

Advanced Analytics & Data Science Solutions

Solutions to help Hi-Tech & Manufacturing
enterprises recover from the impact of COVID-19

Brochure



COVID-19 has caused irreversible changes to myriad factors impacting our personal and professional lives.

Across the globe, countries, governments, organisations, families and individuals are preparing to adapt to new ways of working and living in this new normal. This will have a profound impact on customer sentiment and behaviour, hence requiring a complete overhaul of enterprise strategy and operations.

Reprioritizing investments into relevant business transformation solutions will provide Hi-Tech and Manufacturing enterprises the boost they need to be resilient and to survive and strive through this pandemic and its fallout.

What does the new normal look like?

Global disruptions due to COVID-19 cut across business sectors and functions. IT is disrupted due to strict work from home measures put into action across enterprises globally. This has put a tremendous pressure on Enterprise IT and security which is forced to handle an exponential rise in remote connectivity needs and stalled projects.

Business operations have been affected globally with offices / stores / branches / manufacturing units closed, along with traditional sales channels and logistics operations. This in turn has disrupted and increased pressure on service and call centres. Ultimately this impact shows up on the books in the form of cash flow dips, liquidity crunches, reduced budgets and increased credit cycles.

In the Manufacturing sector, supply chains of are significantly disrupted with market demand diving on most products while exponentially rising for some and fluctuating for others. Moreover, the inherent need for scaled production in manufacturing to bring down cost and the severe shrinkage in the supply of labour has all but crippled manufacturing in a large sectors. In this scenario, enterprises globally are faced with the new normal.

Enterprise customers are looking for immediate tactical solutions to manage day-to-day operations and cost reduction/cost optimization solutions. With a distributed workforce, managers are looking for solutions to track and improve digital workforce productivity. Overall, we see enterprises reshuffle priorities to focus on Digitization of key business processes, relying on AI/ML for smarter decision making and automation. Business investments will also be centred around technology backed innovation to help them embrace the change in business/operating models quickly.

What the new normal looks like

Digital Workforce

Shift in Customer
Behaviour

Digital Channel
for Sales and Service

Cloud-First Strategy
and XaaS

No/Low-Touch
Processes

Smart Supply
Chain Operations

Advanced Analytics Solutions to better prepare Hi-Tech and Manufacturers for the “New Normal”

A Digital Workforce

Future Workforces will have to depend on digital analysis / learning /collaboration tools to derive skills and inferences. Currently organizational decision making is slow as it involves a lot of red-tape. Operational decision making will become decentralized in the “New normal” with more focus on speed and test-and-learn mentality which can be achieved by a AI-driven self-service analytics platforms:

- AI-driven ‘Last Mile’ Analytics
- Intelligent Liquidity Analytics

Digital Channels for Sales & service

Understanding customer’s sentiments will play a critical role not only in improving customer satisfaction but also in product improvements Ads on multiple channels is one of the trusted methods to reach out to customers. AI can help in personalizing Ads on digital channels which will help in higher customer acquisition. Customer focussed solutions can help here:

- Customer Social Sentiment
- Smart Ad Optimization Engine

Smart Supply Chain Operations

Supply Chain and Logistics operations have suffered the most because of the disruption caused by COVID-19. Advanced Analytics and Data Science can help manufacturers map their entire supply chain down to the last supplier. Such a mapping can help them do what-if analysis and run simulations to quickly identify the alternatives in case primary source fails. SCM focussed solutions can help in achieving this intelligence:

- AI-driven Supply Chain Simulation

Shift in Customer Behaviour

A major shift in customer behaviour is expected post-COVID as the lockdowns ease and life gets back to normal. In such time, it is important to understand the pulse of customers. Analytics can help in enhancing customer experience right from acquisition, servicing to retention which will directly lead to increased customer trust and loyalty. Inference based solutions will help here:

- Customer Intelligence

Cloud-First Strategy and XaaS

Making data accessible and available to key business users across locations and devices will be a key to enable data-driven decision making. This is only possible when we take cloud first strategy for analytics. Pre-built connector which gives the flexibility to migrate data from multiple on-prem technologies to cloud technologies is the need of the hour. Certain solutions can help enable this:

- Analytics Migration to Cloud

Zensar's business solutions are designed to help enterprise users tackle the unique challenges they face while adapting to different aspects of the new normal. These solutions are also aligned to specific IMPACT Zones to better help users understand which solutions would be optimal for their business environment.

Customer Social Sentiment



Customer Social Sentiment

Addressed problem statements

With business transactions shifting to digital channels, the possibilities of tracking and improving customer sentiments through in-person or in-store interactions are reducing, especially with social distancing becoming the norm. Therefore focus is now shifting on the customer's social media interactions with businesses through comments, interactions, feedbacks, or complaints. These are key to understanding their behaviour but remain unused by most manufacturers. Manufacturers also fail to improve their products due to the tendency of ignoring customer emotions, impacting customer satisfaction and retention in the long run. Additionally, customer's social media interactions, with us and with competitors can help in building strategies, which if missed out, becomes a disadvantage for us.

Solution features

The Customer Social Sentiment Solution collects data from social media feeds, comments, and feedback to generate customer's sentiments/emotions regarding a product and its various aspect, using Machine Learning & NLP. Clients can also use the solution to assess customers reaction to products/services of competitors. The collective insights from various sources are then made available for consumption in form of a intuitive dashboard

Value proposition

The solution helps in building and delivering improved customer satisfaction and retention leading to increased market share in the medium to long run. It also helps users in analysing competitor sentiment analytics to improve the positioning strategy, impacting both profitability and & Revenue Growth. It also grants users the ability to tweak/improve products/offering based on customer feedback leading to greater market trend adoption rates. Additionally it provides the user with a ~60% lower TCO compared to any other offering with same capabilities in the market

Up to

60%

**Lower TCO compared
to other market
offerings**

Smart Ad Optimization Engine



Smart Ad Optimization Engine

Addressed problem statements

With social distancing being a norm of the society, most of the sales will happen through digital channels and hence advertisements will be one of the primary modes of acquiring new customers. Therefore online marketing will provide a level playing field for all. Hence, judicious utilization of advertising budget to get the maximum ROI will be a priority for all organizations. As customers are bombarded with multiple ads through multiple channels on a daily basis, we will see an exponential increase in the need for hyper-personalization of ads as a measure necessary for higher CTR and final conversions.

Solution features

The solution uses an AI powered engine to enable most of its key features. The engine identifies the best location for ad placement on different mediums, geared towards ensuring higher CTR on each page/screen and for different type of visitors. It also looks at aspects of Ad features such as Ad density, Ad size, Ad colour and personalize the same for different visitors. These features aim to maximize the overall ad performance and drive CTR and final conversions. Users can also access advertisement analytics which will give insights on number of visitors, clickstream KPIs, watch time, retention, and other key metrics.

Value proposition

The solution can help users gain up to 60% improved Click-Through-Rate through the AI driven personalization of Ads based on visitors in real-time. this in turn can help in realising up to 40% in reduction of customer acquisition cost. This also helps users gain revenue growth, with an improved Ad-Yield which means increase in pageviews, increase in time engaged and thus higher customer conversion.

Up to

40%

Reduced customer
acquisition cost

A man with dark hair, a beard, and glasses is sitting on a dark grey couch. He is wearing a white long-sleeved shirt and is smiling while looking at a smartphone in his right hand. His left hand is on the keyboard of a silver laptop. The background is a blurred indoor setting with a bookshelf and a plant.

Customer Intelligence

Customer Intelligence

Addressed problem statements

There has been a seismic channel shift from offline to online even for products that customers would have otherwise preferred buying physically. This will therefore lead to a change in buying behavior that will necessitate the digitization of sales channels. As a result, enterprises will require new tactics to re-engage with customers when restrictions are lifted. The global economic impact of COVID-19 is will lead to a fresh set of price-value relationships and will shift demand to lower price points. Additionally, organizations might have altered their business model during COVID-19 (e.g. selling groceries, manufacturing masks & ventilators etc.), and will have to find ways to incorporate these new business lines into their daily operations post the pandemic.

Solution features

The solution enables the personalization of retention treatments and provides product recommendations driven by an AI engine. It helps enterprise users generate their own insights in near-real time via an AI and NLP based Data discovery platform. This is augmented with aspect based sentiment analytics based on customer interactions on social channels (text, video). To power these features it uses smart connectors aimed at easily acquiring customer data from multiple sources and channels to give a 360° view of every customer.

Value proposition

The targeted acquisition of customers ensure a faster road to profitability for the enterprise. This is also helped by the Strategizing of marketing spend on profitable customers thus minimizing unprofitable customers, reducing cost-to-serve and driving margin. Overall it impacts the revenue growth as well, offering up to 40% increased revenue through up-sell/cross-sell and customer retention

Up to

40%

**Increased revenue through
cross-sell / up-sell and
customer retention**

Customer Intelligence

Zensar's Customer Intelligence solution provides a 360° view of the customer lifecycle. It is a suite of closely integrated AI/ML based use cases at every customer touchpoint and provides a scientific way to measure customer experience through a robust set of enablers and measures

Customer Experience & Personalization Enablers

Identify and Acquire

- Lead Conversion Analytics
- Social Media Analytics

Communicate with Customers

- Omni-Channel Analytics
- Ad Analytics

Understand your customers

- Customer Segmentation

Improve Customer loyalty

- Personalised Solutions
- Loyalty Analytics

Up-Sell / Cross Sell

- Product recommendation

Voice of Customers

- Customer Feedback Analytics
- Sentimental Analytics

Retain customers

- Churn and Retain Analytics

Customer Experience & Personalization Measures

- **Customer Acquisition Cost (CAC)**

Total Cost of acquiring new customers for a product/service

- **Customer Lifetime Value (CLV)**

CLV is the average amount of money your customers will spend on your business over the entire life of their relationship with you

- **Cross-Sell and Up-Sell**

Act of selling complimentary and additional services in line with the services purchased by the customer

- **Customer Satisfaction Score (CSAT)**

CSAT is a basic measurement of a customer's satisfaction with a brand's product and/or services

AI-driven 'Last Mile' Analytics



AI-driven 'Last Mile' Analytics

Addressed problem statements

The post-COVID era will be a digital workforce era and there will be a significant change in organizational decision making. Employees on the floors or in the field have finally been recognised as one of the key enablers for global organisations and are starting to receive more autonomy on their own routes/routines. They will be expected to make their own planning and decision making. However, analytics solutions available today are primarily targeted towards CXOs or BU heads and rarely caters to the need of the front-line workers. These users might have access to data but lack skills or easy to use platform to generate their own insights. Static reports and dashboards don't provide the in-depth insights. The 'How' and 'Why' remain unanswered.

Solution features

The solution features Google-like search that allows anyone to simply search for the answers they need. Automated AI-enabled suggestions to help users ask better questions and provides users the ability to churn out insights within 10 seconds out of billion rows of data. It also enables easy collaboration with peers through the SpotIQ® engine which offers automated insights based on what peers are asking.

Value proposition

The solution provides fast and easy access to data for business users and helps them with an AI enabled intuitive question based search. It is reliable and scalable, having been tested for performance at enterprise scale. The functionality enables increased operational Agility of up to 60%, helping unlock increased productivity and Faster Time-to-Insights. With industry trends moving towards adoption of analytics in decision making with a focused data-backed strategy for frontline workers, the last mile solution is key in helping increase market share, profitability and revenue growth.

Up to

60%

**Increase in
operational agility**

Smart Supply Chain Operations



Smart Supply Chain Operations

Addressed problem statements

Global supply chains which are dependent on regions cut-off due to COVID will take the maximum time to recover from the cross sector disruptions. The problem that plagues supply chains the most today, amongst others, is the lack of real-time view of movement of goods in supply chain network, across all businesses and channels. This problem is not easily resolved as traditional supply chain solution lack agility needed in times of disruption. Additionally, they do not have the advanced capabilities to run simulations or what-if analysis and lack the flexibility in the network and distribution footprint, making it difficult to prioritize between cost to serve and customer service levels.

Solution features

The Smart Supply Chain Solution provides a real-time view of the enterprise supply chain network. It tracks the movement of goods and is able to quantify dependency on each node in order to give decision makers a clear picture and help in risk mitigation strategy. The Solution is powered by an AI-driven simulation engine that aims to enable operations managers to reconfigure their supply chain network by identifying all feasible network scenarios, evaluating the transition costs, risks and return for each one. It also features route-optimization modules to ensure service fulfilment at a reduced/optimal cost.

Value proposition

The solution quantifies dependencies on suppliers/locations/vendors etc. and optimises recommendations based on the risk appetite of the management. Through this, the solution provides up to 30% reduction in supply chain and logistics expenses, and enables improved strategic and tactical decision making with visibility into network design, sourcing and capacity.

Up to

30%

**reduction in supply
chain and logistics
expenses**

Analytics Migration to Cloud



Analytics Migration to Cloud

Addressed problem statements

Due to disruptions caused by COVID-19, One enterprise need that has quickly been highlighted is the need for cloud-based analytics for organizations that have traditionally operated with an on-premise set-up. The obvious next step becomes migration but that is easier said than done. Moving data from disparate source-systems to cloud can be tricky and effort-intensive and the time needed for the data migration can impact the overall implementation timeline. Therefore data leaders face the tough question: which datasets to take to cloud & which ones to leave? How to plan out the migration and the cost associated with the same? How do we get the enterprise users to fast adapt to this new model to minimise disruption to productivity?

Solution features

The solution is compatible with all major commercial databases and provides a seamless experience and easy migration through fully automated migration of data from on-prem data stores to cloud. It features a simple and intuitive UI for easy adoption and operation. It uses smart data profiling at source to rationalize and prioritize datasets and also has the ability to monitor progress of data migration jobs analytics based on customer interactions on social channels (text, video etc.)

Value proposition

The solution provides ~50% reduction in effort and cost compared to other data migration approaches. It also enables operational agility through a ~15% reduction in overall cloud adoption timeline and through faster computation through rationalization of redundant data.

Up to

50%

Reduction in cost and effort compared to competitors

Intelligent Liquidity Analytics



Intelligent Liquidity Analytics

Addressed problem statements

Managing and keeping a track of liquidity can be a huge challenge for manufacturers, especially during times of disruption where financial protocols are often usurped by urgent business necessities. Decision-makers do not have an in-depth view of Account Receivables (ARs) and Account Payables (APs) and traditional analysis may not spot important & useful trends in past data, considering the unprecedented times that prevail today. The current system also has considerable drawbacks as a large amount of manual effort goes into the analysis and the end result is often prone to biases & errors. Moreover, multiple iterations of the analysis and hit-and-trial is often needed to get actionable insights resulting in delays.

Solution features

The intelligent liquidity solution is pre-configured solution to deal with all aspects of working capital i.e. APs, ARs, Inventory, etc. It can connect to any financial management system using connective utilities. The solution features predictive analytics which helps in identifying ARs which are more likely to be delayed. The solution, using optimization models, can also highlight APs where payments can be extended.

Value proposition

The solution provides up to 30% lower TCO compared to other financial analytics solutions. It is equipped to generate fully automated analysis and insights, both predictive & prescriptive in nature, for effective decision-making. The insight delivery boasts a ~2X faster time-to-insights compared to traditional BI solutions.

Up to

2x

**faster time-to-insights
compared to traditional
BI solutions**

What are the next steps for organizations?

1. Secure immediate cost savings

As an immediate strategic measure, businesses must look at avenues which enable cost savings. It is only when business can secure resources for themselves in the midst of plunging revenues, can they enable strategic action on all other fronts.

2. Reprioritize business investments

Businesses must revisit in-flight and planned projects to reprioritize the ones that are business critical while ensuring business continuity and securing business applications.

3. Invest in relevant business transformation

Investment in new and transformative solutions must be prioritised to enable automation, artificial intelligence, data analytics and remote operations which can fast track adaptation for the enterprise to a post COVID world.

4. Ensure productivity and morale

Enterprises must ensure to keep morale up for employees who are also battling this pandemic as an individual. Productivity must also be maintained through adaption of cloud solutions, virtual environments, collaboration tools and team-building processes.

With over 50 years of supporting customers through ups and downs, Zensar stands with its clients in trying times. We have created a Business Support Centre dedicated to helping enterprises tackle the challenges posed by COVID-19.

The Support Centre details specific frameworks, solutions and service offerings that have been specially crafted to help businesses enable resiliency and kickstart growth during this global pandemic. It also features a wealth of thought leadership cutting across business sectors and functions. It is updated regularly so be sure to come back for updated insights!

Visit our business support centre [here](#)





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