

PRESS RELEASE

# Covisian Group presents its new identity aimed at making people's lives easier



**Covisian Group**, one of the largest international players in innovative customer eXperience solutions worldwide, has just announced in partnership with Armando Testa its new brand identity.

The company's new claim, "**Tech. People. Smiles.**" sums up the goal and purpose of "**building an easier world**".

Managing, in fact, more than 1 million interactions per day in 7 countries, the Group's ultimate goal is the satisfaction and happiness of its customers and clients by adopting outstanding customer eXperience solutions.

After more than 20 years in the BPO business, **Covisian Group** through this work of strengthening its positioning is committed to highlighting the relevance of excellence in customer management services and ensuring the satisfaction of millions of people around the world as part of its purpose.

The group's rebranding responds to Covisian's urgency to show its true purpose and company promise as part of its corporate claim. Armando Testa, one of the most recognized Italian branding agencies in the world, has been in charge of

internal research, conceptualization and the new strategic positioning of the Covisian Group.

According to **Gabriele Moretti**, president and founder of the Covisian Group, *“In the last seven years Covisian has become a multinational company by growing from 1,000 to 23,000 employees thanks to our proprietary technologies and softwares that have demonstrated extremely high scalability. More and more clients who really care about their end customers are choosing us as their partner. We are a tech company involved in the core processes of customer eXperience. Digital channels and artificial intelligence are ineffective without a team of people motivated to manage human contact with customers. We want end customers to be satisfied, and the new payoff wants to focus our group’s attention precisely on this virtuous circle: tech, people, smiles.”*

Considering **Moretti’s** words, the new payoff shows a philosophy according to which innovation, which has always been a pillar for Covisian, is put at the service of people and their relationship experience with different market players:

- **“Tech”**: The search for new technological solutions has always been the guiding thread of Covisian’s business, an asset that has found its most recent expression in the offer of innovative services for the metaverse ecosystem (first Avatar Customer Care service in the metaverse) .
- **“People”**: people are at the center. Technology is perceived as a support for human beings, to enhance their capabilities, and because people are only the axis of the company’s new purpose and promise: to make life easier for people.
- **“Smiles”**: the smiles are those of customers, clients and our employees. All this is made possible by the right interaction between “tech” and “people.”

**Covisian Group** has wowed the market with some of the most cutting-edge solutions in recent years, creating an advanced artificial intelligence tool to improve the capabilities of contact center telephone operators and, more recently, launching a package of new advanced services, including the first customer service in the metaverse.

What has been reinforced and underscored with this rebranding effort is the company's desire to keep, despite continuous innovation, people at the center, as the essential driver to achieve and maintain its corporate purpose and promise.