

# Hi-tech Manufacturing Imperatives



## Customer Focus

Delivering solutions that are customer focused & enable intuitive experience will be the key to engage with customer.



## Harnessing Data

Leveraging both transaction & behavior data at every customer touchpoint to derive insights real time would be key to engage with customer, predict frauds and adopt new business models



## Operational Efficiency

Finding ways to optimize operational costs and drive efficiency without compromising on service will be the key driver to fund new digital initiatives. Leveraging AI, Cloud & driving reusability will be the key



## Security & Compliance

Ability to comply with regulations corresponding to customer data, housing of data, managing customer preferences, compliance to accessibility guidelines

# Services

---



## Research & Experience Design

Award winning & Industry standard research, digital assets creation, account based digital strategies



## Channel Implementation

Consistent, personalized and engaging experience across digital channels



## Brand Activation

Voicing out brand values, experiential activation, consistent brand theme across channels, asset design



## Platform Implementation

New Implementation, Cloud package or standalone solutions and integration with digital ecosystem



## Event Planning & Orchestration

Allow individuals or companies hosting them to reach a wider audience



## Account Based Marketing Operation

Integrated digital operations keep the 'buying teams' engaged across multiple channels with account-driven experiences



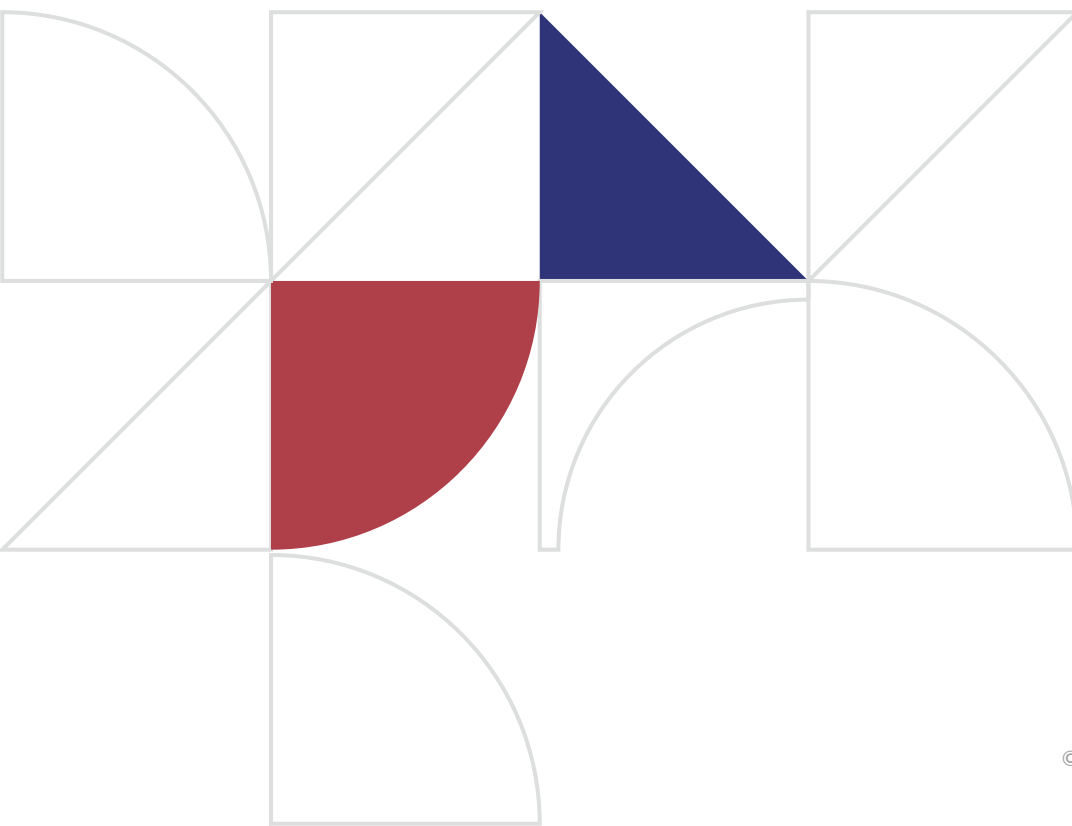
## Full-stack Implementation

Implementation of front to back-end applications that help deliver consistent experiences



## Optimization through AI

Supercharging HiTech with AI, Predictive analytics, campaign optimization, statistical modeling & data-driven decision making



# Case Studies

Your story and our language. Making Customer presence stronger everywhere!

---



## Fortune Top 50 Hi-Tech Company

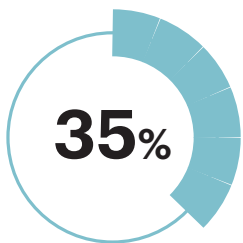
### Bringing deep technology stories to life...

An industry leader in cloud computing and virtualization, Client, turned to Zensar for its digitally sound multichannel storytelling abilities. The ask was to celebrate the value of Client and Dell technologies in an ever connected world.

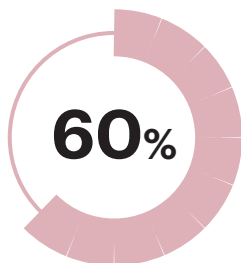
## Drive Awareness. Capture Key Marketing Moments.

- Created core Client messaging, scenarios and storytelling campaigns include content, web sites, social, etc.
- Executed and managed Client social channels to drive awareness and interest across various key marketing moments.
- Assessment of Adobe Analytics instance and improve adoption across Self-Discovery, Planner, Cost analysis phase
- Channel Analytics Operations around audience acquisition, engagement & conversion

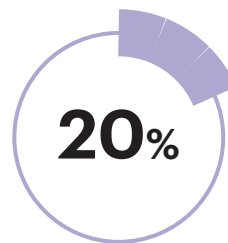
## Business Impact



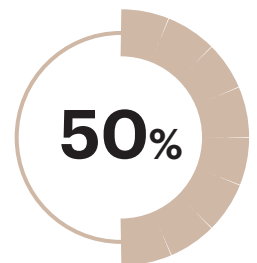
Boost in overall traffic to vmware.com



Increase engagement on social properties



Increase in event lead generation



Increase in user engagement & submissions



## Fortune Top 25 Technology Company

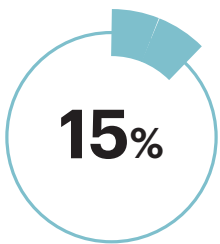
# You hold the key to a more connected, collaborative university

While penetrating the education sector, our strategic client believed that with the adoption of their product suite, educators can supercharge the learning experiences for better outcomes and collaboration between students and teachers. It was imperative to reach out to BDMs, Educators & ITDMs and make the presence felt across all the channels.

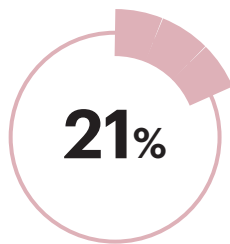
## ABM Lite. Powered with AI.

- Data driven ABM right from Strategy, Research to Marketing Qualified Accounts powered by AI
- Formative & Evaluative research across Educators & Business decision makers to define ABM strategy & Content
- Target Account Prioritisation Ideal Customer Profile (ICP) and ABM Plan
- Technology Assessment & Implementation
- ABM execution across Paid, Social Media & Email Channels
- Analytics & Visualisation along with AI to predict scoring

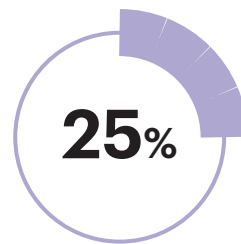
## Business Impact



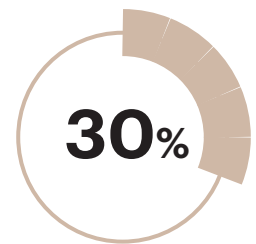
Increase in Marketing Qualified Accounts (MQAs)



Increase in content consumption



Email open rate with a 15% CTR



Increase in Marketing Qualified Leads (MQLs)



## Global Leader in Connectivity and Sensors

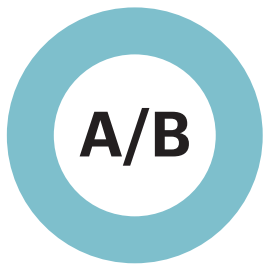
# Audience segment driven personalization to 'Make every connection count'

Choosing the most contextual communication from the vast repository for its audience, became a challenge for this large technology company that designs and manufactures connectivity and sensor products. Consultative workshops, re-structuring segments, user journey set-ups successfully engaged Client's audience

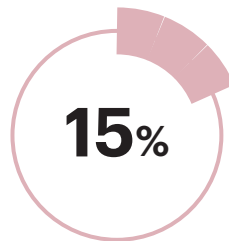
## Actionable Communication. Enhanced Engagement.

- Adobe Experience cloud Administration (Adobe Analytics, Target, Audience manager)
- Split testing through Adobe target
- Audience Manager Activities - Traits & Segment creation
- Adobe analytics Tracking design document creation, Report, Dashboard, Training Adobe analytics tool
- Analytics tracking automation – Adobe analytics audits, User journey & rules
- Cleansing of Adobe workspace- removing unnecessary variables and metrics, removing unused segments

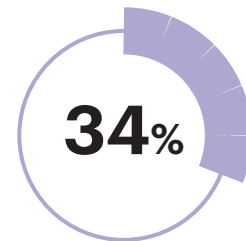
## Business Impact



Recommended test cases to increase conversion



Increase in content consumption



Optimization in reporting usage

**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.

For more information please contact: [velocity@zensar.com](mailto:velocity@zensar.com) | [www.zensar.com](http://www.zensar.com)

