



# Capture Emerging Opportunities with a Strong Digital Strategy

Turn your ideas into innovative solutions that create a unified experience across digital channels.

## Create Valuable Digital Experiences At Every Touchpoint

Today, users expect seamless digital experiences - not websites, platforms, stores, and mobile apps that work in silos. Every interaction that customers or employees have with your brand is an opportunity to create, or lose, value.

Leverage the power of digital technology to create experiences that demonstrate your values and drive customer loyalty.

We help turn your ideas into innovative solutions across the digital spectrum.

Technology has the power to strengthen brand loyalty and increase customer engagement. Our design/build methodology which ensures the vision your business is dreaming about is not only rooted in technical feasibility, but delivers the value and impact you expect.

## Benefits of Digital Strategies

- ▽ A clearly defined digital roadmap
- ▽ Distinctive user experience and compelling visual design
- ▽ A seamless mobile app experience
- ▽ Embed digital strategy into business strategy
- ▽ CMS selection and implementation
- ▽ Contextualized user interactions
- ▽ Gamification & loyalty programs
- ▽ Realize the full value of your digital transformation

## Our Process

1

Define goals  
and conduct  
assessments

2

Create a unified  
experience across  
digital channels

3

Decide where to  
start with  
technologies and  
partnerships

4

Determine the  
best solution  
architecture  
for your needs

## Drive Digital Transformation

Deepen relationships with customers and drive results across web, mobile, and emerging technologies through effective digital strategies.

## Success Stories

### CLIENT

### CHALLENGE

### APPROACH

### RESULTS

#### Global Investment Company

A global institutional and individual asset management firm was selling one of its major assets and needed a plan to separate its branded web properties, moving all client-facing properties to a new domain, new branding and a new web presence.

The new domain would transition to a new cloud-based Content Management System (CMS), requiring updated HTML page templates and all content to be merged and refactored into the new templates.

Under a strict deadline, the company turned to AIM because of its deep experience in change management and web development strategy.

A team of change management experts from AIM Consulting stepped in, quickly analyzed the firm's needs, and provided a roadmap of recommendations for the rebranding of the firm's web properties.

The work was delivered in a series of workshops, technology deep dives, and analysis at the company during an eightweek project.

AIM delivered recommendations on the company's new web presence, CMS, and organizational changes to support the projects.

AIM helped the company mitigate the risk in its rebranding effort, take advantage of the change by introducing a new CMS, and develop a new web strategy that aligned its online presence with business needs.

AIM introduced numerous efficiency gains while reducing overall risk for the company.

The company was able to move forward and face the change with confidence.

#### CPG and Healthcare Manufacturing Conglomerate

An American conglomerate producing tens of thousands of products for the healthcare, automotive, electronics, and manufacturing industries was encountering delays and loss of information during customer-service interactions in its industrial adhesives and tapes division, resulting in lowered customer satisfaction.

Customers needing specific knowledge and guidance regarding adhesive products were often taken through a lengthy support escalation process.

A video chat software firm presented a marketing video to executive stakeholders for a solution that injected video chat with annotation into the helpdesk system and conversations with engineers.

An AIM team consisting initially of a managing consultant, solution architect and user researcher worked with the client to produce a high-touch interactive experience for all levels of customer service.

After initial discovery indicated that a lower-cost solution could be delivered, the solution architect was removed from the project, allowing for more resources to be allocated for research.

Following an exhaustive research and interview process, AIM arrived at numerous conclusions, focusing on the need of the client to submit a photo of the issue at hand and sharing it with customer service representatives.

As a preferred partner of Box, AIM proposed a solution based on Box, which client executives approved.

Plans for implementation of Box developed.

The client noted this was the first time it experienced a project that was fully user-focused and datadriven from the start.

By driving for the best possible outcome, irrespective of its own gain, AIM Consulting became a trusted advisor for the client on future projects.



AN ADDISON GROUP COMPANY

206.624.5333

[aimconsulting.com](http://aimconsulting.com)

AIM Consulting, an Addison Group company, is an award-winning industry leader in technology consulting and solutions delivery. AIM's differentiation is our collaborative engagement model that provides cross-functional results. We work with clients, shoulder to shoulder, for one goal – their success. Founded in 2006, with offices in Seattle, Minneapolis, Denver, Houston, and Chicago, we are ranked among the fastest-growing private companies and best companies to work for due to a long track record of success with our partners and consultants. Our long-term relationships with the best technology consulting talent allow us to deliver on expectations, execute on road maps, and drive modern technology initiatives.