

## **Micropole Group launches albert in France, its new Customer Experience agency**

**Micropole, an international consulting and innovative technologies Group, specialized in Data & Digital Experience, officially announces the deployment of albert agency, a new agency dedicated to the Salesforce ecosystem.**

Named as a nod to Einstein, the Salesforce artificial intelligence, albert agency was thought out and designed as a cross-cutting organization of functional, technical and organizational know-how around Salesforce solutions.

*« Albert offers corporations and administrations equipped with different Salesforce solutions to fully benefit from them through a creative and business focused approach »,* states Antoine de Lasteyrie, General Manager of the Wide Agency and manager of the Ile-de-France Digital Business Unit at Micropole.

### **A catalyst for customer experience issues**

The creation of albert agency and its deployment on a larger scale is an extension of the Micropole Groups' customer partnering strategy on their greater business stakes. The albert objective is to mine the collective intelligence of its teams, data and creativity to offer a direct and understandable approach to its customers. Albert agency unites collective intelligence, the Data and Digital Experience expertise of the Group as well as Salesforce expertise to help design unique, scalable and high-performing systems for customers.

In this way, the agency aims to implement Salesforce solutions for customers to enable them to make the most of the technology. Consulting, design and implementation are the cornerstones of the albert agency offer, with expertise in Salesforce Service Cloud, Marketing Cloud, Sales Cloud, Einstein Analytics, Commerce Cloud, Tableau, Mulesoft and Datorama.

This new dynamic launch aligns with the Micropole development strategy based around the customer experience and digital transformation, and the deployment of our areas of expertise to the whole Group to fully meet the customer need, both on a greater scale and internationally.

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### **ABOUT MICROPOLE | [www.micropole.com](http://www.micropole.com)**

*An international consulting and innovative technologies group, MICROPOLE is specialized in the fields of Data & Digital Experience. From its 16 agencies located in Europe and China, the Group's 1200 #INNOVATIVE PEOPLE (consultants, data scientists, IT architects, business experts, engineers, UX designers...) partner their clients all over the world on all phases of their projects, from consulting to implementation through to change management. MICROPOLE achieves 34% of its turnover internationally and is listed on the Eurolist compartment C of Euronext Paris. Next Economy segment.*

### **CONTACTS**

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