



zensar

Research, Strategy
& Creatives

Magic of technology, business, marketing, and creatives to take advantage of bleeding-edge landscape

Our Unique Mix

At our core, we're smart people, doing work that we love to make something great that gets results.

Marketing | Business | Technology | Creative

An  **RPG** Company

Services



Strategy & Innovation

One stop shop for Competitive Intelligence, Customer & Market Research, Experience Mapping & Innovation



Research & Analysis

Proven processes to enable Formative & Evaluative research, Performance Diagnostic & Experience Consulting



Experience Design

We're passionate about optimizing the experience that align customer needs and actions to create magic



Brand Activation

Help you pinpoint ways to impress and excite brands, turning customers into loyal fans and brand evangelists



Engagement Technology

Engagement is about connection, and we help brands leverage the latest in personalization and platform integration.



Alignment & Adoption

Internally developed tools TO enable Clients with business case development, Journey maps and strategic roadmap

Virtual events

How to build an online community

A move to virtual events has not been on the cards for organizations, however the recent pandemic has dictated this move.

Online communities are gaining wide importance and rightly so. While technology is an enabler to enhance the experience of participants, we would also like to bring in the 'Human' element.

This latest thought paper will help you design meaningful online communities.

[Read here](#)

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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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