



RXP Group launches ‘Making Happier Humans’ to simplify digital transformation and deliver signature customer experiences

*New positioning to prioritise people over technology;
Supported by key appointments*

Wednesday 21 November, 2018: ASX listed RXP Group today launched their new positioning ‘Making Happier Humans’ to reduce the increasing complexity faced by a growing number of businesses wanting to deliver effective and meaningful customer experiences.

Ross Fielding, CEO at RXP Group said: “It’s critical that digital consultancies focus on the people aspect of technology-enabled solutions. Making Happier Humans is our commitment to always prioritising people over technology in our delivery of meaningful signature experiences.”

Underpinning Making Happier Humans is a model built around Expression, Experience and Enablement. This new service model brings together one end-to-end offering in a simplified structure and is supported by a robust methodology that leverages RXP’s deep specialisation in human centered design and agile delivery.

Fielding added: “RXP has evolved over time, moving from focusing solely on technology services to becoming a trusted digital partner known for delivering effective transformative solutions.

“Many of our competitors appear to be adding complexity to their client relationships, just when Australian businesses are demanding simple and effective solutions. To maintain our leadership in providing exceptional customer experiences, at a time when the digital economy is set to hit \$139 billion by 2020 and where client and customer environments are increasingly more complex, we continue to find ways to make things simpler.”

To bolster delivery of Making Happier Humans, Adam Donnelley has been appointed to the role of Group Chief Strategy Officer (CSO) having previously been the CSO for advertising agency The Works, which RXP acquired last year. Prior to this he was managing partner at DDB running the Telstra account and prior to that was Executive Vice President, Strategy for MRM/McCann, responsible for both its New York and Princeton offices. He is currently president of the Australian chapter of International Advertising Association.

Donnelley said: “Making Happier Humans deliberately sets the bar high, creating a culture where we must deliver meaningful engagements for clients and their customers. Today brand expression must match brand experience and RXP Group are uniquely placed to do this, fusing creativity, design and technology to deliver value at scale and speed.”

Additionally, RXP has appointed Charles Agee (Telstra and IBM) to the role of Group Executive, Southern Region, driving alignment and implementation of the new positioning across Victoria and Tasmania.

Fielding added: “The appointment of Adam and Charles has strengthened the leadership within the RXP Group and, along with the Making Happier Humans positioning, is already driving new business wins including The Smith Family and Madi Homes in NSW, and the Department of Health & Human Services in Victoria to name a few. There are exciting times ahead for us.”

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About RXP Group

The RXP Group is one of the leading ASX listed digital services consultancies in the Asia Pacific, with offices in Melbourne, Sydney, Canberra, Hobart and Hong Kong. We provide cohesive, end-to-end capabilities to design, build and support transformative digital solutions across current and emerging channels. Fusing brand, insight, design and technology, RXP helps organisations innovate and deliver solutions focused on Making Happier Humans.

<https://rxpservices.com>

For more information

Tim Addington | TAG PR | | tim.addington@tagpr.com.au | 0405 904 287