

**PRESS RELEASE**

# **Covisian Sponsor of the Metaverse Marketing Lab**



Yesterday took place the second workshop of the Metaverse Marketing Lab, the research project launched in June sponsored by Covisian and promoted by the School of Management of the Politecnico di Milano with the aim of creating a forum for companies to discuss the opportunities and challenges of metaverse-related technologies in marketing activities.

Over 330 national and international cases mapped for marketing purposes, analyzing their prerogatives, purposes and contents for research.

On the occasion of the meeting held at the Department of Management Engineering of the Politecnico di Milano, scenario data on the penetration of the so-called metaverse were shared. 2022 recorded investment operations by venture capitalists, private equity funds and M&A at a global level on metaverse-related activities amounting to over 120 billion dollars. Substantially double the amount recorded in 2021, in particular how immersiveness is able to maximize user attention and learning. This is typical of the adoption of new technologies that can become a strong incentive for consumers to try them out, as soon as engaging content and experiences are placed on an ongoing and pervasive basis.

This sponsorship demonstrates how important the metaverse is to Covisian and how the company sees this technology as a new tool for positioning brands and to enhance customer interactions. Indeed, Covisian is the first BPO company to have brought customer care into this new dimension, conceiving a 360° customer journey service. *"The Metaverse is attracting increasing interest among companies as a new business tool. The BPO industry cannot, therefore, ignore*

*this reality but, on the contrary, must use it as a new driver of development”*  
comments Andrea Fileccia, Group Head of Service Design Offering.