

# Publicis Sapiient

**Publicis Sapiient is a digital business transformation company.**

 **SERVICES**

Technology

 **SECTOR**

Information Technology & Services

 **TECHNOLOGY**

Mobile App - iOS, Swift, Xcode, Flutter

 **WEBSITE**

[www.publicissapiient.com/](http://www.publicissapiient.com/)

**Publicis Sapiient helps established organizations get to their future, digitally-enabled state, both in the way they work and serve their customers.**

▶ **CHALLENGES / OBJECTIVES**

Publicis Sapiient collaborated with Transcend Digital team towards designing and developing a mobile platform for a large Financial Services company. The client was in the process of digitally transforming their B2B sales efforts with a strong degree of personalization through new mobile applications. The overall aim is to increase user adoption of the new platforms, increase the engagement directly ladderling upto increased sales and revenue.

▶ **SOLUTIONS**

Transcend team supported the client from ideation of several mobile applications through the UX and app deployment. Portfolio Analysis app was built for the Financial Advisors and Wholesalers towards investment options. NA Salesforce App was built for a different business team towards personalized marketing and interactions with the Financial Advisors.

▶ **RESULTS**

**52% increase in engagement**

▶ **CLIENT TESTIMONIAL**

“Transcend Digital has been more than a development resource for us, they are our partners. They go above and beyond for the product and consistency impress me with their thought process and ability to remain lean. They were exactly what we needed for our early stage company and I continue to work with them as we transition into our growth phase.” **Ryan Botwick - CEO**