

DIGITRANS.me – success stories

Company name	RECI DA d.o.o.
Industry	Creative industries, digital marketing

Success brief – A brief summary of the problem and how it has been addressed	One of the main activities of the company is creating visual identity of different products. A large number of their clients are winemakers and the company is in charge of designing visual solutions for wine bottles. In this process it is often hard to know what exactly clients want so the challenge is to upgrade their service in a way that the communication with their clients gets better and as a result, the final solutions, value they deliver to their clients is in accordance with client’s needs and desires.
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Please answer the following questions regarding your experience with DIGITRANS.me

The situation – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

Reci da is a successful marketing agency providing both classical marketing and digital marketing services, with large number of clients in winemaking business. Although our clients were satisfied with the work we did for them, the communication process took time and still we couldn't tell for sure we got in the core of the client's needs. We wondered how we can upgrade the communication process with our clients that would lead to a better final solution. When we heard about DIGITRANS trainings, we wondered if it can help us and if we could advance our business model and how.

The challenge – Describe your challenge and why it needed to be addressed

The challenge was to make a good business model even better by upgrading the communication with our clients to a higher level. This challenge needed to be addressed because we always strive to reshape, develop and upgrade our business model and in that way always stay one step ahead of the competition that way.

The solution – In what way have you resolved the problem

We applied to participate in DIGITRANS workshop – first phase of DIGITRANS blended learning trainings Technology innovation centre Međimurje conducted. In the first phase, the workshop we moderator worked with several companies but took time to talk and work with every participating company's representatives individually. Participating in the workshop got us to think about our business model more closely, we used the materials available on the Digitrans.me platform to analyze it more closely. Through online consultations we figured out the communication with clients is the element we have to focus more closely because what we want to achieve is to get better in fulfilling the needs of our clients. Through individual consultation we came up with the solution – new service or we can call it a new feature to the existing service we offer to the clients.

The outcome – What was the outcome?

Final outcome was the *Bottle configurator*. It is a feature (application) for the clients that trust us with the design of their wine bottles. They can use the application to communicate better about what they want. It is an application that allows clients create their own design of the bottle in a way that they use the existing elements (labels, colours of the labels and other similar elements). This possibility brings new level of quality to the communication process with our clients, they use the configurator to design the bottle they want and then experts from the company advise them about it, if it is a good design and if not why not. Now clients can show their desires in a more practical and visual way and we can explain them better why a certain design is good or not and why. When clients are involved in the process of visual design of the product, they have a certain control and are more satisfied with the final result.



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