Build unified real-time personalized customer experience with Zensar's **Digital Experience Solutions and Services**

Brochure

Zensar helps brands Accelerate their Customer Experience ROI

A technology partner of choice, Zensar has a strong track record of delivering digital transformation programs to address unified real-time personalized customer experience.

Our unwavering commitment to client success and credible investments to strengthen our digital experiences capabilities led to the building of unique solutions like Digital Experience Accelerator (DEXA).

DEXA continues to power digital transformation for many of our clients. Zensar is uniquely positioned to help its clients unlock the value in their technology investments. Our solutions and services drive strategic objectives, such as business expansion in new revenue segments and building unique ecosystems.

Our capabilities in niche areas make us a true end-to-end transformation partner for our clients:

▶ Driving Digital Experience Strategy
▶ Digital Asset and Content Production
▶ Delivering Research-Driven Product and Service Designs
▶ Product Positioning and Experience Design
▶ Customer Activation

Customer Retention

Customer Engagement

Customer Acquisition

Customer Conversion

Our Digital Value-stream Services

▶ OUR ASSETS

DEXA - Product agnostic accredited Digital Experience Accelerator

Design Studio - Launch microsites/campaign sites at the click of button, from web/mobile app

CRO - Conversion Rate Optimization

OmniCon - Patented omnichannel conversational AI platform

Digital Experience Maturity (DXM) framework - from research to human experience innovation (PaXT, Ruptive etc.)
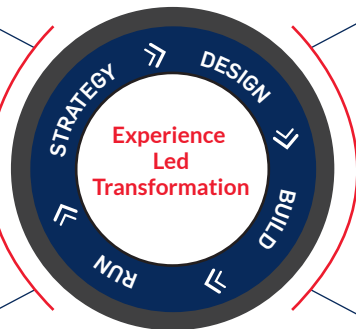
1. Research, Strategy and Creatives

2. Digital Channel Services

3. Commerce Experience Services

4. Enterprise Experience Services

5. Digital Marketing Services

6. Enterprise Analytics Services

STRATEGY   DESIGN   BUILD   RUN

Experience Led Transformation

Fortune 100 Financial Services Company

We created a multi-stage agile program that eliminated the client's pain points by focusing on customer-centricity. The common reusable architecture had 120+ components and hosted 400+ global sites.

▶ 35% improvement in operational efficiency

▶ Omnichannel conversational customer experience enabled

Our Digital Experiences Solution and Services

ADOPTION & OPTIMIZATION ▶ Get more out of solutions

- Adoption audit, configuration
- Data-driven marketing
- Marketing operations and ROI
- Applied Artificial intelligence on individual products

MIGRATION ▶ Migrate to one or more solutions

- Consulting and roadmap
- Incorporating best practices, compliance parameters
- Configurable styling for component as per the business need
- Versioned components / templates

PRODUCT IMPLEMENTATION ▶ Product implementation in existing ecosystem

- Implement individual Adobe Experience Cloud products
- Dynamic templates
- Utilities and reusable components

CONSULTING ▶ DEXA-led consulting and greenfield implementation

- Experience Cloud ID service implementation using Experience Platform Launch
- Full-stack skilled Agile squads aligned with business units for building business capabilities

Fortune 25 Technology Company

We performed formative & evaluative research across educators and business decision makers to formulate a data-driven ABM strategy powered by AI for Microsoft's education unit. This agile program initially covered 60+ school districts in the US and now it is being rolled out in Canada.

- ▶ 15% increase in Marketing Qualified Accounts
- ▶ 21% increase in content consumption
- ▶ 25% open rate; 4% click through rate, 30% increase in leads generated

Digital Experience Accelerator (DEXA)

Zensar's Digital Experience Accelerator (DEXA), built using product agnostic Experience Cloud solutions, accelerates the Digital transformation for B2B, B2C & B2B2C businesses. DEXA's plug and play architecture makes it simple for the businesses to adopt it at any point during their transformation journey.

Consistent brand experience

Experience design

Improve conversions and reduce churn

DEXA

Omnichannel experience

Personalisation

Faster GTM with personalized experience

- ✓ Solution for CMO and CDO to drive their KPI's

- ✓ Acts as an accelerator to kick start transformation, leveraging existing landscape

- ✓ Plug and play solution that can be implemented during any stage of the transformation

- ✓ Delivered accelerated ROI on services

- ✓ Offered as PaaS, SaaS etc. allowing clients to subscribe the solution modules as per the need

- ✓ Differentiating solution having 3 patents and an alliance partner badge

Go-to-Market ↑   **Customer Engagement** ↑   **Cost of Operations** ↓   **Customer Churn** ↓

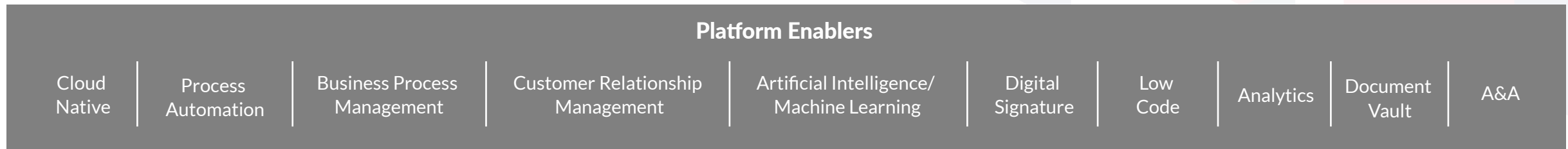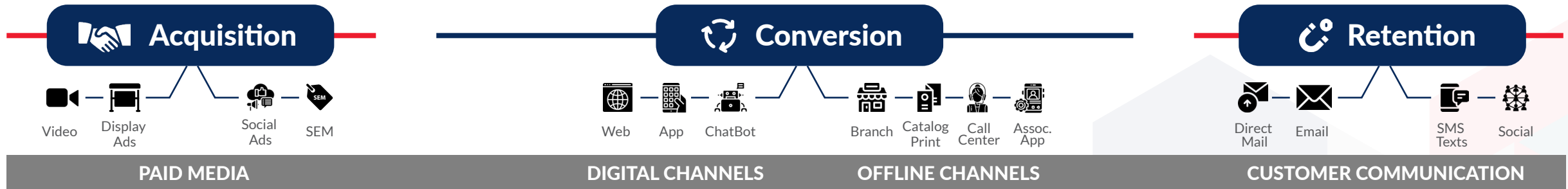## Leading Organization for Qualifications and Standards

A multi-stage Agile programme was created for the client to unify services from 15 different systems onto a single digital platform. We digitized manual printed journals using our Digital Experience Accelerator and promoted digital consumption of content to bring users on site. DEXA's flexible plug and play architecture can be levered across geographies helping client to expand beyond UK
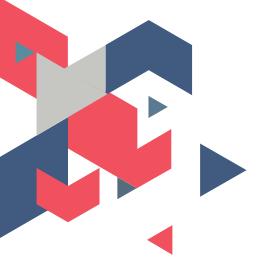
▶ Improved Go-to Market Time by 30%

▶ Saving in efforts over 15-20%

▶ Interactive self-service enabled

DEXA Architecture

Acquisition

Video · Display Ads · Social Ads · SEM

PAID MEDIA

Conversion

Web · App · ChatBot · Branch · Catalog Print · Call Center · Assoc. App

DIGITAL CHANNELS · **OFFLINE CHANNELS**

Retention

Direct Mail · Email · SMS Texts · Social

CUSTOMER COMMUNICATION

DEXA Solutions

Channel Experience Platform
(Accelerate digital customer journey enablement)

Collaboration
(Collaboration between customers, employees and partners)

Digital Commerce
(E-commerce, subscription commerce, online purchase)

Digital Marketing Platform
(Omnichannel marketing throughout customer journey)

DEXA Productivity Tools
(Automated CICD, IDE etc.)

DEXA Studio
(Design & build marketing sites)

DEXA Wiki
((Get best out of DXP)

Organic and Backend Connectors
(2nd & 3rd Party)

Platform Enablers

| Cloud Native | Process Automation | Business Process Management | Customer Relationship Management | Artificial Intelligence/ Machine Learning | Digital Signature | Low Code | Analytics | Document Vault | A&A |

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Success Stories

Leading multinational technology company

More than 14 years of execution across massive-scale delivery, from content creation across the all-up organization, to managed services, to partner engagements. Details of our deep experience with Microsoft are provided throughout our response.
(sample: https://vimeo.com/182452040)

Fortune 100 hi-tech manufacturer

More than 15 years of global support, growing a $140 million portfolio of work across massive-scale operations in IT, Marketing Operations/ Automation, and production creative. Service the areas of content, data, campaigns, and channel marketing with global delivery support teams (onshore, nearshore, and offshore).

Leading network and telecommunication company

Agency of record Business Account-Based Marketing program. Designed the program from scratch and now contributing to a fully realized program for developing senior relationships in enterprise customers. Scope has ranged from scaled campaign management to content creation and sales enablement at scale.
(sample:https://www.youtube.com/watch?v=PIxqoRg5x50&t=)

US based independent software technology company

Led most thought leadership around IoT and edge computing across content, events, campaigns, and the like. Drove activations at scale across in-person, online, and social in terms of bringing the power and depth of edge computing to a business decision maker audience.
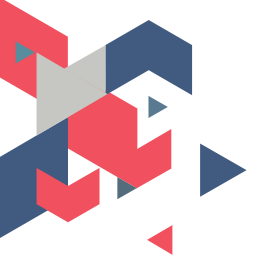
About Zensar

$600+ Mn
Organization

USD 4 Bn
RPG Enterprises

253+
Active Clients

12
Countries

10,000+
Global Associates

$40Bn APAX Portfolio company Among 5 global tech companies to be listed on a major global stock exchange (BSE) for 53+ years

Industry specialization: BFSI | Manufacturing | Retail

Building on our experience research, design and marketing capabilities through strategic acquisitions.

Global presence - USA, UK, South Africa and India 70% of revenue derived from Global 1000 clients with 10+ years of engagement

HARVARD BUSINESS SCHOOL

Forbes

Zensar –A Transformative Case Study at Harvard Business School

Zensar Technologies: On the digital highway

Gartner.

London Business School

Zensar takes a co-creation approach with its clients at any level of maturity in its digital initiative

Zensar's Accelerated Digital Transformation Journey - A Case Study at London Business School

zensar

An **»»RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: **marketing@zensar.com | www.zensar.com**