
PwC Italy is the main sponsor of Rethink! Service Design Stories.

Milan, October 2020 - PwC Italy is pleased to announce the agreement as main sponsor of Rethink! Service Design Stories, the first Italian festival focused on service design and innovation promoted by POLI.design and the Service Innovation Academy of POLI.design in collaboration with Fuorisalone, returns with a special digital edition.

Among expert sociologists and technologists, on tuesday 6 October at 6.00 pm, broadcast on Fuorisalone Meets, **Margherita Masciariello**, Senior Digital Experience Designer of PwC Italy, will comment, from an entrepreneurial point of view, on the results emerging from a qualitative research on the Milanese territory, aimed at understanding how the behaviour and needs of citizens have changed during and after the COVID-19 emergency.

In this changing context and extremely delicate phase, rewriting the rules of business, innovating and remaining flexible has become vital. To establish a solid competitive advantage and overcome uncertainty, companies need to redesign their offer (*Value Proposition*) around the *Customer Journey*. Today, more than ever before, people are looking for relationships, interactions, human experiences that create symbolic value and, consequently, build trust.

«Companies, public and private, which have aligned their offerings to the needs of users, have been the least affected by the crisis, compared to companies that have only recently begun to think about it. The crisis has taught us an important lesson: stepping into consumers' shoes is fundamental.» says **Massimo Ferriani**, Partner and Experience Consulting Leader of PwC Italy.

Within PwC Italy, **Experience Consulting** is the multidisciplinary team that combines the typical skills of a Design Agency with those of Management Consulting, to help companies create innovative and sustainable business models, starting from the customer and employee experience. Through an approach based on the power of perspective and collaboration, companies themselves are involved in creating the experiences that the product or service can offer, starting from listening to people's needs (explicit or unconscious). PwC Italy has also recently developed a dynamic and personalised evaluation framework that highlights the correlations between *Customer Experience* and *Employee Experience*, recommending concrete actions to do better, and giving a clear vision of company and project results.

To inspire and encourage collaboration, creativity and the design of outstanding experiences, the Experience Consulting team builds, prototypes and tests innovative solutions within spaces called **PwC's Experience Centres**. In Italy they are located in Milan, in via Tortona 37, and in Rome, at the main headquarters of PwC.

About PwC

PwC's goal is to create trust in society and solve important problems. We are a network present in 158 countries with over 276,000 professionals, including about 5,800 in Italy, committed to guaranteeing the quality of tax, legal, auditing and consulting services.

For more information [click here](#).