



Digital Future Congress

WIR BRINGEN BEGEISTERUNG FÜR DIGITALISIERUNG

- 1 Strategie 4.0
- 2 Marketing Automation
- 3 Change Management

TOPICS 2021

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ENTHUSIASM FOR DIGITALISATION AND AUTOMATION: INTERRUPT EXPERT EVI MATTIL SHOWS HOW SIMPLE IT IS

The demand is high and the buzzwords highly overwrought: "digital transformation" or simply "digitalisation of SMEs" still sounds like an unsolvable task to many entrepreneurs. Evi Mattil has a completely different opinion. The managing owner of the INTERRUPT consulting network based in Pirmasens, Germany, is specialised in the digitalisation and automation of business processes. She sees the key to sustainably securing profitable corporate development in a successful digital transformation in combination with targeted consulting as well as uncompromising and accompanied implementation.

CREATING ENTHUSIASM FOR DIGITALISATION

According to her own statement, the certified management consultant for marketing automation - who also advises entrepreneurs as a systemic change coach and interim manager - has set out with her team to make the opportunities of digital transformation clear to SMEs. She wants to take away the fear of the associated change processes from those responsible, says Mattil. The expert told the editorial team: "On the contrary, I want to convince SMEs of the advantages and opportunities and thus even create enthusiasm for digitalisation and automation."



OPPORTUNITIES OF DIGITALISATION EXPLAINED ON STAGE IN AN UNDERSTANDABLE WAY

On a day-to-day basis, the team of consultants supports companies in the DACH region throughout the entire process, from strategy development and the use of special tools to their implementation and further implementation steps. Mattil is also a frequently quoted expert on the above-mentioned topics in the media and appears as a speaker at events. Just last week, for example, she captivated the virtually assembled audience at the DIGITAL FUTUREcongress (DFC) with her lecture "Automatically gain time and explode your turn-over". This was essentially about marketing automation. The expert was convinced that this was a central component of every digitalisation concept.

EXPLOIT CUSTOMER POTENTIAL

She says: "We accompany companies through the entire digitalisation process. Our primary focus is on the people in the organisation. They have to understand, accept and implement the necessity of change. Only then will a successful transformation emerge." The expert reveals: "Many companies are exploiting just 7.5 per cent of their customer potential with current methods." According to Evi Mattil, this percentage can be significantly increased with a digital customer journey that first builds trust and then promotes sales. This way, sales can be increased sustainably and in the long term, she concludes.

TIP - QUESTIONS ON THIS TOPIC?

Entrepreneurs who are now interested in a free initial consultation or would like more detailed information on the topic of digital transformation can find all the necessary information on the INTERRUPT homepage: <https://interruptnet.com/en/>.



Evi Mattil, Expert for Digitalisation and automation of SMEs

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