

DO, 6. MÄRZ 2014



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Digital Experience statt 0815 Web
www.c-8.at www.montenasoft.com

WUNSCHKONZERT

DIGITAL EXPERIENCE

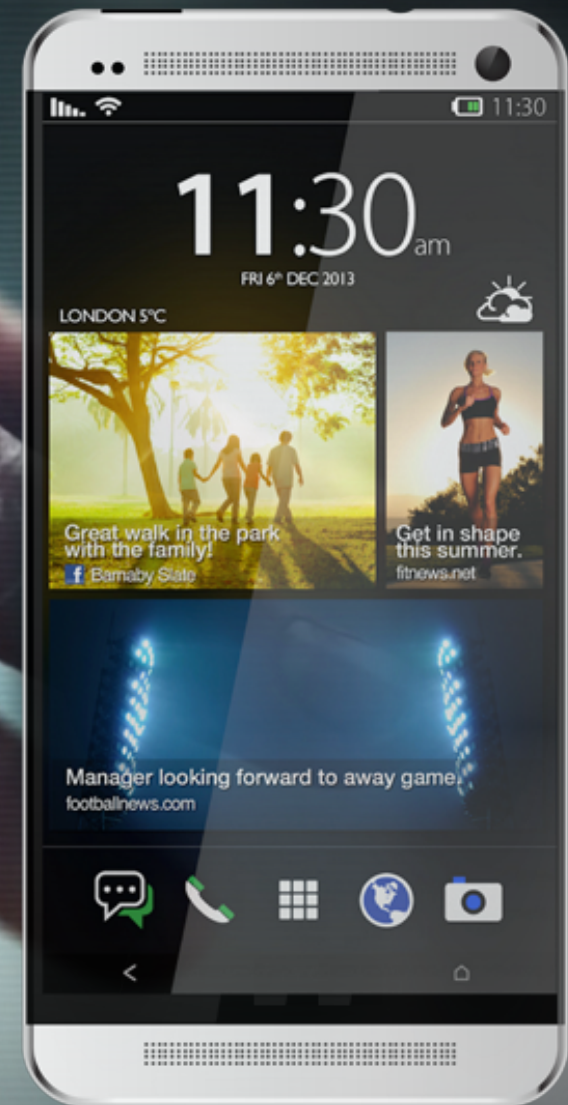
IT TOOLS

STRATEGY
STORY TELLING
DESIGN



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6,8 MRD PHONES
1+ MRD SMART
40% NFC

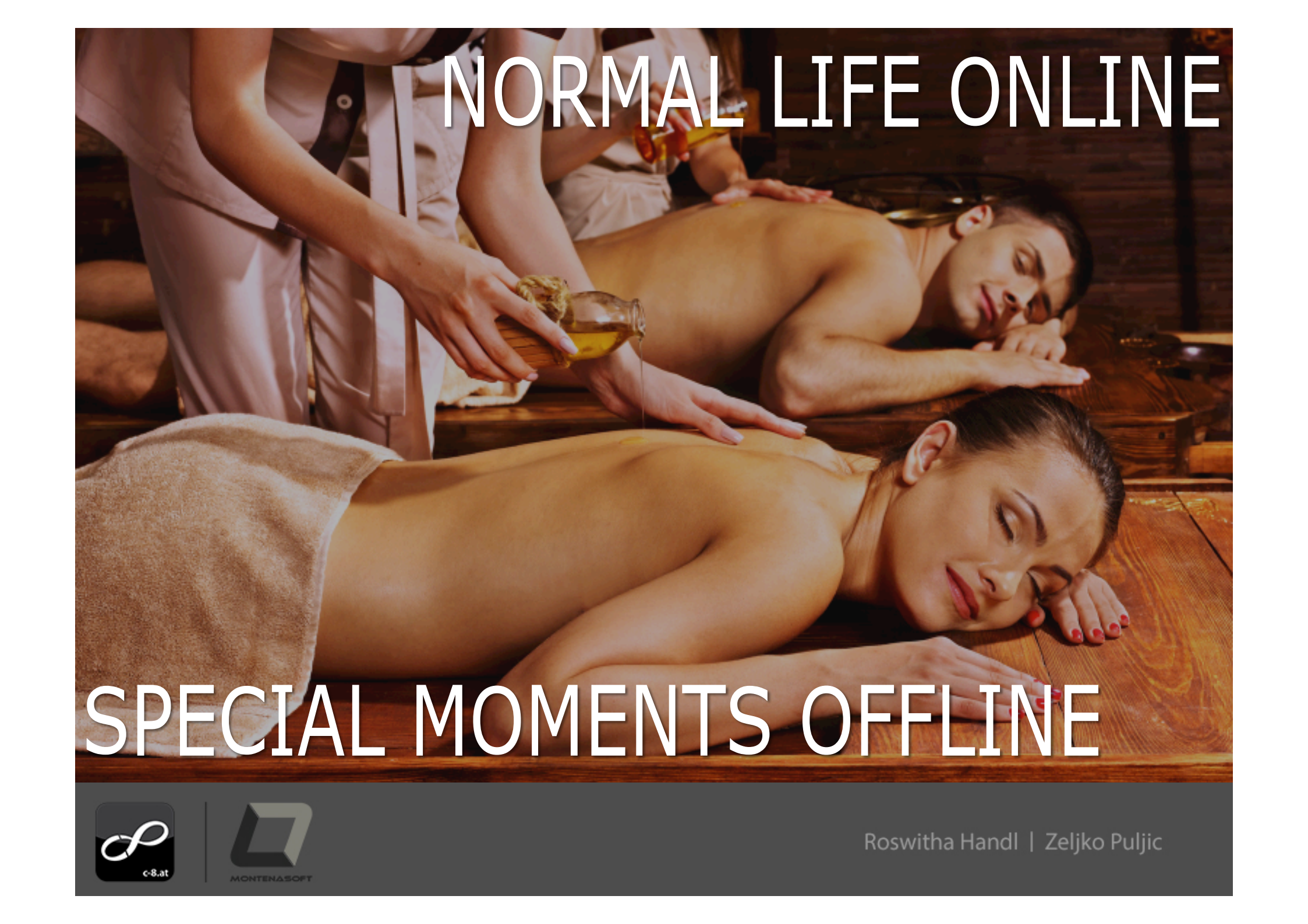


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GENERATION CONNECTED



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A photograph of a spa treatment. In the foreground, a woman lies on her back on a wooden massage table, eyes closed, with a towel draped over her lower body. A therapist's hands are visible, pouring oil from a glass bottle onto her shoulder. In the background, a man lies on his side on another massage table, also receiving a massage. The setting is a dimly lit room with wooden walls and tables.

NORMAL LIFE ONLINE

SPECIAL MOMENTS OFFLINE



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CONNECTIVITY VERÄNDERT UNSER LEBEN



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MAYBE



MASSEN MEDIEN
ERREICHBARKEIT ↑
RELEVANZ ↓



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NOW

PERSONALIZATION
ERREICHBARKEIT ↑
RELEVANZ ↑



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WHY PERSONALIZATION?

“To succeed in today’s digital environment, firms must deliver smarter, more customer centric interactions that feel like they were tailored for each user and his or her specific set of circumstances.”

***Advance to Next Generation Personalization
Forrester Research,
January 2014***





BE UNIQUE

SERVICE SYSTEMS



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RIGHT CONTENT
RIGHT PLACE
RIGHT TIME



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CONTEXT = ENGAGEMENT



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A woman with long brown hair, wearing sunglasses and a dark blue dress, is walking towards the camera while carrying several colorful shopping bags (red, orange, blue). She is smiling. The background is a blurred city street at night with bright lights and a red double-decker bus. The text 'CONTENT', 'COMMUNITY', and 'COMMERCE' is overlaid on the right side of the image.

CONTENT

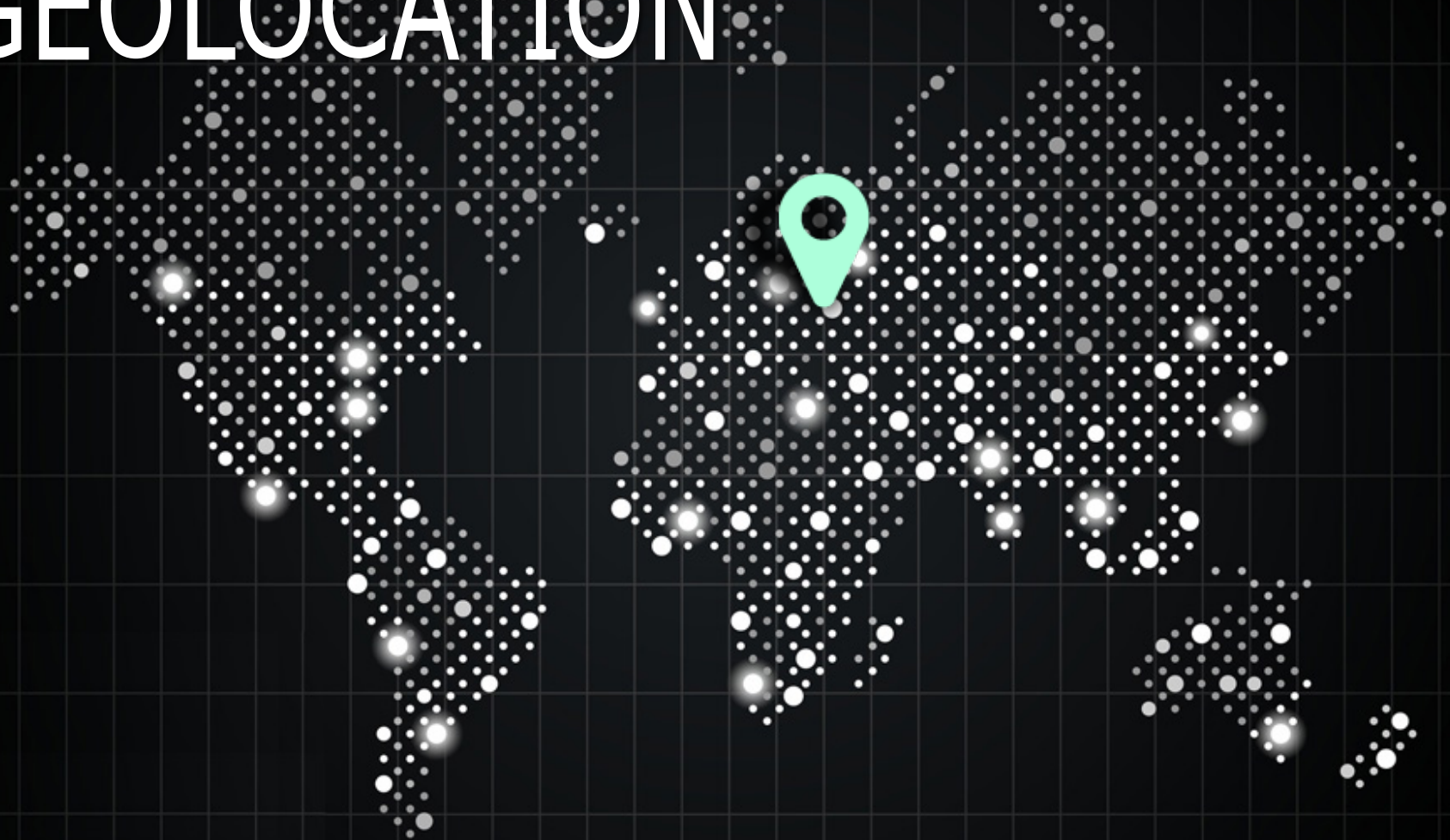
COMMUNITY

COMMERCE



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GEOLOCATION



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MOBILE



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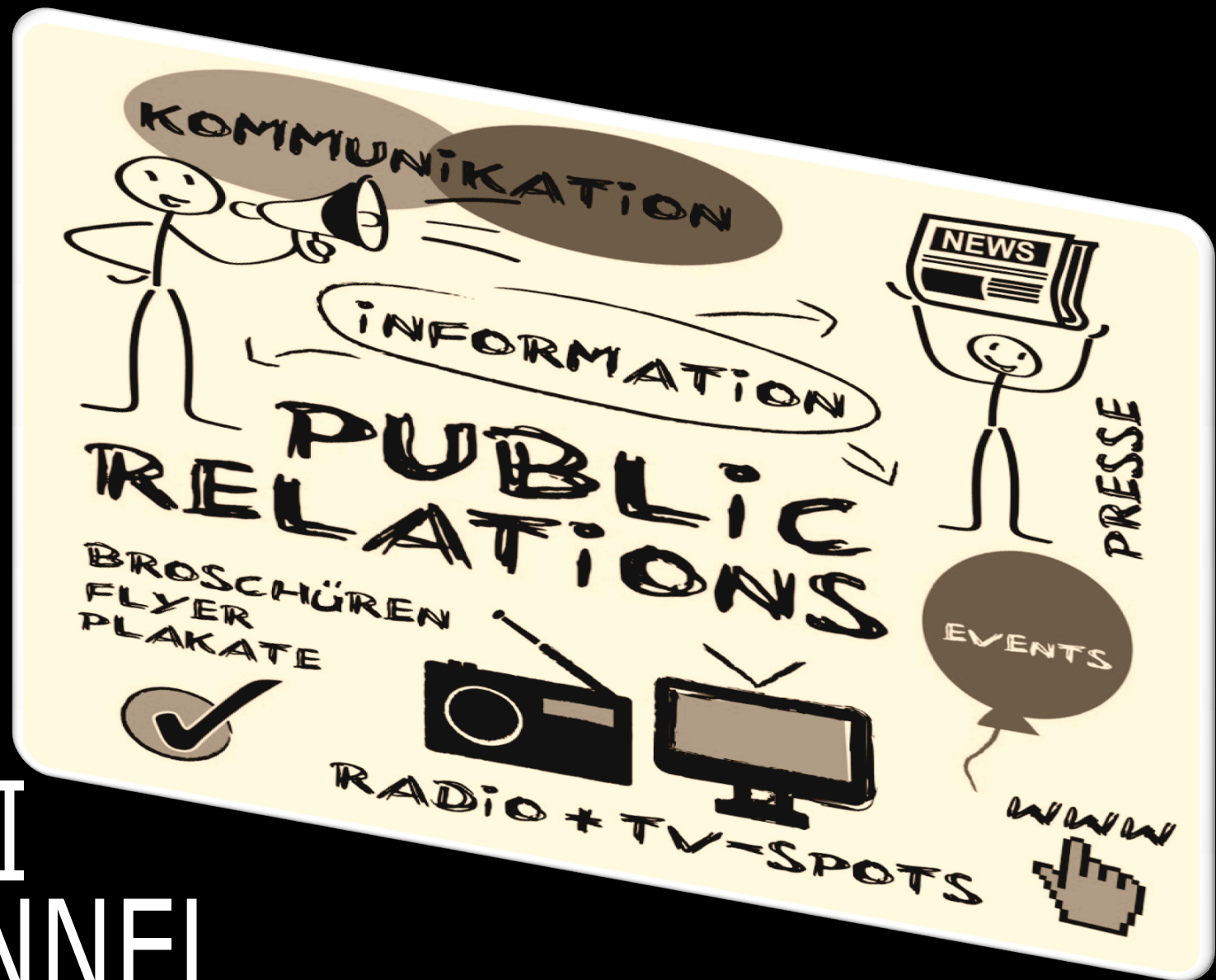


MULTI SCREEN



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OMNI CHANNEL



CONVERSATIONS





SEARCH EXPERIENCES



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A photograph of two pairs of worn leather boots resting on wooden planks. On the left is a large, dark brown leather boot with green laces. On the right is a smaller, reddish-brown leather boot with brown laces. The text 'GOLIATH UND DAVID' is overlaid in the center, with 'UND' in red and the other words in white.

GOLIATH UND DAVID



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DIGITAL EXPERIENCES



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