technology and Organizational imperatives.

## Our approach to Digital

Having a business strategy for the digital world requires more than campaigns and redesigning the company website.

- New experiences powered by technology
- Transforming marketing and IT operations
- Delivering agility at scale

**We call it the Digital Playbook**

## Digital Initiatives Require Broad Capabilities

Customer experience and design are often the most visible component of digital initiatives. Yet digital transformation also requires end-to-end process, organization change management and digital technology capabilities

### Customer Experience & Design



- Usability Research
- Journey Mapping
- User Experience Design
- Creative & Visual Design
- Content Strategy & Management
- Search, Social & Paid Media
- Prototyping & Minimum Viable Product Development

What agencies do.

### Business Transformation



- Marketing Operations & Automation
- Agile Transformation
- Marketing & IT Collaboration
- Product & Service Innovation
- Back Office & Front Office Integration
- End-to-End Process Transformation

### Digital Technology Enablers



- Mobile & Web Technical Development
- Automation & Business Process Management
- Sensors / Internet of Things
- Cloud & Web Services
- Analytics & Big Data Insights
- eCommerce

## Contact

### Corporate location

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We spent years updating our back-office systems, but we have a wall between the company and our customers. We know how to price a customer, but not who they are or what they like.