Become Retail Ready for the Holiday Season

Ensure peak performance by leveraging Zensar's integrated holiday offerings

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An RPG Company

Online retails' biggest ever holiday season: assure, accelerate, augment.

The current retail landscape

The annual holiday season gives retailers more than one reason to be jolly! A staggering 20-40 percent of annual retail sales are concentrated in a few short months. Recognizing this pivotal opportunity, savvy retailers are determined to surpass their competition. The question is, are you ready to seize the moment?

Ensuring seamless execution is paramount, as any gaps in your strategy can potentially jeopardize your plans. With a surge in online activity, your eCommerce platforms, IT systems, and retail business can face overwhelming challenges, making it critical to assure, accelerate, and augment your capabilities to thrive this holiday season. Elevate your online retail game and deliver an exceptional customer experience (CX) during the most critical time of the year. Embrace testing, innovation, and continuous improvement to ensure your digital estate is optimized to perfection.

How can we help you today?

As the holiday season approaches, retailers must proactively identify gaps in their current offerings and accelerate their digital assurance plans. Acknowledging the unique challenges of this busy time, Zensar offers a quick-to-deploy catalog of services. We execute with zero latency, guaranteeing that you can steer clear of any performance challenges. Your success is our priority, and we are here to support you every step of the way.

Assurance   **CX/UX**   **optimization**   **Direct to consumer**   **Digital acceleration**

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Assurance

Assurance is your holiday insurance

Ensure outstanding customer service with Zensar's performance testing and engineering expertise.

Bolster your eCommerce systems for this holiday season's ultimate challenge.

As we approach the actual holiday season, the pressure on your online sales channels and systems is set to escalate. Picture this: you've built a top-notch platform with cutting-edge technologies, preparing for heavy transactional loads from increased online traffic. But the crucial question remains: have you thoroughly tested them to maximum capacity?

Prepare your retail systems for the holiday influx

Strengthen your systems and servers in advance to determine their true capacity. This ensures seamless operation when you need it most. If your eCommerce and supply chain software relies on multiple vendors, the surge in holiday volumes will impact various tightly integrated components across WMS, OMS, data management systems, and point of sale. A holistic strategy is essential for optimal responsiveness, load management, and smooth business flow.

Retail statistics for 2023

$29.3 trillion - expected global retail sales in 2023

20.8 percent will be online retail purchases in 2023

67 percent higher daily online traffic during the holidays in 2022

Experience intensified pressure on your digital channels with these influential factors.

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Zensar's holiday readiness solution.

Gain a competitive edge with our performance testing and engineering solutions. Identify and tackle issues early, avoiding costly downtime and maximizing infrastructure utilization. Our comprehensive offerings include digital commerce, order management, and warehouse management systems. We offer all of this without any impact on sales and fulfilment.

Digital commerce

- Browsing experience
- Search efficiency
- Cart-to-checkout
- Order status
- Updates to credit card and shipping address details
- Point of sale

OMS

- Order processing
- Available to promise
- Order status updates
- Inventory sync
- Facility capacity
- Alert processing
- DO templates

WMS

- RF floor transactions
- Wave processing host interface process
- Material handling equipment and warehouse control system interfaces
- Report execution.

Our standout differentiating features

- Our featured automated solution, SIERRA, addresses testing in complex WMS/OMS implementations and upgrades.
- Benefit from pre-built Microfocus LoadRunner performance test scripts for streamlined testing.
- Extensive experience in conducting 40+ volume performance tests for WMOS/EOM solutions.
- Stress testing strategy for 5x to 10x of peak loads.
- Prioritize enhancing customer experience at scale.
- Leverage our vast retail domain expertise and product knowledge for unparalleled support.

Our offer

- Complete end-to-end augmentation and implementation in six weeks, starting from $50K.
- Four weeks of consulting exercise to identify and proactively resolve vulnerabilities in your systems with prices starting from $40K.
- Capability to initiate within one week.

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CX/UX

Assess and optimize your customer experience using our CX assurance and acceleration solution.

Delivering exceptional customer experience is the ultimate differentiator in the fiercely competitive retail landscape. Retailers providing seamless customer journeys during peak times will outperform their competition. Considering the increasing prevalence of eCommerce sales on mobile devices, retailers need to act swiftly and optimize their system performance. By doing so, they can create a seamless customer experience, setting the stage for a successful peak holiday season.

Our solution ensures exceptional CX across all digital channels by continuously monitoring end-to-end retail applications for usability, performance, load, and functional challenges.

Test, design, and deploy

- Experience insights and analytics
- Key usability issues and fixes for them
- Implementation to core channels

Digital resilience

- Ensure apps drive end-user experience
- Analyze KPIs and get alerts and predictions directly to service manage
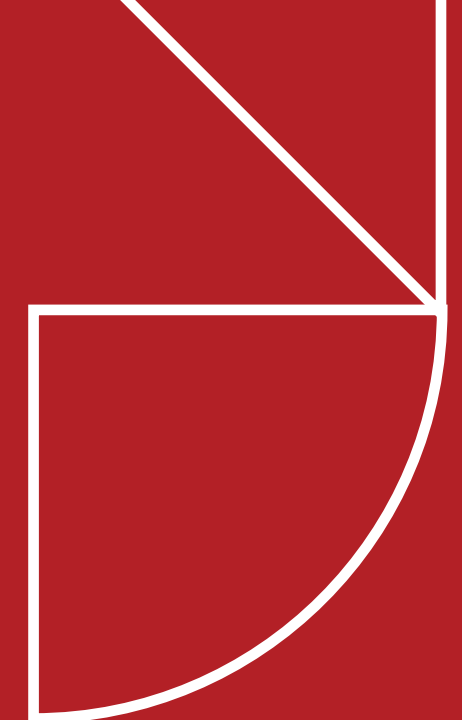- Correlate IT KPIs tobusiness success metrics

Quality engineering

- Automated regressions – integrated frameworks - pervasive automation
- DevOps/CICD integration – continuous testing
- ML-based experience insights

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Achieve exceptional customer experience by targeting the right elements of your digital experience.

Carriers
Multitude of telecom networks operating in every market

CDN
Expansion in the number of global and regional providers

Operating Systems
Growing number of Android and iOS versions

Network Traffic
Variability in app client-side libraries, SDKs, and client-server communication

Device Types
More devices (phones, tablets, TV, and wearables)

Locations
App functionality and performance vary by geo

App Versions
Increasing number of complex apps operating in the background

Cloud
Availability zones, PoPs, routing, load balancing PaaS services

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Assurance

Key features of our CX Assurance and Acceleration solution

Connected experience

Mobile, IoT, cloud, and 5G solutions to optimize connected experiences across applications, devices, and networks.

Real-time monitoring

Our solution allows developers and testers to test and monitor their apps in real-time, on real devices, in real-world conditions before, during, and after the app is released.

Scalable device infrastructure

Consists of 32,000+ SIM-enabled devices in 160+ locations across 110+ countries and 1,000+ networks.

No SDK required

Capture and monitor all performance data effortlessly through an API, eliminating the need for code changes or SDK integration.

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Digital acceleration
Scale your holiday readiness with Zensar.

Leveraging our extensive experience partnering with top retailers worldwide, we understand their unique challenges. The holiday season presents a golden opportunity for retailers to enhance their financial performance, and we are here to help them seize it.

Enhance and expedite your existing projects with additional expert support. Our deep domain expertise and skilled team members are ready to join your efforts, ensuring flawless execution. Whether it's testing, commerce, UX, or other technical aspects, our hands-on experts can boost your capabilities with unmatched quality and scalability.

Ready to deploy resources with engineering and domain skills covering:

- **Store operations: Point of sale and in-store experience**
- **Digital commerce: B2C, B2B, marketplace**
- **Merchandizing, pricing, and promotions**
- **Inventory management, warehouse management, order management, transportation management**
- **Customer relationship management**
- **Purchase order, invoice matching, finance**
- **BI and analytics: Customer 360, insights/optimization/recommendations**
- **Support, maintenance, development, consolidation**
- **Robotic process automation**

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At Zensar, we are dedicated to collaborating with our customers and making significant investments in ensuring that our service offerings align with their business needs. We understand that all retail systems, including order and distribution management systems, are under extreme stress during the holiday season and other peak shopping periods. We have proven expertise in tackling these challenges head-on and offer actionable solutions you can implement immediately, preparing for the future and reaping the benefits of a successful retail experience.

All our offerings are designed for quick deployment and backed with immediate resource readiness to ensure you are well-prepared for the upcoming holiday season. The repercussions of an unprepared system could be detrimental to your business, but with our assurance, we can turn this holiday season into your best one yet!

Want to understand our solution better? Talk to our retail experts today!

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 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 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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