

PRESS RELEASE

Covisian participates in an in-depth session about omnichannel trends organized by the the School of Management of the Politecnico di Milano



Andrea Fileccia, Group Head of Special Projects and Service Design, and Andrea Tenna, Metaverse Business Manager at Covisian participated as specialized guest speakers in one of the classes devoted to omnichannel trends, part of the International Master in Marketing Management, Omnichannel and Consumer Analytics (IM4) offered by the **MIP Politecnico di Milano**.

The **IM4** is a graduate program devoted to students who want to achieve a career in the field of digital marketing and communication. The Master counts on the participation of large companies such as **IBM, Nielsen, Universal McCann** and, in this case, **Covisian**, in order to achieve the objective of sharing real-life knowledge about digital marketing, customer experience, omnichannel marketing, big data and consumer analytics.

During the Master Class, **Andrea Fileccia** explained how to build an efficient e-commerce customer journey and how to use neuroscience in order to design the experience. Fileccia pointed out the relevance of the human touch in digital interactions, explaining how introducing an avatar with a human behind it in digital contexts such as the metaverse, has a direct positive impact on customer satisfaction.

“The Avatar Customer Care brings enormous benefits to corporations, as it helps improve customer satisfaction and increase brand loyalty also giving the opportunity to reduce negative comments on social media that could damage the reputation of the brand” states **Fileccia**.

Covisian has been the pioneer outsourcer to provide an integrated customer care solution in the metaverse, using an avatar controlled by a human being. The solution is proving to be highly effective in the management and problem solving from customers, which could have a potential negative impact on the brand.

Andrea Tenna shared with the Masters’ students a use case of e-commerce and customer care where an assistant (via chat) can listen, reassure and explain the advantages of a product.

“If we had used the avatar customer care instead of the chat, we would have had a higher conversion as there are many clients that have the same barriers when purchasing a product. Compared to the telephone or the chat, the avatar customer care offers a deeper immersive experience, generates the idea of being at the store, increases trust and improves the relationship with clients” confirmed Andrea Tenna.

Covisian has recently been involved in other initiatives designed to create a forum for discussion among companies about the opportunities and challenges of the technologies linked to the metaverse in the marketing activity, such as the [Metaverse Marketing Lab](#) by the Politecnico di Milano, also sponsored by Covisian.