



The critical role of digital communication in
creating an omni-channel Engagement Hub.

Start



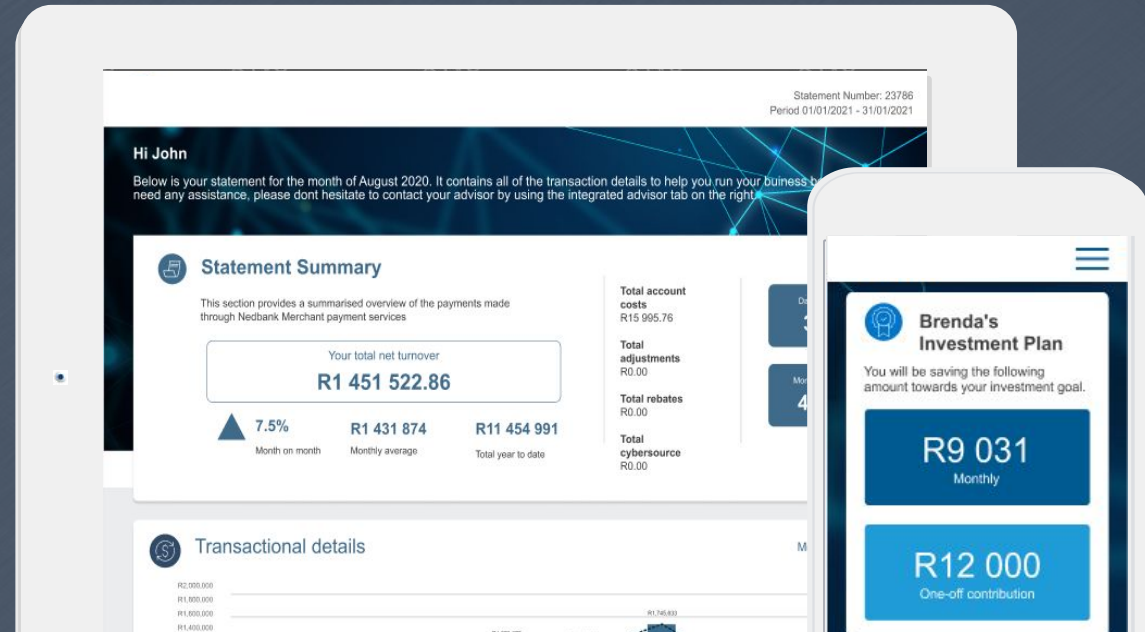


Striata

Digital
Communication
Experts

- **Established** in 1999
- **Leading** digital communications provider in SA
- **BEE** level 2. POPI compliant. ISO27001 certified
- **Global** experience and knowledge of trends
- **Innovative** enterprise-level technology
- **Expert** consulting and professional services

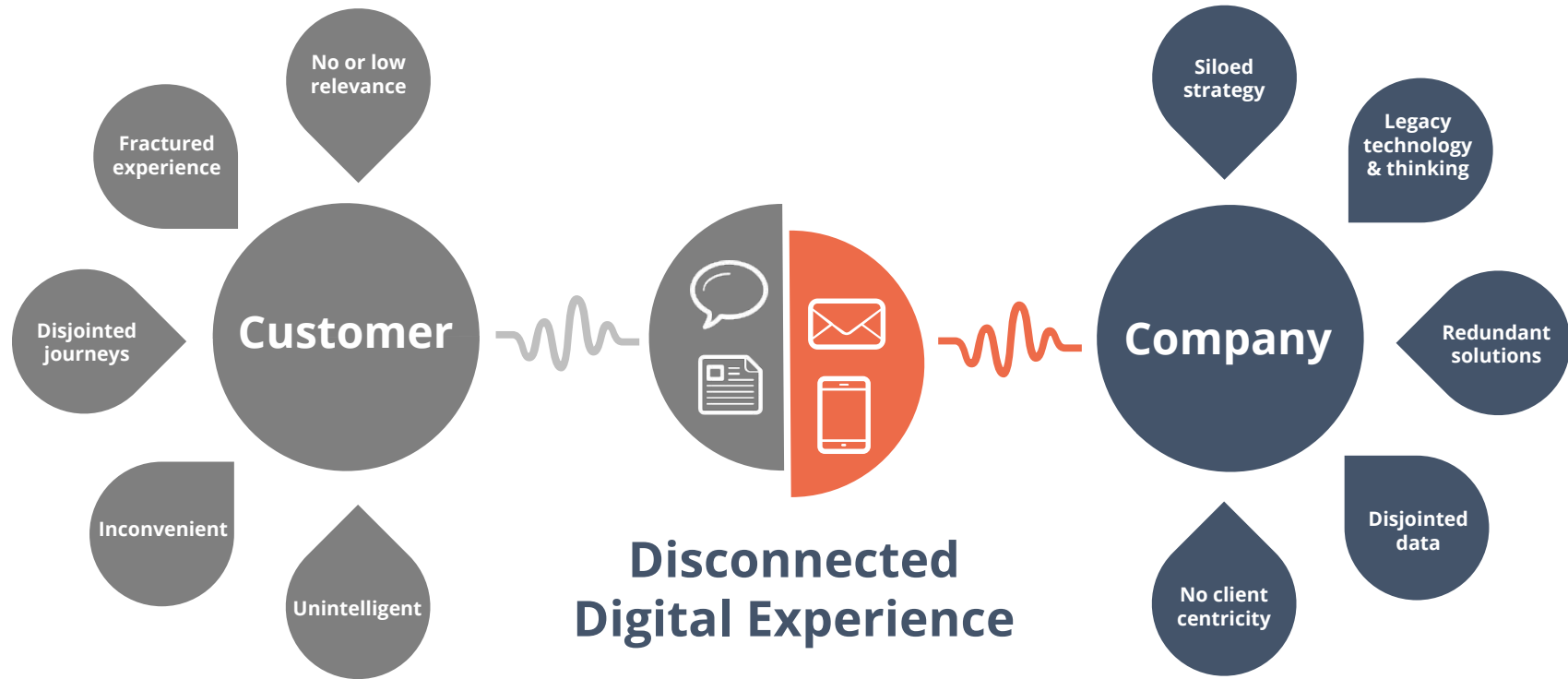
Who are Striata?



We craft digital communication strategies,
experiences & solutions that
change customer behaviour and reduce costs

The State of Digital Experiences

Digital channels provide the glue that binds customers and brands. Most companies are not happy with their current digital customer experience



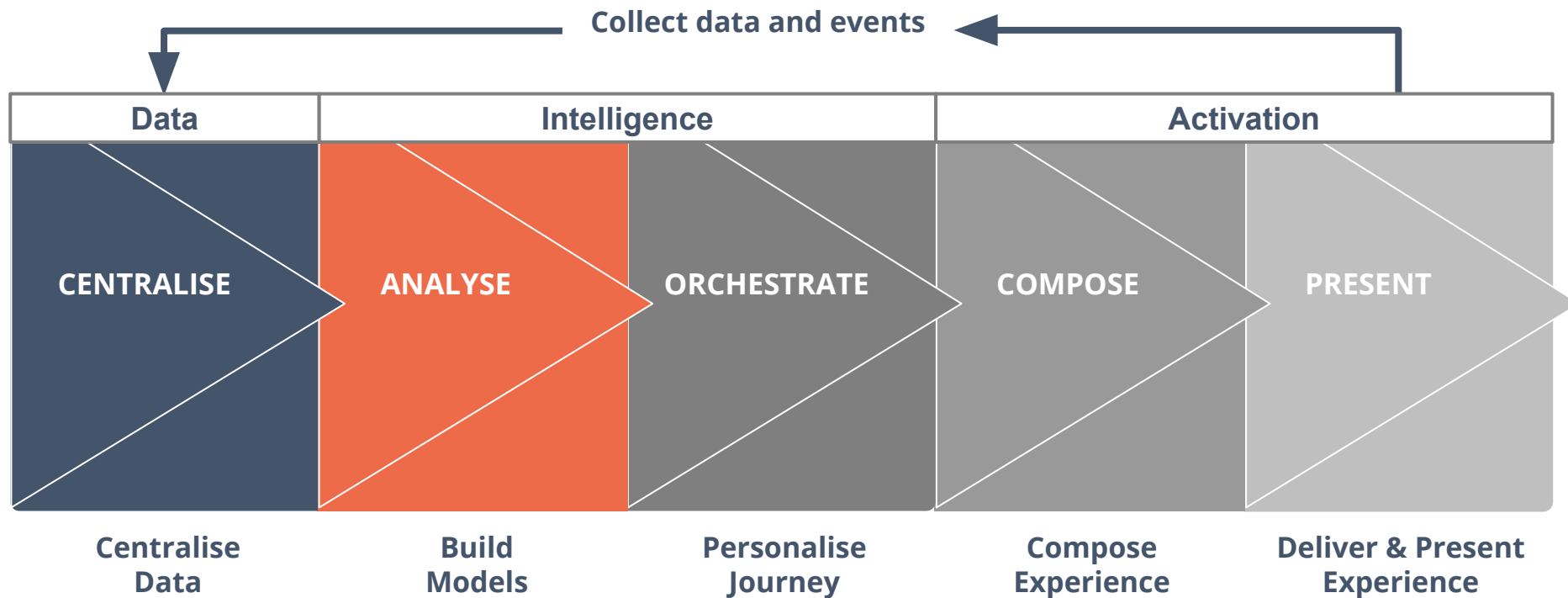
These Symptoms **Lead** to...

The impact of these symptoms leads to dire consequences, which is why customer experience is the number one strategic priority for most companies



Optimal Engagement Model

Engaging with customers optimally requires that every engagement follows the 5 steps of the Optimal Engagement Model



The Customer Lifecycle

Outbound digital communication technology needs to cater for ALL communication requirements across the customer lifecycle



Customer Service Centre | Digital Communications | Chatbot | Web/Portal | Mobile App | Social Media | IoT | POS

Channels

Marketing communications | Lifecycle communications | Operational communications | Secure communications

Communication types

Email | SMS | MMS | Secure documents | Online presentation | Print | Data

Digital communication **super-powers**

1

Initiates the **conversation**

2

Stitches together **journeys**

3

Builds **relationships**

4

Drives digital **adoption**

5

Nudges **behaviour**

6

Creates **convenience**



Relevant and Engaging

Optimal communication requires that messages be BOTH relevant AND engaging. The absence of either will reduce customer engagement notably

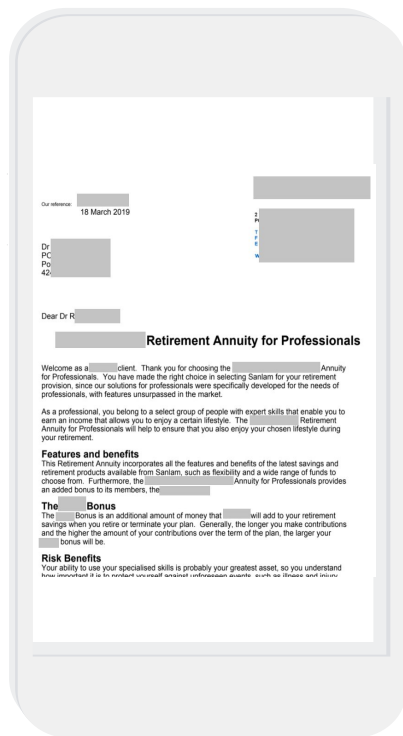
Paper replica

Non-interactive

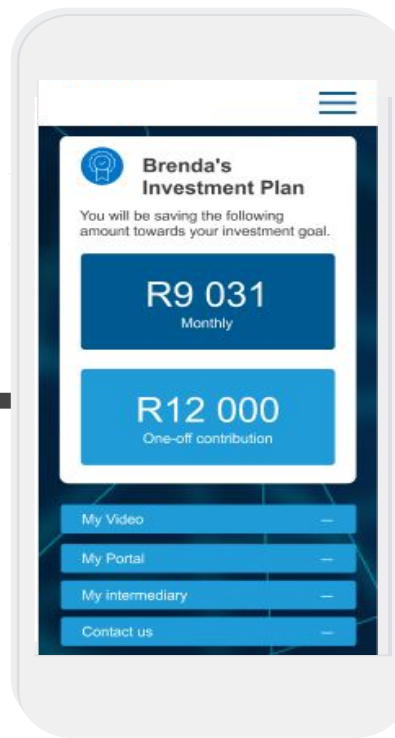
Non-responsive

Low engagement

No drivers or CTA



VS



Digital design

Interactive

Responsive

Engaging

Influences behaviour

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