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Reimagining your business – by Giulio Malegori, EMEA CEO, dentsu international

Business transformation is no longer an option, it is imperative.

The context in which businesses operate today is very different from where we were just a decade ago. The power dynamic in today's marketplace has shifted, brands can no longer be solely profit-driven, they need to put their customers at the core of everything they do and show up to solve real world problems for them. That means every interaction needs to be an opportunity of service and drive value to the end user.

It is time for businesses to reimagine how they operate, and design, deliver and measure based on customer experience.

What is business transformation?

If you ask your leadership how they define 'business transformation' you will mostly get different answers. While it has been part of our lexicon for the past decade, how a business transformation should be implemented continues to be a highly debated topic.

At dentsu, we see business transformation as customer experience transformation. It is about placing customers at the centre of a business's value creation process and harnessing the power of data and technology and combining it with creative thinking to deliver personal experiences at scale.

As one of the world's largest marketing communications agency networks, we have been helping our clients accelerate their digital transformation by investing in data management and commerce over many years. Today we are working with more organizations to support their business transformation agenda and reimagine their business model and operations by looking into their customers' needs and challenges.

Transforming through the lens of your customers

Business transformation is about positioning customers as the organization's north star and anchoring all its decision makings to deliver value to them. That means from product development to service delivery to post-purchase engagement, brands should provide seamless and connected experiences that their customers love.

When a brand is creating value for customers in ways that its competitors simply cannot replicate, not only do their customers become less sensitive to decision factors such as price, but the brand itself also becomes more competitive and long-lasting. Imagine the experience is so good and the value creation is unmatched that your customers no longer think about the underlying cost. That is where you want ultimately to get to with your business transformation.

Servicing our clients as one dentsu

With the world changing around us, we have also had to reimagine our business model and transform how we operate and service our clients here at dentsu.

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With the ever-changing market dynamics, accelerated digital adoption and shifting consumer behaviours, traditional advertising isn't enough for brands to stay relevant and competitive. They are looking to create intimate connections with their customers, differentiated and consistent brand experiences across all touchpoints and sustainable value back to society.

That means as an agency, we need to understand more than just our clients' marketing and communication needs, we need to immerse ourselves with their business challenges, strategy and culture. We need to become their strategic partner who can interlink brand and consumer strategies to deliver positive business results.

And that is why we are thrilled to launch Merkle in Italy. Merkle is dentsu's leading data-driven, technology-enabled, global customer experience management (CXM) company. It has been redefining the future of marketing and helping clients transform their organisations to meet the ever-changing expectations and needs of their customers.

With Merkle's arrival to Italy, we can provide full services and integrated solutions drawing capabilities, talent and expertise across our three services Creative, Media and CXM to help clients connect the dots and deliver end-to-end omnichannel experiences and differentiating value to their customers.

Unlocking new possibilities for tomorrow

Europe is facing a challenging year ahead. With the ongoing war in Ukraine and the ensuing energy crisis, inflation and predicted recession ahead, and subsequent lowering in consumer trust and potential trade downs, brands will need to stay evermore connected with their customers.

We learnt from COVID-19 that brands who continued their marketing activities during this difficult period gained more competitive advantage. In order for brands to unlock new growth opportunities in the upcoming years, investment in first-party data and technologies to connect with consumers with timely and personalised communications and offers is critical to ensure brand relevance and loyalty.

I deeply believe that successful businesses of the future must operate beyond the traditional transaction-based relationship between brands and people. Reimagining your organization's place in the world and finding new ways to connect the needs of your business with that of consumers and society is the only sustainable way forward.

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