Retail and Consumer Services
Imperatives

Digital Experiences as Collective Memory

'Telling stories' and 'Sharing Experiences' in more deeper and memorable ways over selling products

Connects Ecosystems

Availability on Customer's Preferred Channel with a seamless shopping experience across channels

Individualization

Know the needs of an individual, market one-to-one rather than as a cluster, follow the journey & interact realtime

Intelligent Marketing

Arti~icial Intelligence powered unique recommendations, predicting cross / upsell opportunities & sharper individualization

Services

Research & Experience Design

We make technology easy to use. Build solutions that are enhancing everyday experience of end customers

Strategy & Brand Activation

Brand Values, Vision Setting, Experience Roadmap, Content Innovation

Omnichannel Delivery

Proven & successful platform driven approach to Omnichannel experience delivery driving reuse

Realtime Interaction Management

Realtime CX Journey measurement & personalization framework across online & oˌline channels

Digital Contact Center

Niche oˀering to reduce call center traˌic and drive operational eˌiciency allowing banks & ˜inancial institutes to reduce cost

In-Store Experience

Omnichannel experience across prestore, near store and in store engagement

Experience Operations

Integrated digital operations coupled with Social media listening, powered by channel analytics drive data-driven experiences
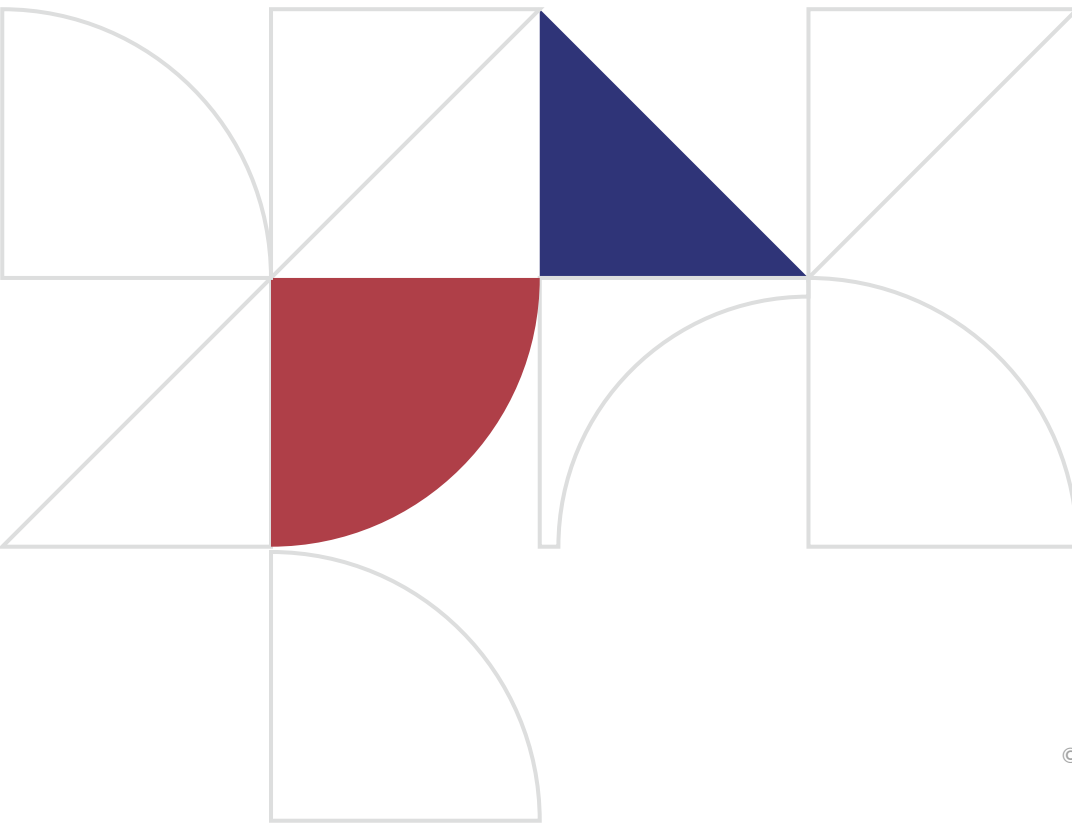
Optimization through AI

BOT marketing - Conversational Self-service support solution and maintaining context, across channels

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

1 **Leading Global Apparel Retailer**
Saved Millions for this giant through Real-time Journey Measures & Channel Analysis

Leading departmental store saw a need to strengthen their web analytics structure to decipher cost optimization opportunities while keeping customer experience intact. Channel Attribution and Analytics coupled with audience buying behavior proved key game changers.

A˜iliate A ttributions. Organic Opportunities.

- Detailed Client's card vs Client's cash analysis
- Revenue Analytics through Gift card from Wallet
- Channel attribution analysis supporting cost optimization decision making
- Analyze anomalies in the existing Adobe analytics implementation and suggest Best Business Practices for continuous improvement

Business Impact
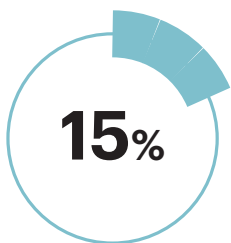
15%
Cohort & Churn Analysis to optimize "add to bag" to purchase rate

NPS
Loyalty Pre & Post launch analysis to calculate business bene˜its

10%
Reduction on Commission payout to A¸iliat es

# 2 Leading Auction House in the US
Consultative exercise to adopt Analytics & migrate to Launch

Britain's most celebrated auction house – Client, desired to create a more personalized online experience for its esteemed buyer and seller audience. While achieving this, Client was also looking to analyze and align these online behaviors to their goals, for better outcomes

Uni°ied Marketing eco-system. Mix, Match and Analyze Data.

- Consulting around adoption of Adobe Analytics, Audience Manager & Target
- Migration from DTM to Adobe Launch, rede˜ined metrics aligned to current business goals for parent Client
- Rede˜ined standards in line with best-in-class Business Practices
- Fixed anomalies, Improved data quality, accuracy in addition to ensuring data governance
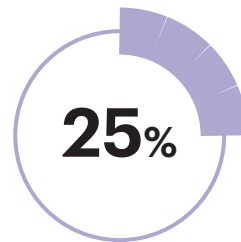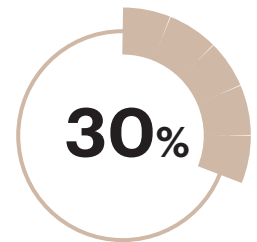
Business Impact

15%
Increase in Marketing Quali˜ied Accounts (MQAs)
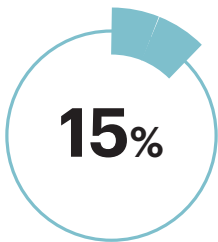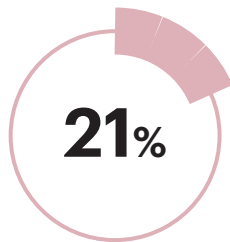
21%
Increase in content consumption

25%
Email open rate with a 15% CTR

30%
Increase in Marketing Quali˜ied Leads (MQLs)

3

Leading Multilateral Development Investment Bank in the UK

# Building a digital ecosystem for a Professional body in UK

An end-to-end Digital ecosystem that not only drives digital only services to its customers, it also enables the client to expand their operations in other geographies leveraging the platform

A true Omnichannel experience platform powered by DEXA and Adobe experience cloud will drive estate consolidation from current 15 systems to 7 bringing operational e¸iciencie s

Actionable Communication. Enhanced Engagement.

- A multi-stage Agile programme that builds a platform to bring together services from 15 di°erent disparate systems onto a single digital platform
- Started with the client digitizing their manual printed journals using DEXA and promoting digital consumption of contents integrating Adobe campaign to bring users on site
- DEXA based hybrid architecture bringing best of both capabilities on the target solution
- Micro front end architecture providing seamless & uninterrupted access to services that are scalable and expandable
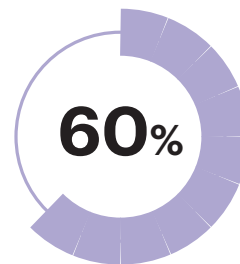
Business Impact
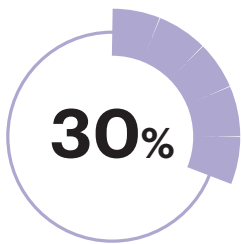
30%
Improved
Go-To-Market Time

15%
Y-o-Y Operational
E¸icienc y
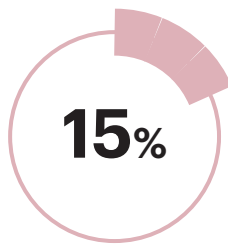
60%
Reduction in
application landscape

---

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 | www.zensar.com