

# HOLISTIC EXPERIENCE MANAGEMENT

#awareness #experience #story





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# WE NOW LIVE IN A DIGITAL EXPERIENCE

#connected #interactive #data driven

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# A SHIFT IN OUR RELATIONSHIP WITH DATA

## SITTING AROUND A FIRE

Tell stories and communicate experiences

PS. We still do this :-)

## INFORMATION AGE

Internet-based businesses.  
Advanced Analytics. Data Science,  
Connectivity, AI, IOT, Blockchain

TODAY

TOO MUCH DATA

LEVERAGE DATA TO CREATE VALUE

## THREE INDUSTRIAL REVOLUTIONS

Steam, Manufacturing & Digital

## EXPERIENCE AGE

The Fourth Industrial Revolution (Industry 4.0) a convergence of disparate information and industries

2000

IN THE DIGITAL EXPERIENCE

# CUSTOMER EXPERIENCE IS SHIFTING



In the last 15 years 52% of the fortune 500 companies have disappeared as a result of digital disruption

- forbes



89% of companies compete primarily on the basis of customer experience in 2018 (36% in 2010).

- forbes



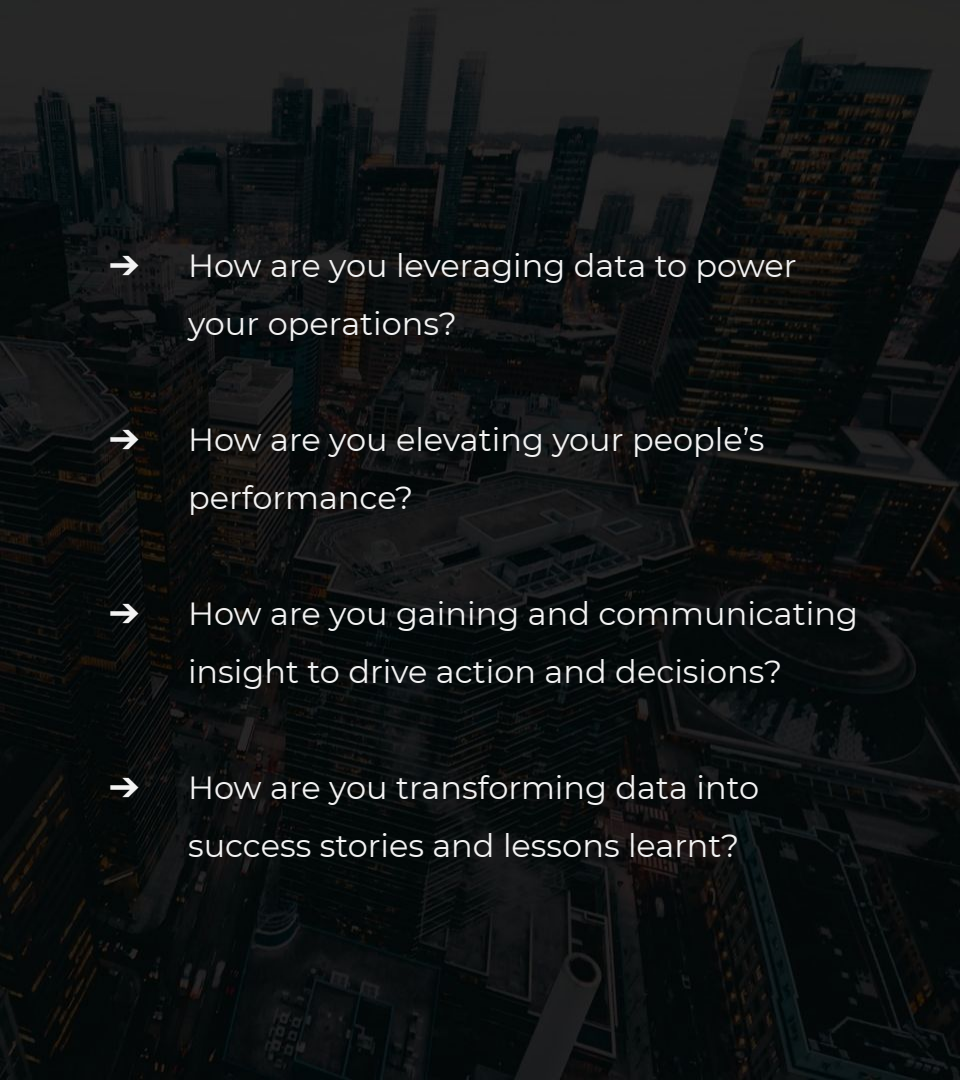
80% participating companies believed their customer experience was great, while only 8% of their customers agreed with them.

- bain & company



79% of executives agree, companies who do not embrace big data will lose their competitive edge

- harvard business review

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- How are you leveraging data to power your operations?
  - How are you elevating your people's performance?
  - How are you gaining and communicating insight to drive action and decisions?
  - How are you transforming data into success stories and lessons learnt?



CUSTOMERS, BUSINESSES & ORGANISATIONS EXPECT

# VALUE FROM DATA

#EXPERIENCECENTRIC

## A SEAMLESS DATA EXPERIENCE

It should be simple for organisations to analyse and understand why things are happening and what to do about it.

It should be simple for people to answer their questions, collaborate with those around them and share & explore their data.



DIGITALISED & INTEGRATED



SIMPLE, VISUAL & INTERACTIVE



AVAILABLE ANYTIME, ANYWHERE



IMMEDIATE ANALYSIS & ANSWERS



OPTIMISED PROCESSES & OPERATIONS



EVERYONE IS AWARE AND INFORMED

# That's why we built HYDRA

A HOLISTIC SOLUTION THAT TRANSFORMS DATA INTO VALUE



## CUSTOMERS

- Humanise your customer's journey.
- Overlay customer information, surveys and social data to uncover general sentiment and deeper insights.
- Seamless feedback lifecycles.



## PRODUCTS

- Analyse product performance and pricing.
- Leverage and understand buyer personas and customer experience.
- Understand brand drivers.



## EMPLOYEES

- Access to real time information about operations, customers and products.
- Real time awareness and analytics to empower agents.
- Self and customer ratings.
- Understand employee sentiment.



## COMMUNICATION

- Send and receive information securely and as easily as using WhatsApp.
- Collect information even if there is no network connectivity.



## TASKING & PLANNING

- Draw and schedule travel routes.
- Assign people to respond to incidents and faults.
- Analyse if operations were executed according to plan.



## INCIDENT MANAGEMENT

- Get automatic alerts when something is detected from your camera systems.
- Get real time feedback and information from the field.
- Automatically uncover links between information.



## SENSORS & IOT

- Monitor and analyse things that move and things that stay still.
- Make quick decisions from a single view of all your sensors.
- Get early warning alerts from your environment.



## SHARING & EXPLORING

- Get the right information to the right people at the right time.
- Explore what happened, what's happening now and what's going to happen with dashboards, data stories and taxonomies.



## INSIGHTS & EXPERIENCES

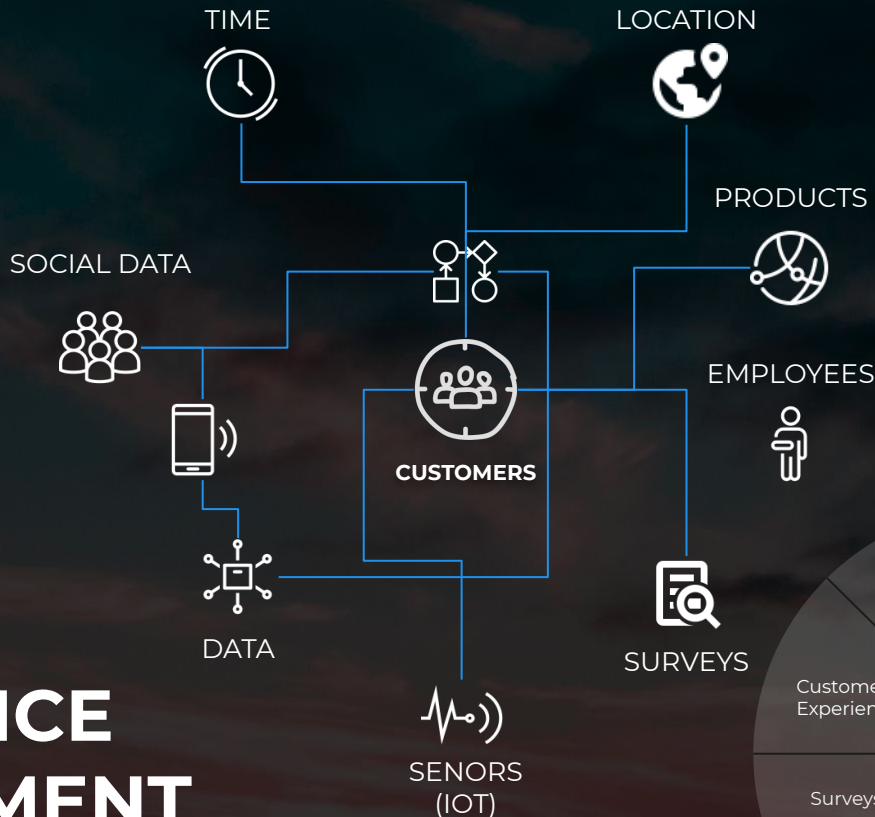
- The HYDRA BRAIN will help you to deeper understand what is happening around you, and what to do about it.
- Improve **your** customer's experience by improving your own awareness and insight.

- CUSTOMERS
- PRODUCTS
- EMPLOYEES
- COMMUNICATION
- INCIDENT MANAGEMENT
- TASKING & PLANNING
- SENSORS & IOT
- SHARING & EXPLORING DATA
- INSIGHTS & ANALYSIS

USE CASE

# EXPERIENCE MANAGEMENT

TURN EXPERIENCES INTO STORIES



CUSTOMER CENTRIC



METRICS & KPIS



INSIGHT





CREATORS OF EXPERIENCES

# DIFFERENTIATION

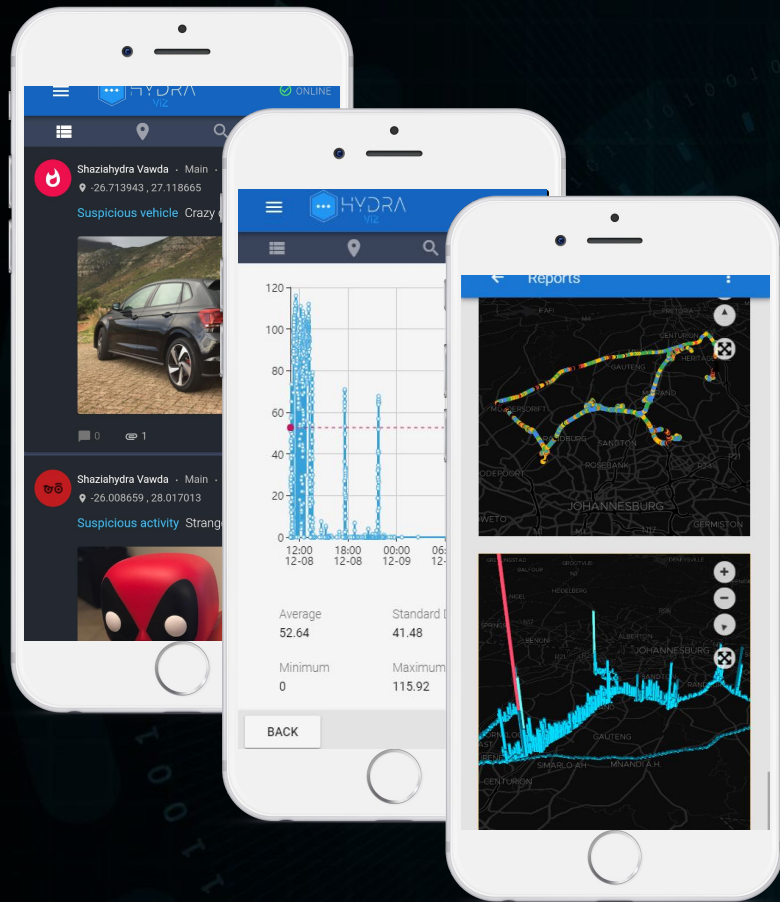
**We take a holistic information and problem view within Safety & Security.**

We've spent the last 8 years engaging with hundreds of organisations across defence, security, conservation, tourism, intelligence, smart cities, municipalities, energy, transport, emergency response and disaster management about situation awareness and coordination.

Before we founded The Awareness Company we built a technology demonstrator that is used by National Parks in South Africa in the fight against rhino poaching.

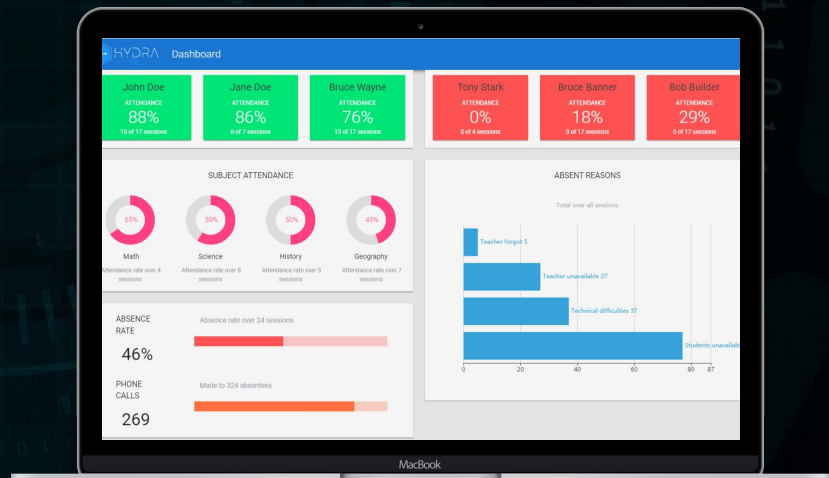
AWARENESS COMPANY





WEB AND MOBILE

# VISUAL INTERACTIVE STORYTELLING



**Estelle Lubbe**  
THE SUPERSTAR

**Alex Terlunen**  
THE BRAIN

**Priaash Ramadeen**  
THE INNOVATOR

**Shazia Vawda**  
THE CREATIVE



Data Driven Storytelling



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