

## News

### **adesso takes over business operations of digital agency .dotkomm and establishes adesso experience GmbH**

**Dortmund, 1. July 2020**

**adesso Group is expanding its customer and client experience management portfolio by taking over the business operations of the digital agency .dotkomm GmbH. The creative team for online customer experience, made up of 35 employees at the locations in Cologne and Vienna, will now provide its expertise and solution capabilities under the name adesso experience GmbH.**

Thanks to the certified asset deal, the new adesso subsidiary is set to further expand the market position of the IT service provider in the field of holistic customer experience management from 1 August 2020. The aim is to create an end-to-end digital shopping experience from front end to back end with corresponding services from across the entire adesso Group. The .dotkomm agency brings winning concepts for omnichannel marketing and customer experience to the table, especially for the financial service provider segment. The aim is to provide the best possible support for the customer journey throughout the customer life cycle. With its sophisticated methodology and creative services, .dotkomm GmbH was able to win the adesso M&A experts over.

The new adesso experience GmbH will place a strategic focus on the customer interface of the companies. adesso has already been focusing on this strategically important design area for years with its digital agency ARITHNEA and adesso mobile solutions GmbH, its end-to-end experts for mobile applications.

adesso and .dotkomm have already had the opportunity to get to know each other better over the last few months. adesso gained an idea of the innovative power behind the radically customer-focused dialogue marketing specialists at both companies through its collaboration with PBM Personal Business Machine AG, a subsidiary of .dotkomm GmbH. Ralf Pispers and Ingo Gregus, the managing directors of .dotkomm, are also the founders and board members of the subsidiary PBM. Together, the two creative minds and marketing experts will now incorporate their experience into the management of adesso experience GmbH.

Stefan Riedel, a member of the adesso Executive Board, arranged the acquisition and had this say: ".dotkomm's mission is a perfect fit with adesso. In the digital age, it is important to reach the customer individually and appeal to their personal tastes. The personal approach and end-

to-end data-based communication throughout guarantees an excellent customer experience. In combination with modern and open backend systems, this demonstrably leads to higher conversion rates and above-average sales growth in all distribution channels.”

**Meet customer requirements: Engage me! Understand me! Work for me! Surprise me!**

Ralf Pispers from .dotkomm describes the focus of the new adesso digital agency: “Today’s customers expect to be fully understood, have their needs met and be interactively involved. Our neuromarketing expertise helps to take into account the motives of customers and how they perceive and process information, which can often be unconsciously. What we call The New Experience is made up of the sections ‘Understand me!’ (data), ‘Engage me!’ (relevance), ‘Work for me!’ (operative excellence) and ‘Surprise me!’ (emotional boosting).”

**adesso Group’s service philosophy: everything companies need from a single source**

adesso Group customers stand to gain even more benefits from the single source service concept following the new acquisition. Today, adesso Group already offers solutions and consulting services in specialised units for digital experience and design, data and analytics, customer relationship and content management from front to back end, portal and e-commerce development, for the Internet of Things, augmented reality, and maintenance and operation, as well as for established industry products for banks and insurance companies.

adesso experience GmbH and its creative business for successful client experience management will add another valuable facet to the holistically arranged portfolio of the adesso Group in the financial service provider customer segment from August, available at: [www.adesso-experience.de](http://www.adesso-experience.de)

*approx. 4,040 Letters*