Software Development | Big Data | Artificial Intelligence | Machine Learning

Case history – Engagement Platform

2021.All Rights Reserved

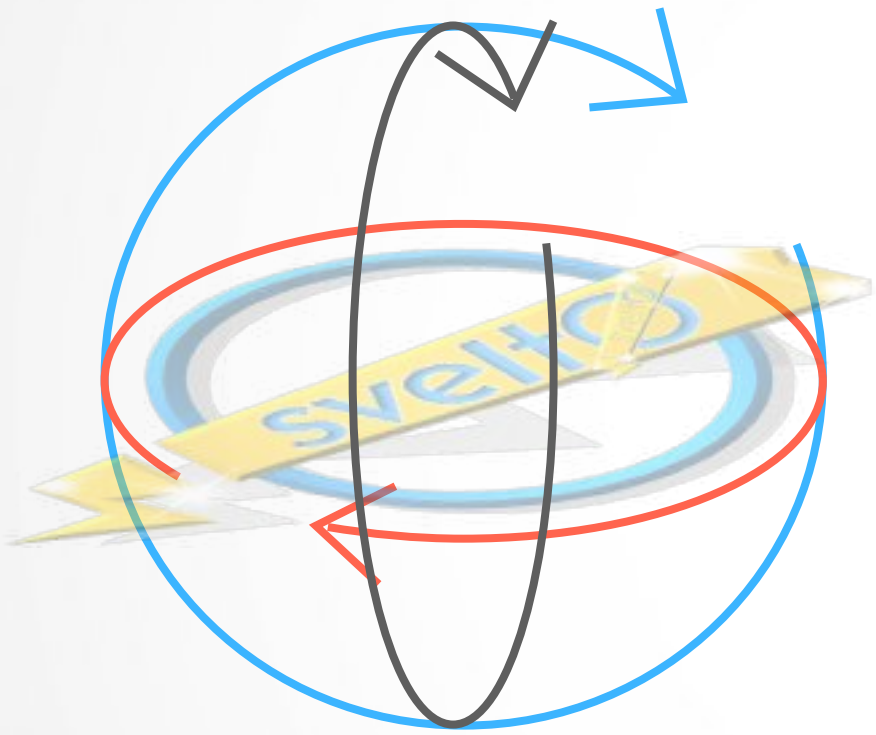
Engagement platform Svelto!

Achieve significant brand engagement for customers, employees and talents

To redesign, in a simple and effective way, the entire user experience through innovative digital engagement technologies: the challenge of the **Armani Group**.

2021.All Rights Reserved

In a nutshell



Our client

Giorgio Armani S.p.A. operates in the field of fashion, design and luxury and was founded by Giorgio Armani and Sergio Galeotti in 1975. The group designs, manufactures and distributes fashion products, clothing, accessories, eyewear, watches, jewelry, cosmetics, fragrances, furniture and furnishings.

The challenge

To redesign, in a simple and effective way, the entire user experience through innovative digital engagement technologies.

The solution

The realization of a digital engagement platform able to create contests with prizes for the engagement of customers, employees and talents, to make the best use of online and offline communication channels, to personalize the user experience in stores, to drastically reduce the time and cost of implementation of digital marketing campaigns.

© 2021.All Rights Reserved

Our client

Giorgio Armani S.p.A is an Italian holding company active in the fashion industry. The group designs, manufactures and distributes fashion products, clothing, accessories, eyewear, watches, jewelry, cosmetics, fragrances, furniture and home accessories. It includes all the brands founded or bought by the fashion designer, President and CEO Giorgio Armani.

The group's distribution network is present in 36 countries and includes 59 Giorgio Armani boutiques, 11 Armani Collezioni stores, 122 Emporio Armani stores, 71 A/X Armani Exchange stores, 13 AJ | Armani Jeans stores, 6 Armani Junior stores, 1 Giorgio Armani Accessori store and 17 Armani Casa stores in 37 countries worldwide, as well as four multi-concept stores in Milan, Munich (Armani/Fünf-Höfe), Tokyo (Armani/Ginza Tower) and Shanghai (Armani/Three).

GIORGIO ARMANI

EMPORIO ARMANI

A|X ARMANI EXCHANGE

ARMANI / CASA

giorgioarmani.com Search

2021.All Rights Reserved

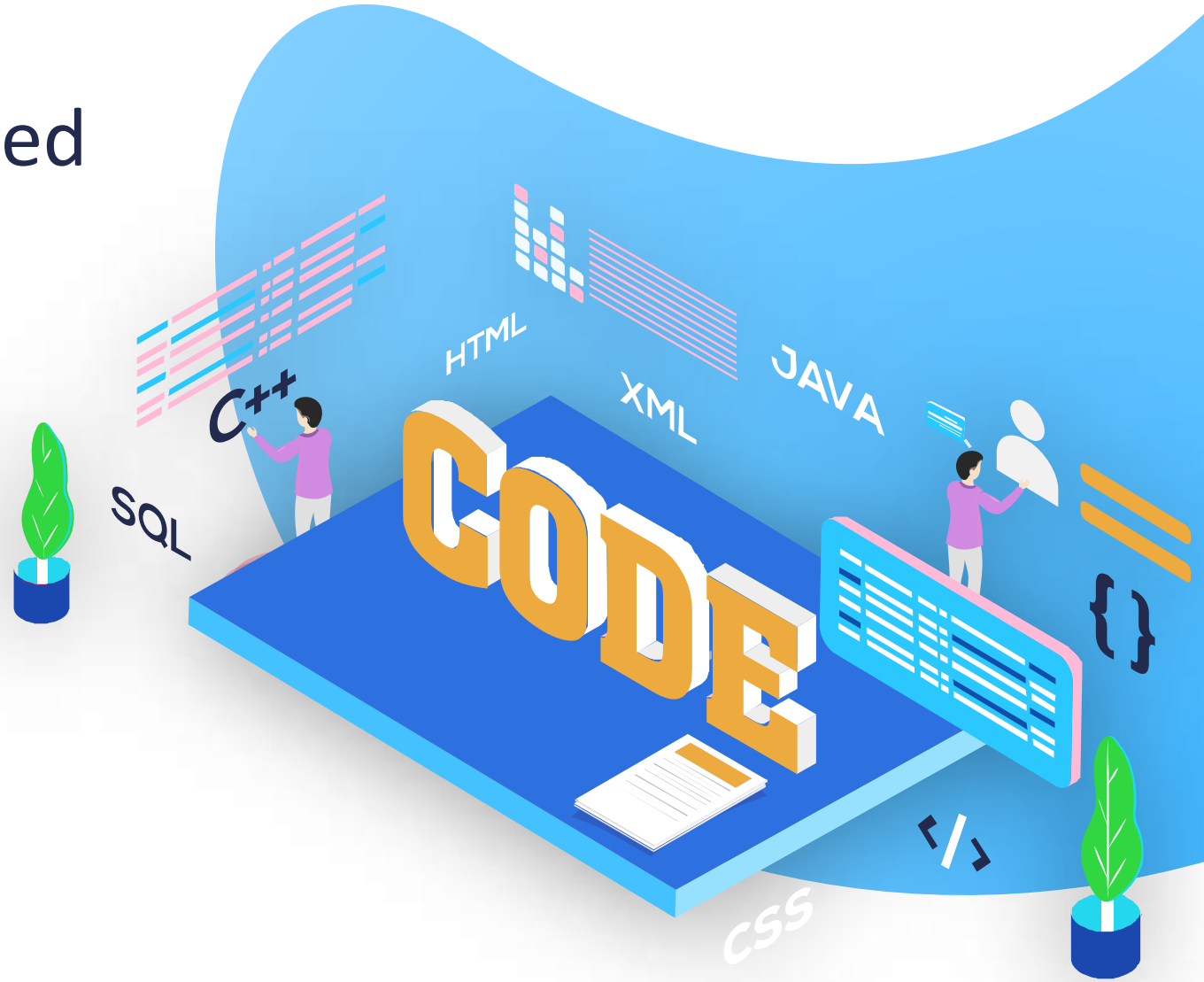
The challenge for the marketing manager.

- to develop new communication channels with an omnichannel approach
- to manage the increasingly complex customer experience in a way that is consistent with the company's messages and image
- to make the user experience unique and convergent respect to the various company touch-points

Svelto 2021.All Rights Reserved

The solution proposed by **Svelto!**

Carosello: the engagement platform that allows to ensure a coordinated and consistent involvement of customers and employees through the creation of contests and gaming activities using online and offline channels.



Svelto 2021.All Rights Reserved

1. Customer engagement activities

The Marketing Manager accesses the Carosello backoffice to promote a product/service, customizes the graphics and the most suitable gaming activity (scratch cards, slot machines, ...).

The Marketing Manager decides on the prizes and the probability of winning

Carosello, that is GDPR compliant, automatically generates the microsite of the campaign, the contact emails with users, the dashboard of analytics

The advertising of the campaign is conducted on all the brand's social channels or directly in stores

The user register itself to the campaign, gets in touch with the brand and the product, profiles himself, takes part to the game

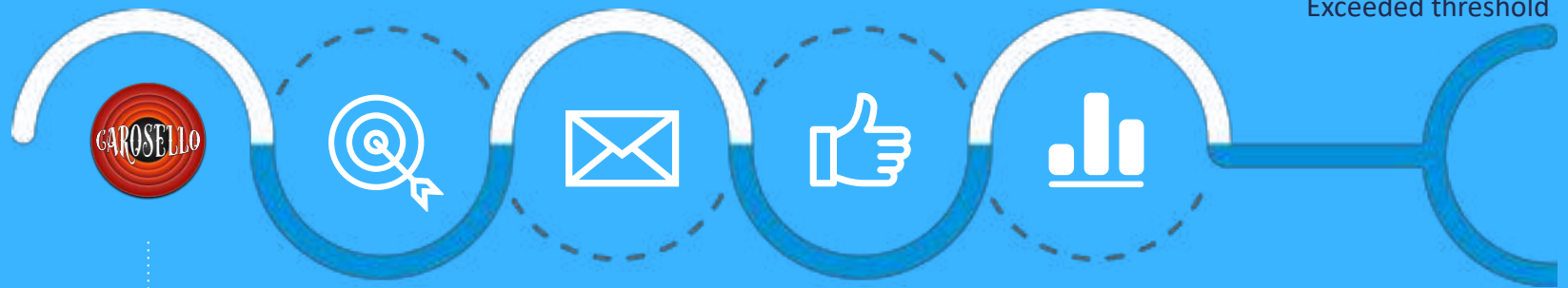
If the customer wins, they can pick up their prize in the store or receive it at home.

Svelto 2021.All Rights Reserved

2. Employee engagement activities

The HR manager defines the survey questions, the prizes offered and the minimum threshold for participation in the survey

The employee participates at the company survey and receives the unique code to participate at the gaming activity. Drawing data is stored in encrypted form.



Exceeded threshold

1. HR accesses to the dashboard to view aggregated survey results

2. Draw data is decrypted and the winning employee can have their prize.

Not exceeded threshold

1. HR CANNOT view the aggregate survey results

2. Drawing data is decrypted and the winning employee can collect the prize.

The HR manager accesses to the Carosello back office, chooses the most suitable gaming activity (scratch card, slot machine, ...) and sets the campaign graphics

Using Carosello, the news about the initiative is sent to employees with the indication of the minimum threshold to be reached to have a valid survey

Svelto 2021.All Rights Reserved

3. Talent engagement activities

The HR manager accesses to the Carosello back office, sets the campaign graphics and selects the specific tool "Talent quiz".

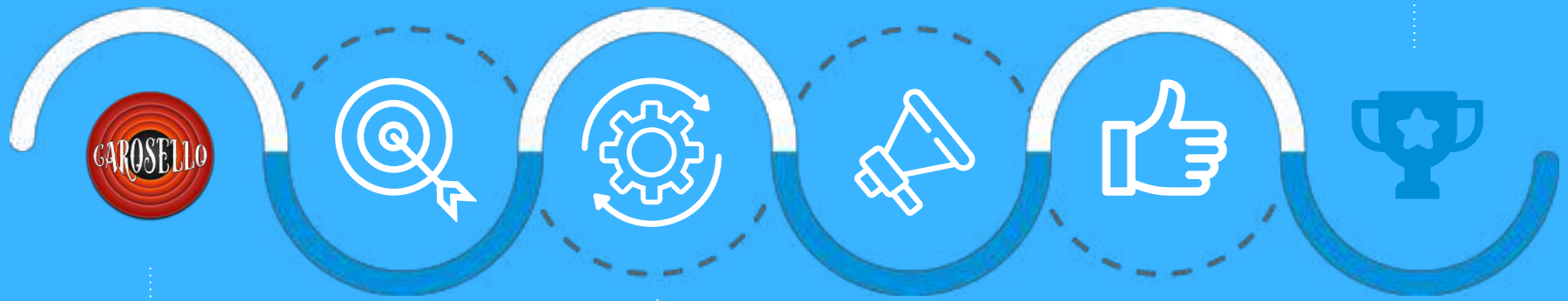
The HR Manager decides on prizes, relative probabilities of winning, and defines the questions to be administered

Carosello, that is GDPR compliant, automatically generates the microsite of the campaign, the contact emails with users, the dashboard of analytics

The advertising of the campaign is conducted on all the brand's social channels or directly in stores

The user register itself to the campaign, gets in touch with the brand and the product, profiles himself, takes part to the game

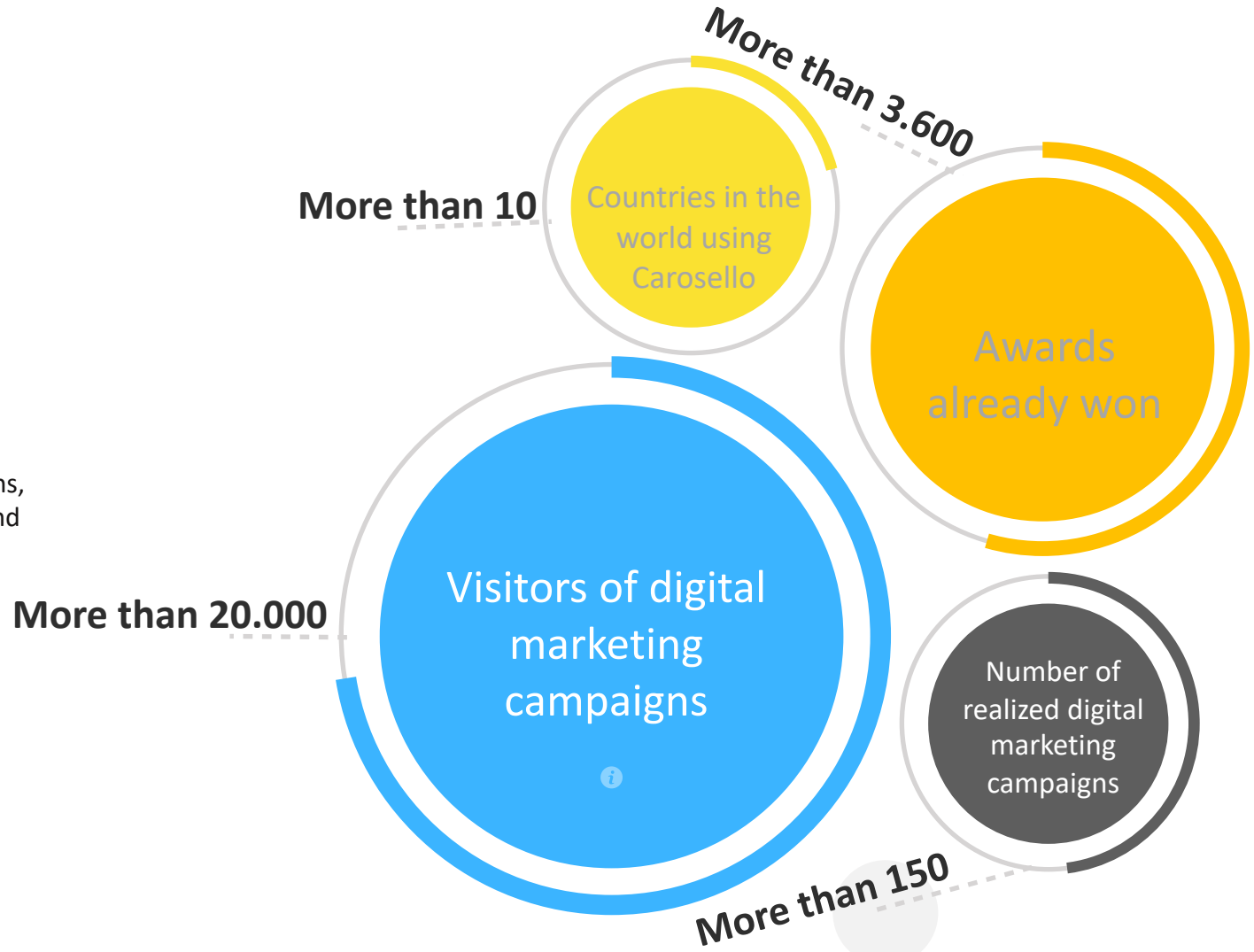
If it is successful, the candidate is sent the award.
The HR manager can consult the database of profiled talent.



Svelto 2021.All Rights Reserved

Results*

Thanks to **Carosello**, our client was able to significantly reduce the costs and time necessary to carry out marketing campaigns, increase the number of interested users and bring people back to his stores.



* Last update: October 2021. Real-time updates: carosello.svelto.tech

Svelto 2021.All Rights Reserved

Where we are

LinkedIn

https://www.linkedin.com/company/svelto

Mail

team@svelto.tech

Websites

www.svelto.tech

More info about Carosello

carosello.svelto.tech

Thank you

Software Development | Big Data | Artificial Intelligence | Machine Learning

2021.All Rights Reserved