



Accelerated Value Realization

with Zensar's Adobe Expertise

Zensar helps brands accelerate their Adobe ROI

A technology partner of choice, Zensar has a strong track record of delivering digital transformation programs using Adobe solutions. Our unwavering commitment to client success and credible investments to strengthen our Adobe and digital capabilities led to the building of Adobe verified joint solutions like Digital Experience Accelerator (DEXA) and Digital Onboarding Accelerator (DOA). DEXA continues to power digital transformation for many of our clients.

Zensar is uniquely positioned to help its clients unlock the value in their Adobe 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



Zensar's Adobe credentials



30+

Adobe implementations

100+

Certified consultants

200+

Digital consultants

700+

Digital commerce experts

20+

Client engagements

150+

Vendor integrations

18+

Years of experience

Experience engineering services

Our assets

DEXA - Adobe verified 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.)

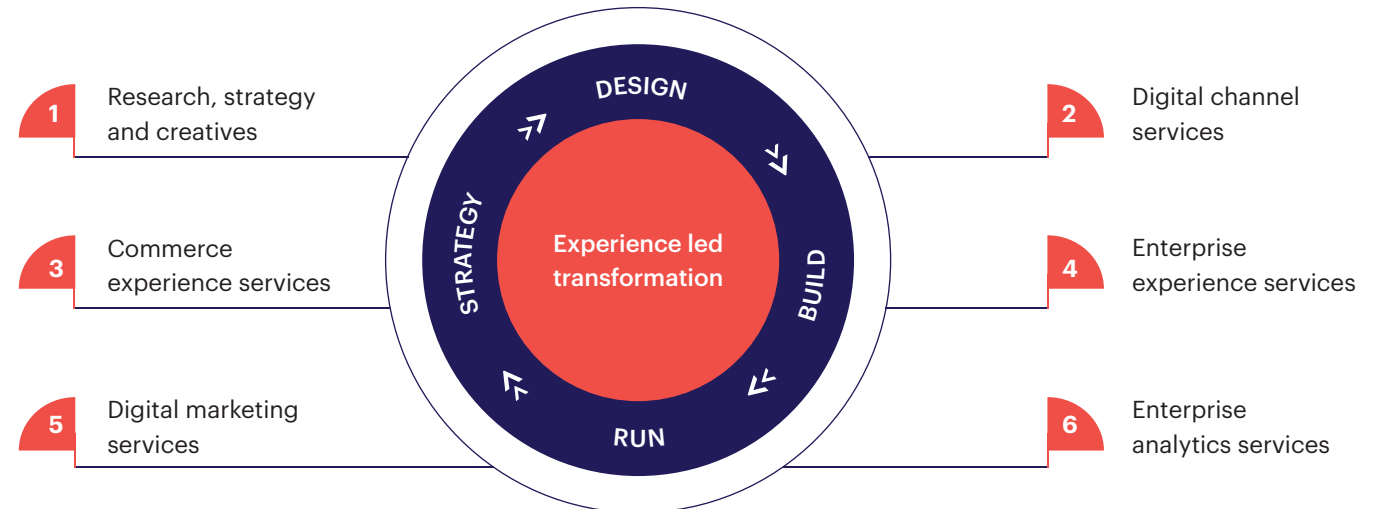
Digital Onboarding Accelerator - for a frictionless onboarding experience in insurance sector

Multimodal Customer Experience - a solution providing multiple modes of engagement on a single channel

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 Adobe service offerings

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

PRODUCT IMPLEMENTATION : Product implementation in existing ecosystem

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

MIGRATION : Migrate to one or more Adobe solutions

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

ADOPTION & OPTIMIZATION : Get more out of Adobe solutions

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

MANAGED SERVICES : We manage for you

- Technology managed services
- Operations & support

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 the client'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**

Delivering experience by design



Experience research
& experience design

Strategy & research

- Business, Marketing & Tech Strategy
- Formative & Evaluative research
- UX design, UI design, Digital assets
- Digital Maturity Measurement & Benchmarking



Digital strategy,
experience
design & marketing

Design & architecture

- Marketing contents (Video, copy, assets, tools)
- Digital, Physical and Experiential Activation
- Solution Architecture & Roadmap
- Experience visioning & Content Innovation

Largest British multinational investment bank and financial services holding company

10+ years of engagement covering all aspects of the financial portfolio from retail, business, corporate, investment, wealth & private banking across 4 continents. We developed a process that helped the client create consistent and customer-centric experiences across all areas of the digital landscape, on a global scale.

- We helped in shaping online sales messaging and maximising conversion funnels for more complex financial products
- Global research driving brand experience & reuse saving GBP 2.3m

▲ **20 years of experience**
in our product
and service
design studio

▲ Operations in
**Seattle, London,
South Africa,
Singapore &
India**

▲ **300+ team members**
spread across
locations

▲ **XD**
framework

▲ **Ruptive platform**

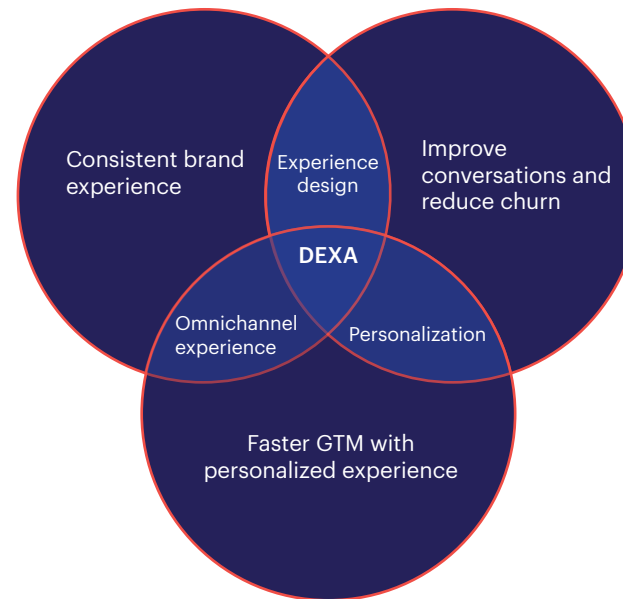
Digital Experience Accelerator - an Adobe verified partner solution

Zensar's Adobe verified Digital Experience Accelerator (DEXA), built using Adobe 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.

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 the client to expand beyond UK

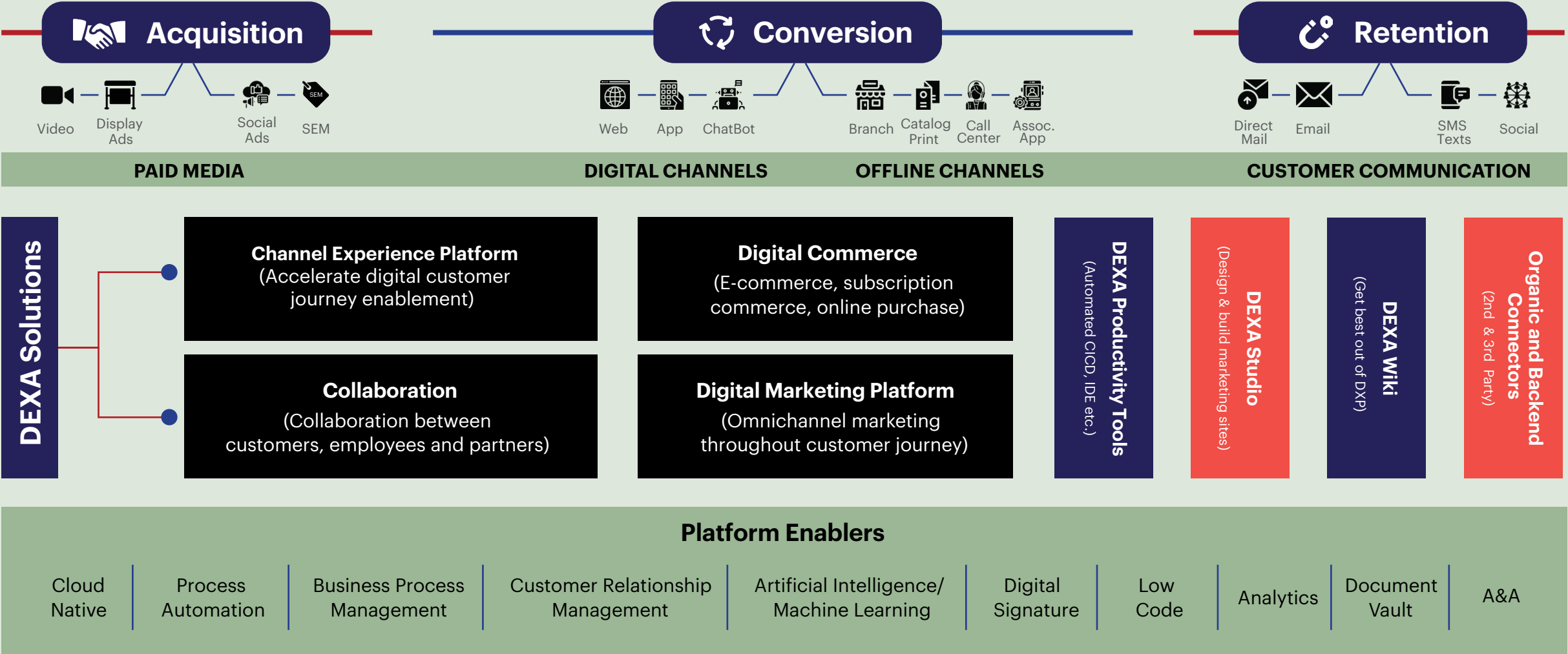
- **Improved Go-to Market Time by 30%**
- **Saving in efforts over 15-20%**
- **Interactive self-service enabled**









- ▮ Solution for CMO and CDO to drive their KPIs
- ▮ 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 ↓

DEXA Architecture



Multimodal Customer Experience

-  A solution providing multiple modes of engagement on a single channel during interaction or multiple channels based on user profile & actions
-  MCX is built leveraging Adobe's Digital Foundation. It acts as scaffolding to accelerate implementation of Multimodal experience providing configurable accelerators, scripts, widgets, components and dashboards
-  MCX uses Recency, Frequency & Relevancy (RFR) of user's interactions as the primary data point along with other aspects of the user's profile to enable personalized experiences
-  MCX comes with a Multimodal Experience Framework that could be adopted across Industry sectors like banking & financial services, insurance, retail & consumer services, travel & hospitality, hi-tech manufacturing etc.
-  Multimodal Experience Framework aids in mapping of the most common/used channel interactions with prioritized customer journeys
-  MCX is built as plug & play solution, hence it could be implemented alongside existing solutions / technology stack

Get to market faster

60% Faster delivery of a new brand or country site by utilizing OOTB and custom accelerators

Optimize customer engagement

Engage customers through relevant, personalized digital experiences across channels at scale based on custom segments and deliver content across any channel, device, or app and in any mode

Increase top line revenue

Increase in site visits and 2% increase in conversion rate and utilizing Low to no code tools to create new experiences

Low code no code

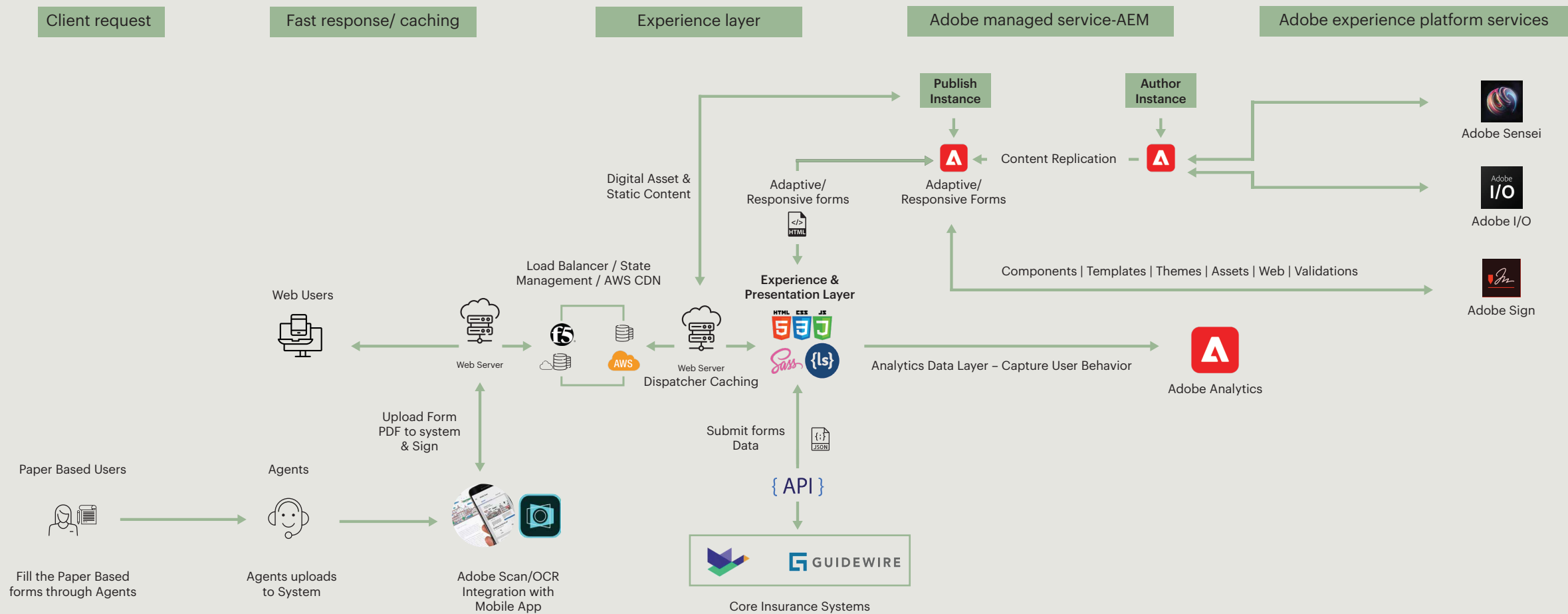
Empower marketing and IT teams to be fast, agile and able to build solutions marketing can use without IT involvement

Zensar's Digital Onboarding Accelerator

Zensar's digital onboarding accelerator is a plug-and-play solution to accelerate customer journey digitization for insurers. Awarded best solution under Adobe's Fly Towards Amplify program, it is built on top of Adobe Experience Cloud and Adobe Document Cloud. It digitally enables intermediaries/agents with features including:

- Prioritization of the implementation of modules in the insurer's existing ecosystem (one at a time or all at once)
- Omnichannel capabilities with an out-of-the-box mobile-first approach, keeping intermediaries' needs in mind
- Resolution of customer onboarding and customer service processes
- An integrated conversational platform to deliver seamless conversations between customers, intermediaries, and insurers
- AI-based automated form conversion, mobile-first and modular architecture driving reuse, forms as-a-service

Digital Onboarding Accelerator solution



Digital onboarding accelerator enables intermediaries/agents to accelerate customer journey digitization during onboarding. It allows seamless integration with the existing ecosystem and technology stack to create a digital link between customers and intermediaries/agents.

Benefits of the Digital Onboarding Accelerator

The solution creates a transparent platform for insurers while enabling intermediaries to onboard clients and provide remote products and services. It leads to efficient data collection and analysis and digital inclusivity in the ecosystem. Intermediaries can onboard and service clients faster through digital and hybrid channels. Clients get products and services more quickly. Some of the benefits realized by our customers include:

- 50% increase in digital onboarding
- Digital enablement of customer and agent value chain
- Improved **wallet share**
- 60% increase in policy renewals



Success stories

Leading manufacturer of connectivity and sensor products

We helped the client with Adobe Experience Cloud administration and support activities. A cleansing of the Adobe workspace was needed to remove unnecessary variables, metrics and unused segments. We also automated the analytics tracking process apart from supporting split testing through Adobe target.

- ▶ **15%** increase in content consumption
- ▶ **34%** increase in reporting usage post optimization
- ▶ Recommended test cases to increase conversion

Lifestyle, clothing and accessories retailer

The client needed to build a workflow based system to manage asset lifecycle from photoshoot till production. We enabled the client with a desktop based application to enable the photoshoots to be uploaded in bulk and a workflow based solution to review and approve assets. Role-based access enabled business teams to access assets associated with their portfolio, configuration of assets post approval helped with dynamic rendering.

- ▶ **15-20%** reduction in go-to-market time
- ▶ **50%** improvement in asset lifecycle management
- ▶ **100%** reuse of assets across channels

Leading auction house in the US

We provided consulting services on Adobe analytics, Audience manager and target and enabled their successful migration from DTM to Adobe launch with metrics aligned to their business goals. We redefined the standards as per best practices, fixed anomalies, improved data quality, accuracy in addition to ensuring data governance.

- ▶ **15%** reduction in Marketing Qualified Accounts (MQAs)
- ▶ **21%** increase in content consumption
- ▶ **30%** increase in Marketing Qualified Leads (MQLs)



About Zensar



**\$550+ Mn
Organization**



**USD 4 Bn
RPG enterprises**



**253+
Active clients**



**12
Countries**



**10,000+
Global associates**



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

About Zensar



Zensar – A transformative case study at Harvard Business School

Gartner

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

Forbes

Zensar Technologies:
On the digital highway



Zensar's accelerated digital Transformation journey -
A case study at London Business School

Zensar's 4-week assessment offering



Discovery, landscape review, analysis

- Immersion, current state benchmarking
- Workshops with business & IT teams to understand current gaps
- Outside in analysis - Gap analysis of capabilities, features associated with journey & channel

Outputs

- Digital Experience Platform (DXP) audit template customization
- Documented features & requirement gaps

Week 1



Implementation review

- Detailed review of existing Adobe implementation
- Benchmarking with Adobe best practices & Adobe accredited solutions
- Alignment and prioritization of features and capabilities for quick wins

Outputs

- Implementation audit report (draft)
- Identification of Adobe OOTB & recommended features

Week 2



Recommendations & roadmap

- Alignment with DXP architecture approach
- High level roadmap to address key needs, gaps & challenges quickly
- Specific recommendations on alignment with Adobe recommended best practices

Outputs

- Future state solution architecture
- Milestone based roadmap with ballpark estimates

Week 3-4

Zensar framework & accelerators

PAXT (performance-aesthetics-exp-tech)

Multimodal Experience Framework

DXP Implementation Assessment Framework

zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

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.

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