

ALEA

Growth Agency

6th September 2023



Be digital stay human

We are digital but it is our human side that guides our actions, because we believe that digital technologies and tools cannot make a difference without people.

We inspire people to embrace change by spreading digital culture, to improve the way they live and work.

We are your digital transformation partner

We are an expert and passionate team, which supports companies in the digital transformation process with a proactive and collaborative approach, evolving the ways of connecting with people in the digital age.

We design and develop solutions that represent the perfect meeting point between creativity and technology, to foster digital transformation and improve people's experience.

We help our Clients every day to innovate their digital strategies to achieve their business objectives, creating solid connections with stakeholders.

We are a team of over 30 professionals who work hard every day to achieve our customers' goals.



**STRATEGY &
INNOVATION**

*4.0 office / strategy / digital
transformation*



**CREATIVITY &
CONTENT**

*digital marketing / content
creation / digital events*



**DEVELOPMENT &
SYSTEM INTEGRATION**

*web / mobile / custom
development / R&D*

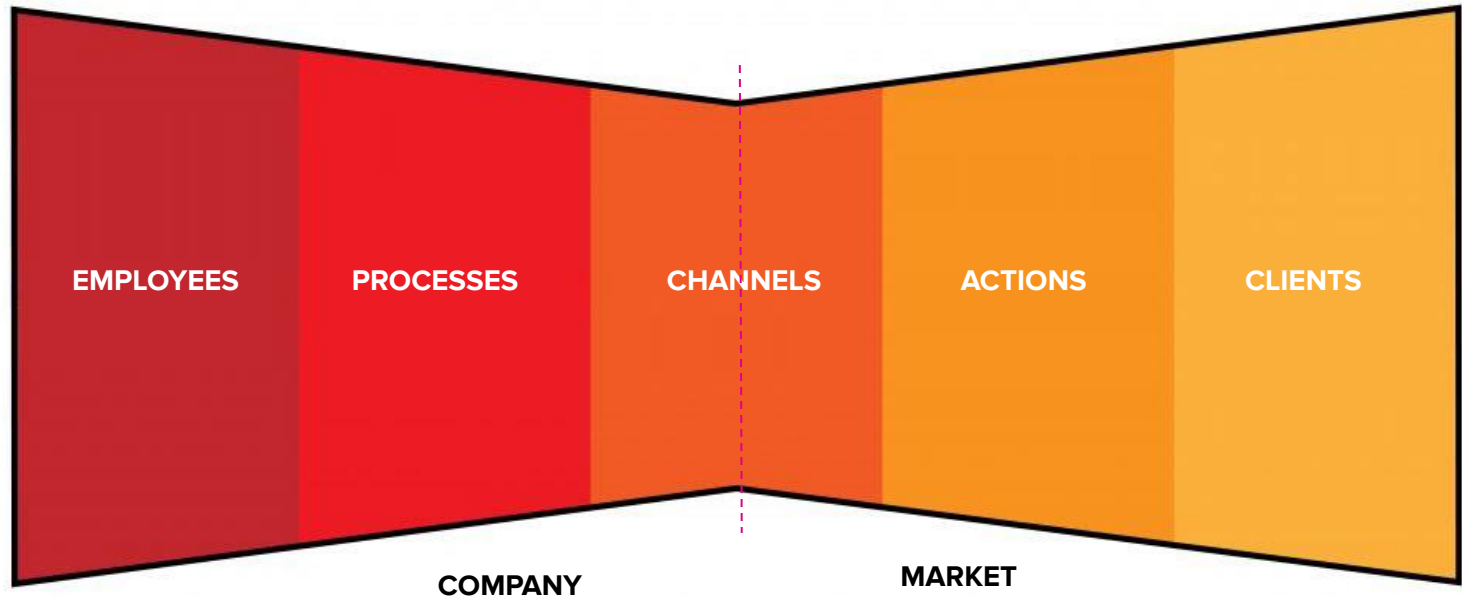


**CUSTOMER
SUCCESS**

*digital data / reporting /
customer service*

Our model

We combine strategies and technologies to support our clients' business objectives, according to a model **INSIDE↔OUT** which oversees and optimizes internal and external activities of the company, seamlessly.



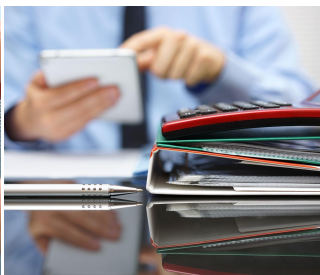
The 4.0 digital transformation

Digitization, automation, analysis and enhancement of data from a qualitative point of view represent the current challenges of companies that intend to innovate the way they operate and collaborate, to be more competitive.

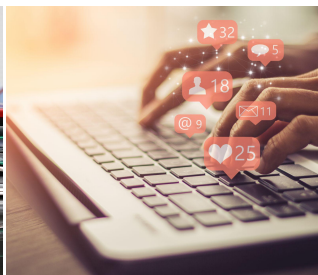
Alea has focused its proposals for services and consultancy for in 6 main operational and strategic areas.



Human Resources



Administration



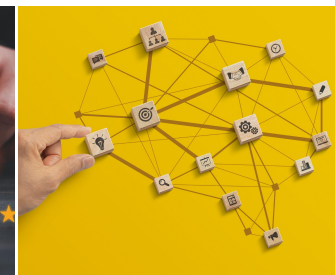
Communication & marketing



New business and sales



Assistance & quality

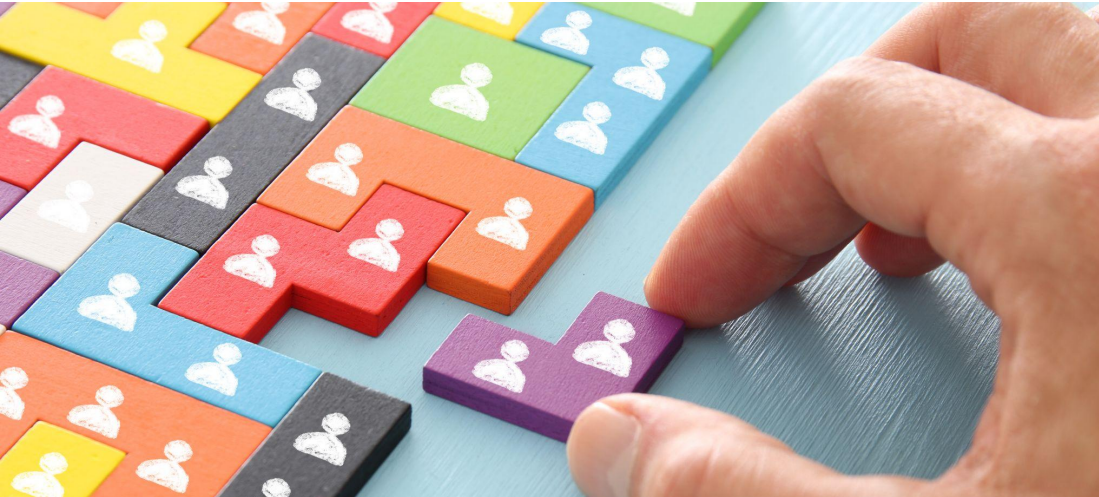


Data integration

Human Resources

The digital transformation of companies inevitably passes through the people who make it up and through the ability of companies to disseminate a good culture towards **digital** and **innovation**.

Personnel management itself is increasingly oriented towards digitizing processes and communications, as well as making **"self-service" areas** and functions available to employees.

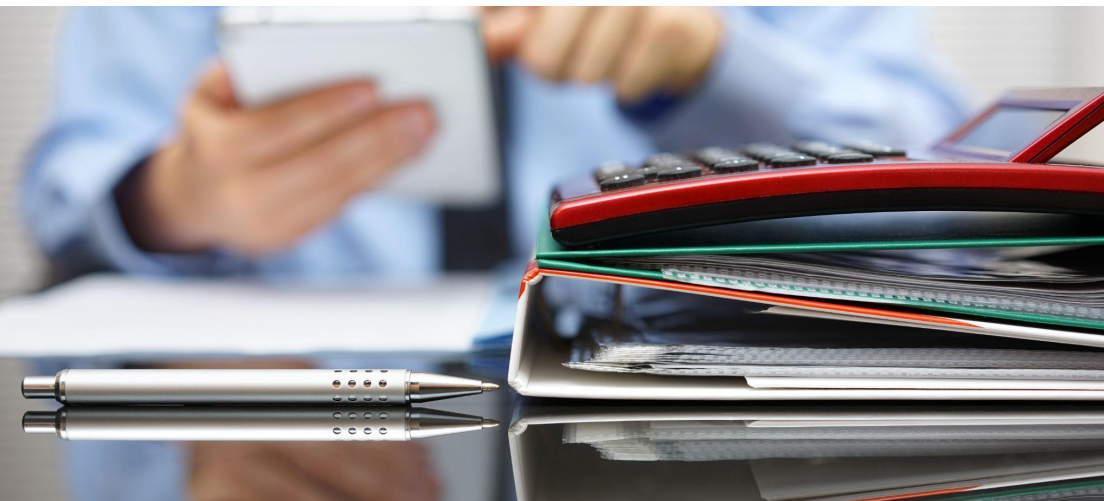


- recruitment
- onboarding
- attendance register
- schedules and shifts
- holidays and permits
- transfers
- expense
reimbursements
- shared documents
- internal procedures
- training

Administration

Administrative processes were among the first to be digitized within companies, with the introduction of management and ERP.

In this context, the **Office 4.0 model** leads to an increase in the level of automation of the **order-to-pay flow** and to get out of a silo model, thus extending the distribution of data to other company departments as well.

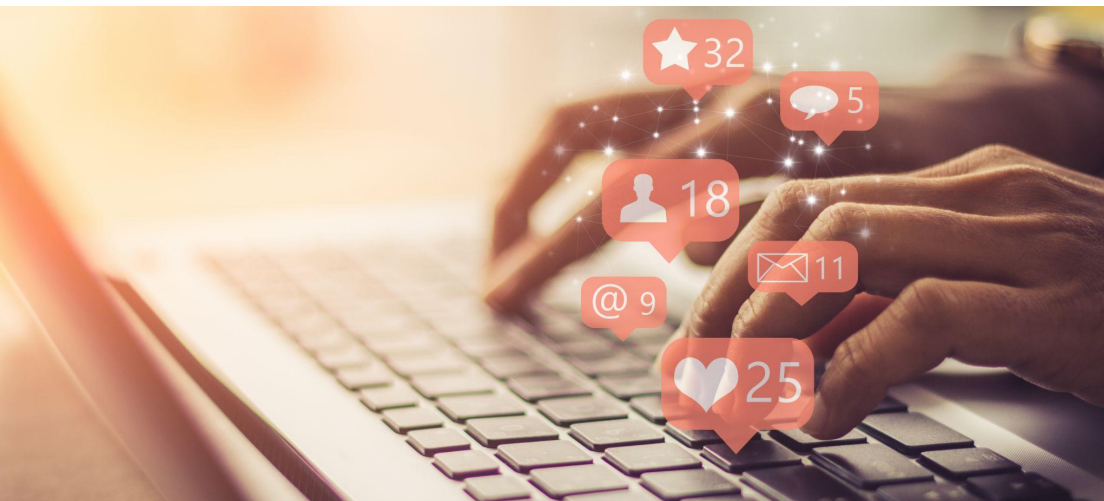


- active cycle
- passive cycle
- credit check
- authorization flow
- recurring billing
- reminders, defaults, blocks
- paperless & eSignature
- digital payments
- document management
- tracking end-to-end

Communication & Mktg

The relationship model with prospects and customers based on undifferentiated and sometimes invasive actions is no longer effective and indeed counterproductive.

Companies must therefore move **from a company-centric model to a customer-centric one**, with the aim of attracting and engaging users based on their **interests** rather than their commercial proposition.

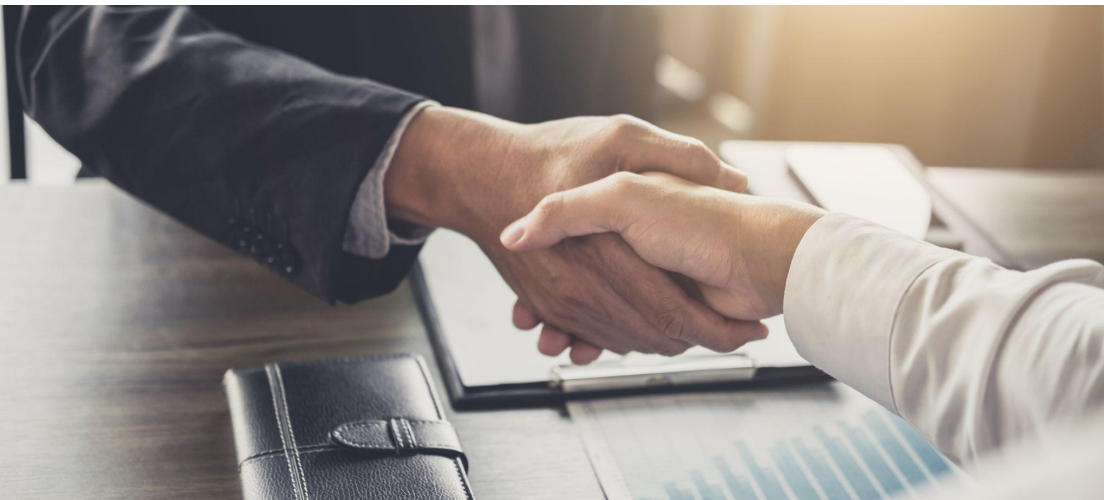


- strategies & goals
- online/offline touchpoints
- target & segmentation
- customer journey
- content audit
- lead generation
- data enrichment
- customer marketing
- dashboard & reporting
- compliance privacy

New business & Sales

Social distancing, reduction of travel and transfers, cancellation of fairs and events have prompted the introduction of new methods and technologies also for the commercial sector.

Process automation also brings savings in both time and resources, allowing those involved in new business and sales to focus more on the **qualitative analysis** of performance.



- commercial structure
- prospecting & discovery
- sales process
- procedures and supports
- classification of deal outcomes
- alignment with mktg
- remote selling
- dematerialization of orders
- dashboard & reporting
- compliance privacy

Assistance & quality

Customer service has now become an essential aspect, also fundamental for the **continuity of the relationship**, both in the B2C and in the B2B sphere.

The management of customer requests and complaints can therefore transform from a onerous service, and sometimes considered unsuccessful but necessary, to a great opportunity for business improvement and **customer loyalty**.



- customer request management
- complaints and non-compliance
- crisis management
- procedures and supports
- customer satisfaction
- loyalty
- remote support
- knowledge base
- dashboard & reporting
- compliance privacy

Data integration

Companies possess a wealth of user data - but also of objects and machinery - which in most cases is **disseminated among multiple information systems** and is not exploited.

Today's challenge is to **aggregate all data in a single system** to have a complete vision, extract valuable information and automate multiple business activities and processes.



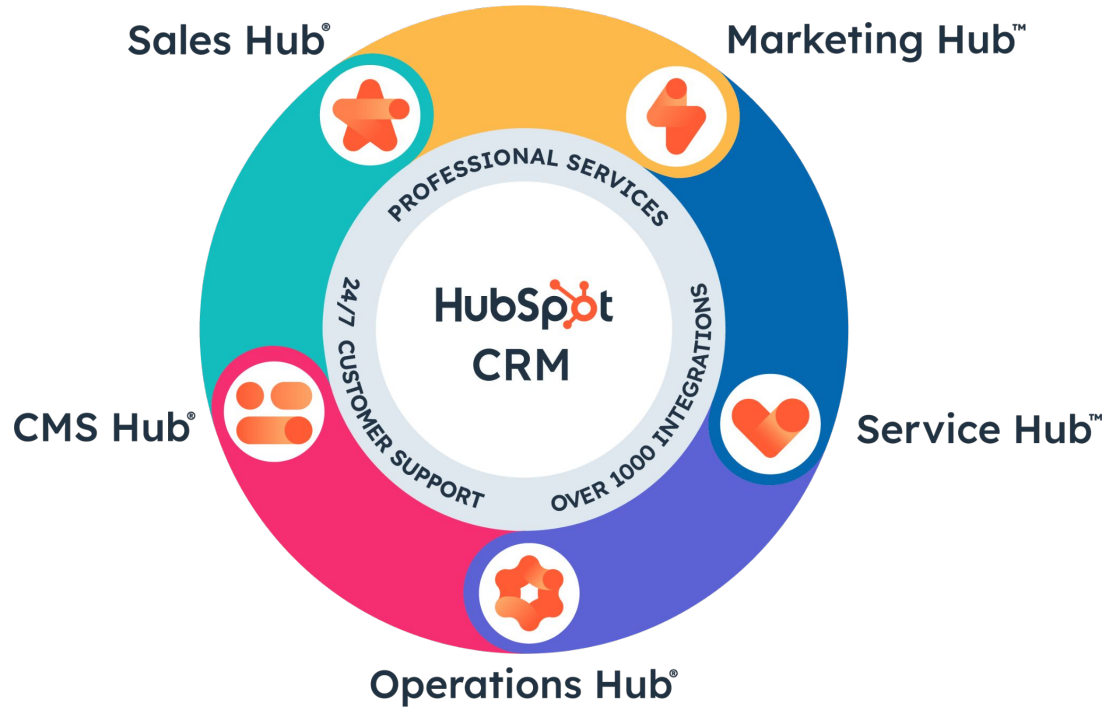
- high level mapping
- master data
- emails & calendars
- company management & BI
- telephony, chat and switchboard
- helpdesk & ticketing
- website cms & newsletter
- software (also custom)
- database & IoT applications
- compliance privacy

Tech stack

Hubspot CRM is an innovative suite with 5 integrated modules (CMS, Marketing, Sales, Service and Operations), which allows you to have an **unified and shared view** of customers within the company.

Hubspot is an ALL-ON-ONE platform that represents the ideal **technological hub** for innovating the company processes and **overcome the siloes**, as it allows you to:

- provide **interdepartmental tools** that are perfectly integrated each other
- connect to **vertical applications** through a certified ecosystem
- carry out **custom system integration** using API or Ipaas platform



Certifications



Our Methodology

Digital Transformation = Cultural Transformation

Digital transformation represents a **technological challenge** for every company but also an approach to a **new dimension of corporate culture** that embraces change at every level.

In addition to focusing on strategies, technologies and processes, we pay close attention to the **involvement of the people** who make up the company so that change is not viewed with concern and can find favorable conditions for **overcoming the siloed and company-centric organizational model**.

This is accompanied by the **development of knowledge and skills**, essential for effectively governing tools and processes and giving life to a concrete, effective and **sustainable digital transformation** over time.



Our method

From analysis to implementation, **we combine technology and strategic consultancy** to improve, automate and scale the solutions for our Clients, through clear processes and transparent relationships.

Analysis & Project vision

Alea discusses with the client about the company, the IT environment and the objectives to find the best possible solution through workshops and design thinking.

We define the "why" of the project and the expected business objectives, also highlighting the performance indicators and potential risks.

Our main objective: **to create an impeccable system for our Client and to help improve the effectiveness of its processes.**

Strategy

Implementation

Customer
success

Our method

From analysis to implementation, **we combine technology and strategic consultancy** to improve, automate and scale the solutions for our Clients, through clear processes and transparent relationships.

Analysis &
Project vision

Strategy

We help create value in the company, **accompanying the customer** towards a new path of **digital awareness**.

We develop the project idea with a vision aimed at creating value, we identify the most suitable technologies and platforms for the objectives identified together with the customer in the previous phase. We also define with which other systems the project must integrate.

Implementation

Customer
success

Our method

From analysis to implementation, **we combine technology and strategic consultancy** to improve, automate and scale the solutions for our Clients, through clear processes and transparent relationships.

Analysis &
Project vision

Strategy

Implementation

We identify the project teams and the **different ownerships**.

We define the specifications and the implementation plan that guides us in the process of **data migration** and **configuration of tools and platforms**.

We develop **concrete solutions and applications** according to CI/CD logic (Continuous Integration, Continuous Distribution) to ensure quality output.

Customer
success

Our method

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Analisi e Project
vision

Strategia

Implementazione

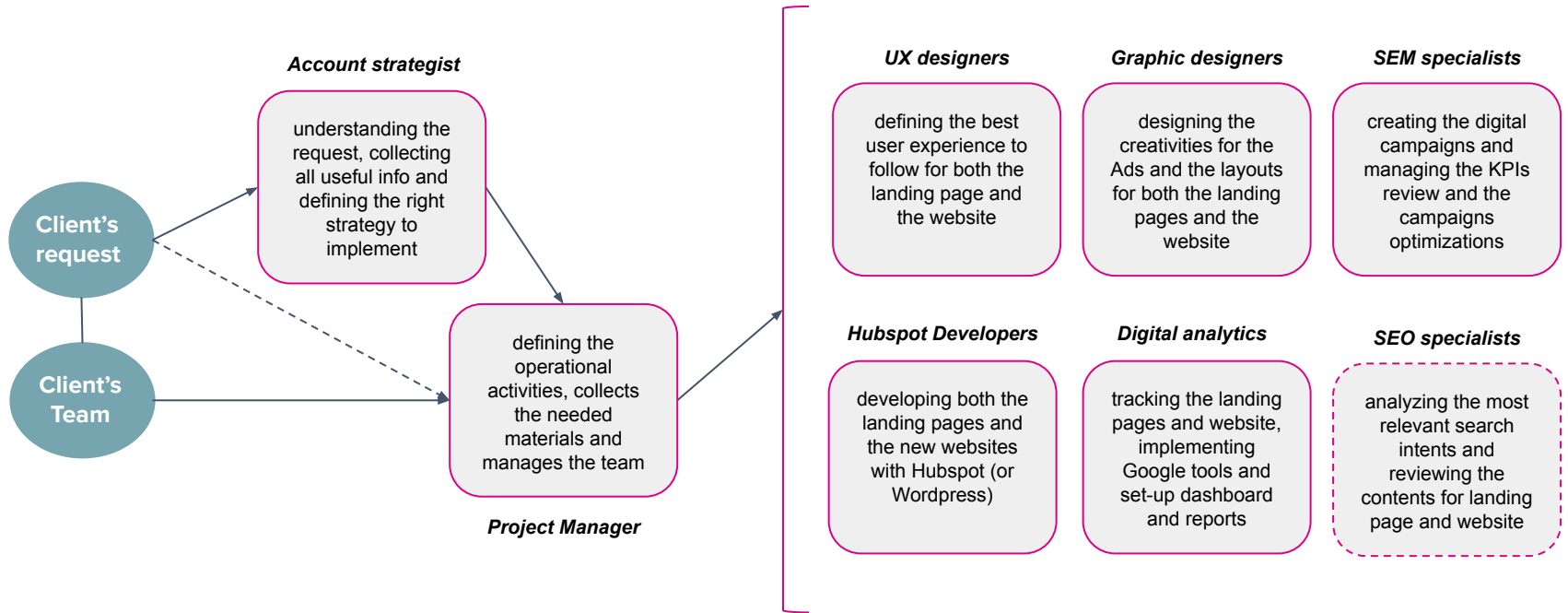
Customer success

We want to become the **trusted partner** of our customers by remaining at their side step by step in the operational implementation process of the strategy built together.

We support our customers by providing **ongoing support**.

We **monitor KPIs** and quantify progress on a regular basis to continuously improve performance in an **iterative process**.

The workflow



Our Solutions

Digital Marketing & Remote Selling

Creating **new opportunities** and **generating new leads** are essential activities to nurture the business and help it grow.

Through in-depth knowledge of **channels** and **strategies**, combined with the ability to **anticipate prospects' needs** and identify the **best solutions** to propose, we help customers generate new leads and qualify them.

We combine this with **knowledge of digital tools** and **methodologies for remote selling**, essential in a context of digital transition where relationships often take place remotely and where the first contact between the company and the prospect is increasingly created online.



Sales Enablement

Sales enablement is an approach that aims to provide a company's sales team with the resources it needs to close more business deals. These **resources** can have many forms: contents, tools, knowledge and information, all united by the usefulness in selling a product or service to the potential customer.

Through the creation of **effective sales enablement strategies**, we help create the conditions to allow the sales team to work at their best, providing them with optimized resources to carry out their business and convert users and leads into customers.

From this point of view, the collaboration between marketing and sales is essential and is based on the mutual exchange of feedback and information aimed at improving the **quality of actions and contents**.



Customer Service Enablement

In a context where the **quality of service** is a differentiating element in more and more markets and companies, having a customer service capable of **responding to and anticipating customer requests** is of primary importance in order to compete on the markets.

Through the right **mix of methodologies and technologies**, we help improve the effectiveness of customer service, helping to offer a better customer experience, from onboarding to retention.

Better customer service also translates into better perception of the brand as a whole and improved brand reputation.



Single Customer View

The Single Customer View is the process through which data is collected from different online and offline sources, compared and merged into a single register for each customer, in order to have a **complete overview of the purchase journey**.

By combining data from web searches, email marketing activities, demographic data, customer service interactions and purchase history, we help the customer keep **track of user interactions** in detail and outline the best customer acquisition and retention strategies.

The adoption of the Single Customer View allows you to go beyond a "silo" view of the customer and to have a **cleaner set of data available**, obtain better insights and be able to attribute the right weight to each channel and tool in the strategy.



Single Source of Truth (SSOT)

The vast amount of information available through the web raises the question of where to collect and aggregate all the data. The Single Source of Truth is an approach that aims to create a **single place** in which to bring together **all the data coming from different sources**.

With the creation of a single register in which to aggregate the data, we help the Client to develop a **better mastery of the data, facilitate access to information** and derive **greater value** from the data in our possession.

Thanks to the adoption of **reliable digital infrastructures** such as **Customer Relationship Management (CRM) platforms**, we make it possible to aggregate and organize data from different sources, to return a reliable and truthful picture.



Data Analytics & Insights

The strength of a **data-driven approach** is based on the **objectivity of the data**. It is a rational approach, based on facts that are reflected in reality.

For this reason, once collected and organized, it is essential to know how to read and interpret the data, extrapolate information and draw useful conclusions on which to base subsequent actions.

Through proper organization and data analysis, we support customers by helping them make the right decisions to improve customer relationships, carry out prospecting activities and **improve business profitability and scalability**.



Digital internationalization

Digital internationalization is a complex activity, which requires a **holistic approach to business development on foreign markets and adequate planning.**

Alea is **Temporary Export Manager agency certified by Invitalia, the National Development Agency of the Italian Ministry of Economy.** We support Italian companies that want to promote their brand abroad, offering complete support that includes the analysis of the markets, the identification of the most suitable digital marketing and sales channels and the definition of a **digital strategy for internationalization.**

The choice of tools and strategies goes hand in hand with attention to the socio-cultural, economic and bureaucratic implications, essential for **establishing an effective and profitable relationship with the foreign markets.**

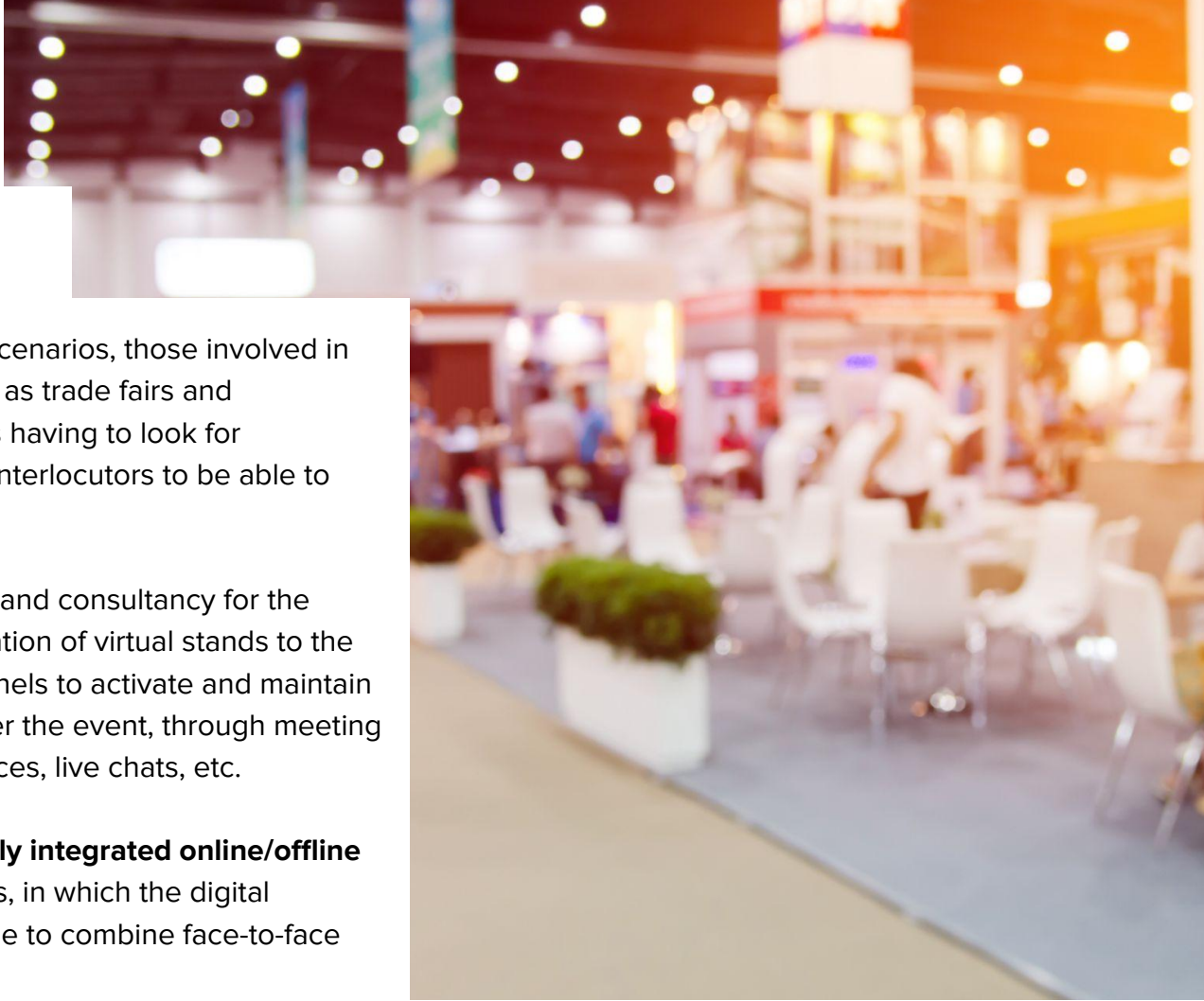


Digital events

The pandemic has changed world scenarios, those involved in organizing face-to-face events such as trade fairs and conventions have found themselves having to look for **alternative solutions** to allow their interlocutors to be able to **relate remotely**.

Alea has therefore developed tools and consultancy for the **digitization of events**: from the creation of virtual stands to the preparation of communication channels to activate and maintain relationships before, during and after the event, through meeting services and remote videoconferences, live chats, etc.

Innovative solutions that can be **fully integrated online/offline** to create new types of hybrid events, in which the digital component becomes an added value to combine face-to-face and remote participation.



THANKS!



Pordenone

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