



Leveraged the full-stack Adobe Experience Cloud to deliver omnichannel journey orchestration

ISSUE

Amplifon S.p.A is an Italian company that deals with the diagnosis, application and commercialization of hearing solutions. Amplifon choose to use a Marketing Automation tool in order to simplify processes and deliver effective multichannel (email, SMS, Call Center, DM) campaigns: specifically, with the help of Adobe Marketing Cloud.

SOLUTION

A dedicated Deloitte team engaged to implement the Adobe Campaign Solution to design, plan and execute powerful marketing campaigns to handle new leads and retain existing customers. In iterative approach driven by agile methodology Deloitte team was able to deliver a multi channel marketing platform to Amplifon in 4 weeks.

IMPACT

Deloitte supported Amplifon in the evolution of the campaign management, digitalization and automation of the marketing processes and Customer Journeys, enabling business users to design and launch cross-channel campaigns independently.