

# Business Success...

## It's All About The Customer Experience

Silver Tree has the perspective and deep experience to bring together the right best-practice elements, customized to your specific goals, to orchestrate a high-impact transformation. Not just digital, but a carefully-balanced approach to greater customer loyalty and market share – guaranteed.

### You could call us the Master Chef:

It all comes together with Silver Tree's Secret Sauce – we embrace our client's vision and goals, and design a customized outcome that will exceed expectations. We combine the exact proportion of "ingredients" to improve net promoter scores (NPS), introduce cost efficiencies, and enhance your ability to retain and expand your customer relationships, resulting in ROI of multiple times the investment in the first year.

#### Transformation Roadmap

##### Silver Tree's Ingredients:

- **Business Process Optimization:** lean, effective, & efficient
- **Customer Touchpoints/Contact Centers:** adapting to the customer
- **Data Management:** big data and advanced analytics - gaining exceptional, actionable insights
- **Orchestrated Intelligent Automation:** RPA, AI, and Machine Learning - machines augmenting humans
- **Agile Application Development:** leveraging design thinking and Dev/Ops to deliver exceptional user experience and business value continuously
- **Precise Integration** across a diverse and evolving architectural landscape

Partner with Silver Tree and leverage our deep expertise and Transformation Execution Framework<sup>SM</sup> to produce unparalleled outcomes for your business and customers.



**Silver Tree**  
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# DETERMINING THE BEST MIX FOR THE ULTIMATE CUSTOMER EXPERIENCE

Do your customers find it easy to do business with you? Today's digital enterprise delivers the best customer experience when it optimizes the whole business: process, people, data and technology - resulting in increased revenue, cost savings or both.

## Business Optimization

Silver Tree addresses every detail of the change agenda to bring about real growth and profitability. True Optimization is a balance of:

- **Technology:** Automate to turbo charge your processes
- **People:** Readjust workforce to align to new technologies
- **Process:** Maximize performance with minimal resource consumption and maximum customer satisfaction
- **Data:** Leverage to fuel proactive, actionable insight

Silver Tree takes a deep dive into all aspects of your operations, pulling all relevant data, observing people at work and examining the technology landscape. We document current processes end-to-end. After a thorough analysis, we provide findings in an interactive workshop.

**RESULTS:** A precise view of the business flow with actionable process, organization and technology changes, including automation recommendations and a roadmap to take action. When implemented, this investment is consistently self-funded with payback typically in months.

## ESSENTIAL INGREDIENT:

### Application Development, Integration and User Experience

Optimal customer experience and thus growth and profitability necessitate innovations in application development, their integration and a streamlined user experience.

Silver Tree designs from the outside in, ensuring a user interface that delivers the best digital experience for you and your customers:

- **Agile Application Development:** - from the ground up, starting with design thinking, through the lens of the customer
- **DevOps:** Our COE ensures your apps are optimized for all devices and systems before going live and integrates highly-automated QA into a continuous delivery process for your customers
- **New System Integration:** Building the technical bridges needed to integrate new systems to the existing landscape
- **Cloud/Hybrid/On Prem:** Building solutions across all architectural models, enabling a nimble environment to constantly adapt to evolving customer needs