



Omnichannel Approach for Italian Software House

CASE STUDY

Background

There is a stereotype with IT companies that technologies overshadow communication so it's easy to forget that there are people standing behind the product. However, the modern-day customer-centric business model has a strong focus on building a relationship with the customer through creating a comprehensive user experience.

Omnichannel orchestration as an alliance of Marketing, Design and Development, is what can help to reimagine the company positioning and brand, establish a strong presence on the market and build a relationship with the customer.



Client



WWG is a respectable Italian software house with 20 years of experience with expertise in digital innovation technology. The company offers consulting services for start-ups to help new companies realize their potential and enter the market. WWG strives to bring value and innovation in every department.

WWG wanted to rekindle its connection with the customer and show another side to it - a company with just as much passion for people as for innovative technology.

As a seasoned player on the market, it was high time for WWG to reimagine its branding and visual representation to give the company a fresh new look that exhibits its mission and values.

Business Challenge

After twenty years in the business, the company needed to take a step back and reconsider how it was positioning itself on the market. WWG needed a comprehensive omnichannel solution that would encompass marketing, rebranding and new website development, as well as setting up a stronghold on social media. WWG had to establish its presence across channels for seamless customer experience.

We had twenty years of history of an established software house operating in a specific market. A company with a defined mentality and a strong message that it wants to send out into the world. The challenge was to take all that and transform it into a visual language of new brand identity. The old website wasn't compatible with the current needs of the company. The company needed to align its presence across channels.

Moreover, the changes needed to be implemented fast - sometimes just as fast as the team was coming up with new concepts and solutions.

WWG set an ambitious goal to garner the brand's rich history and use the newly developed roll-out strategy to take the brand in its refreshed identity and present it to new markets in the shortest period of time. All in all, the entire project unfolded in under a month.

Solution

Symphony Solutions recognized the urge for a change and a new strategy that would unravel a different side to WWG, expand its potential and open it to new markets.

Symphony Solutions proposed to establish a long-term partnership with WWG in order to bring digital operations in line with the best market practices and to modernize the existing branding to support future growth. This includes but is not limited to:

- ◆ **Digital marketing services**
- ◆ **Design services**
- ◆ **Custom software development**
- ◆ **Agile transformation**

Solution

Agile approach

Teamwork had to be responsive and agile as changes had to be implemented in the shortest time possible. Multiple teams were working on the project - designers, marketing specialists, developers and QAs. Symphony Solutions has long adopted the Agile approach to managing projects which helped to align all the teams, implement changes fast and develop a ready-to-use product in mere weeks. Working in the Agile framework accommodated team alignment and quick decision making.

Marketing research and strategy

Symphony Solutions Marketing team provided in-house marketing research and developed a roll-out strategy that would help present WWG to the market in its newly refined form. The go-to-market strategy accounted for long-term outcomes and prospective growth for the company.

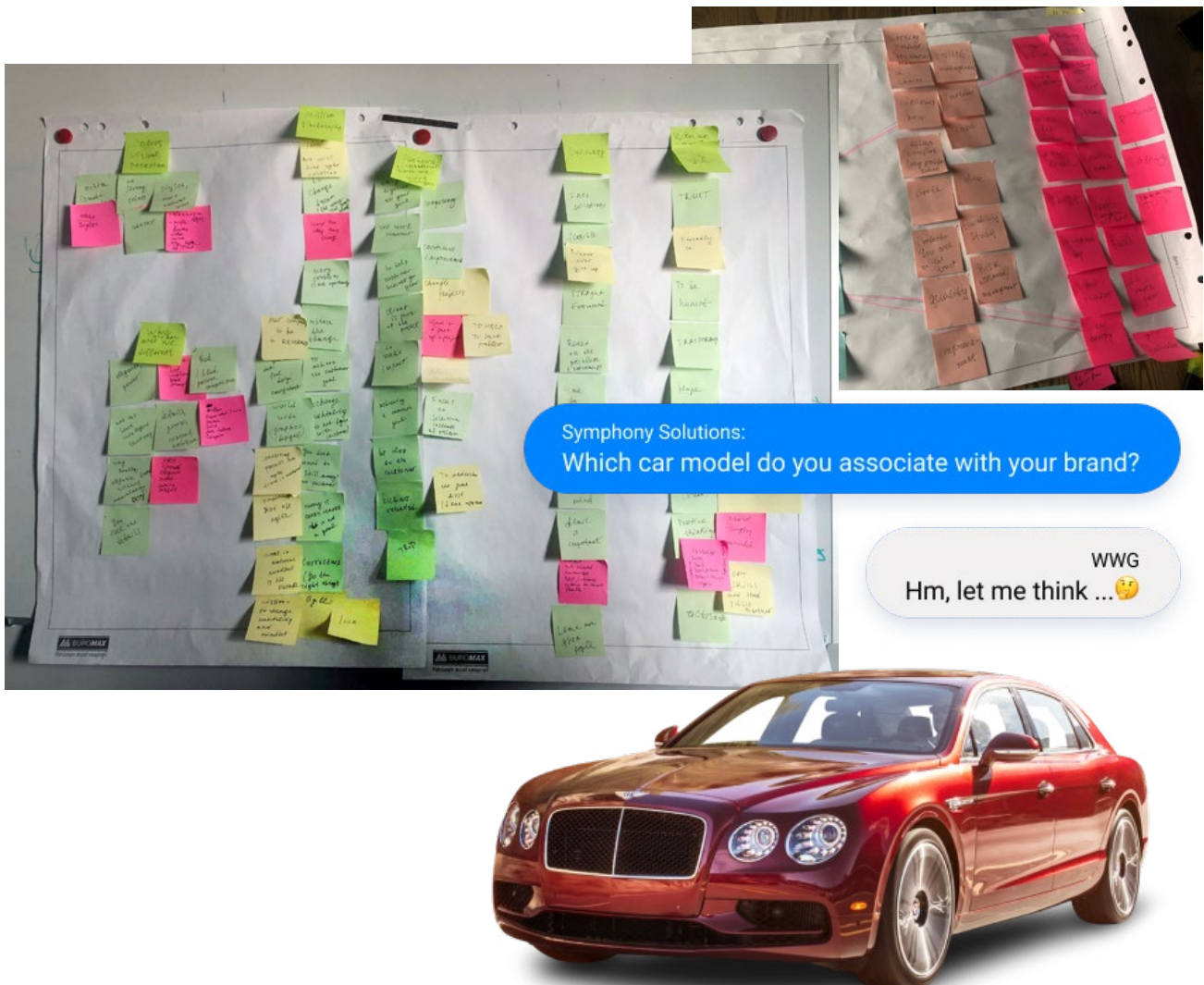


Solution

Design thinking workshop

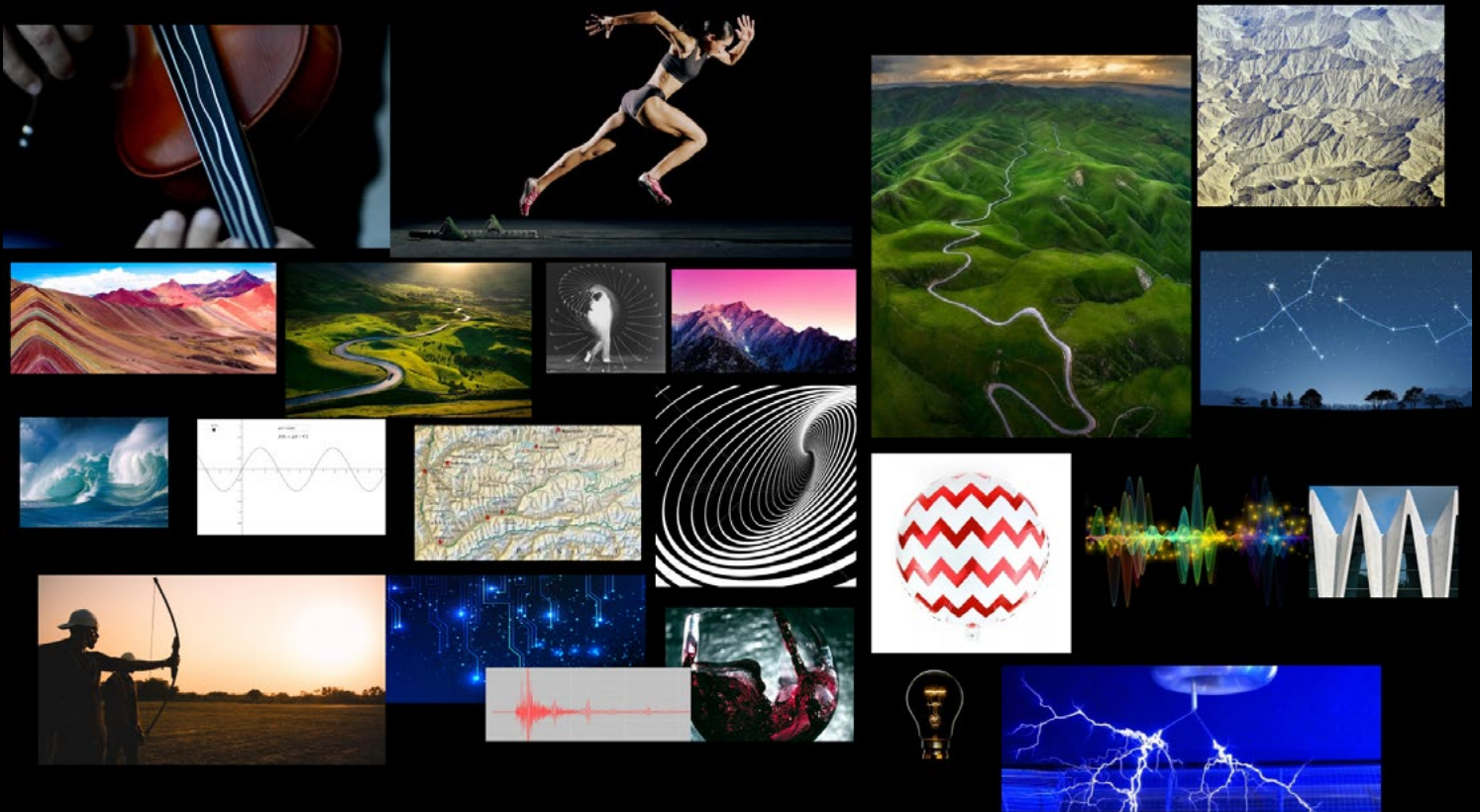
The Design team conducted a co-creative design thinking workshop with the client aimed at understanding what WWG brand stands for, defining their values, and coming up with a way to incorporate the company history and vision into the new brand identity.

The results of the branding process were delivered in three iterations, in the course of which the Design team together with the client achieved the following:



Solution

- ◆ DETERMINED CORE VALUES AND CREATED A GENERAL SKETCH OF THE NEW VISUAL LANGUAGE AND LOGO.
- ◆ DEFINED THE LOGO AND HOW IT WORKS IN DIFFERENT DIGITAL AND NON-DIGITAL ENVIRONMENTS.
- ◆ CREATED CONSISTENT BRAND IDENTITY THROUGH DIFFERENT CHANNELS AND TOUCHPOINTS.



Solution

Website development

The Development team created a completely new corporate lead generation website fully customized to the client's needs. The new website is flexible and easy to operate: the individual page builder operates much like a constructor, allowing the client to create any page or component, adjust and personalize it without any help from a developer.

Omnichannel approach

Omnichannel strategy based on market research allowed to align all the channels of communication, set up channels where WWG was underrepresented, and create a seamless user experience.

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The new face of our company is professional and gives a strong sense of skill and competency. We've firmly established our presence across channels. Symphony Solutions team accounted for every tiny detail and how it could affect us long-term when it comes to marketing and sales.

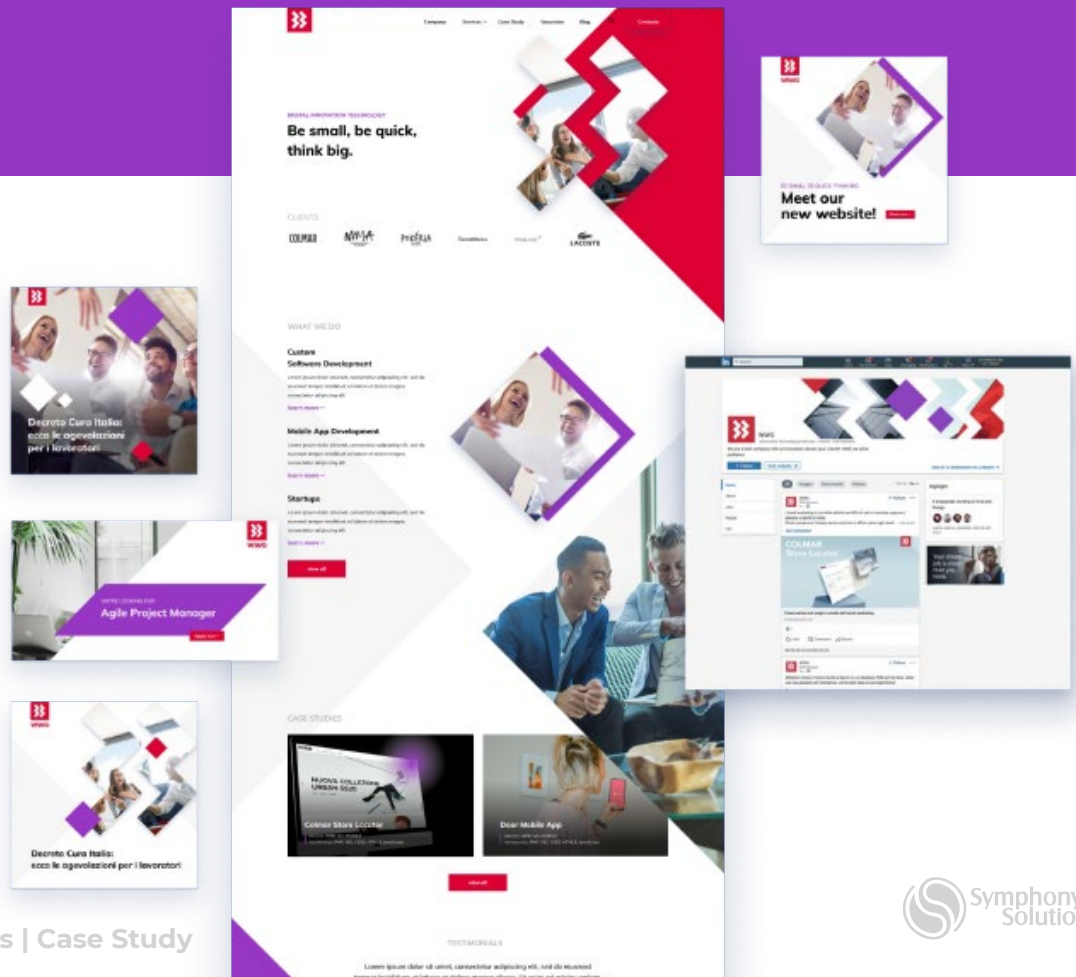
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Mohamed Deramchi,
Founder & CEO of WWG

Result

The joint efforts of Symphony Solutions teams and the client resulted in a fresh start for a seasoned player on the market:

- ◆ Sophisticated stylish design and professional image for the company supported by marketing strategy
- ◆ Improved brand positioning and perception on the IT market as attested by clients and partners
- ◆ A new functional and responsive website done in accordance with all requirements
- ◆ Established a strong presence on social media platforms and aligned all channels of communication
- ◆ Fast release following agile processes - fully functioning ready-to-use product in three weeks



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