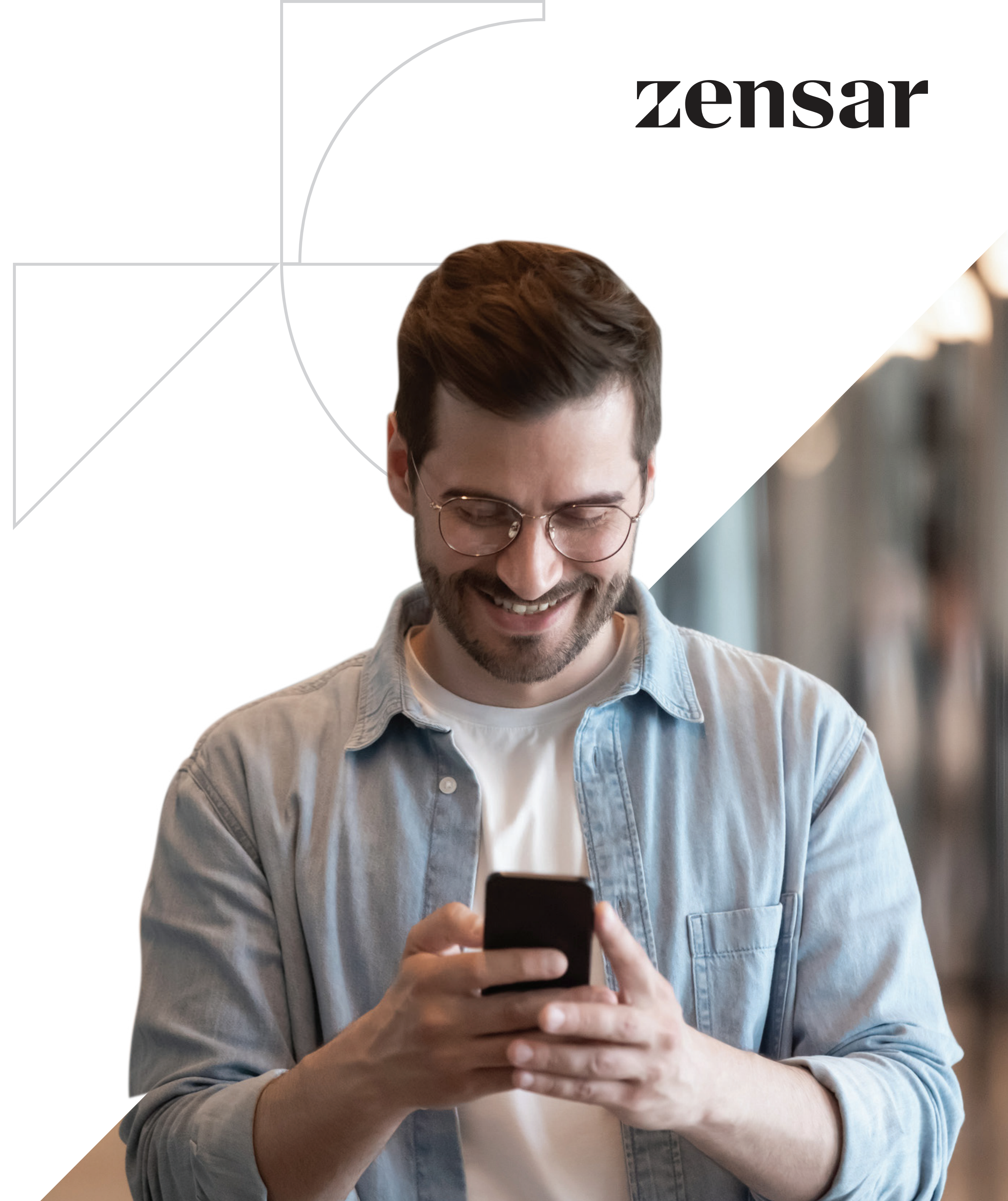


# Enabling customer engagement transformation for a consumer electronics major





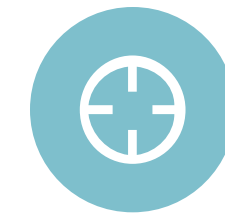
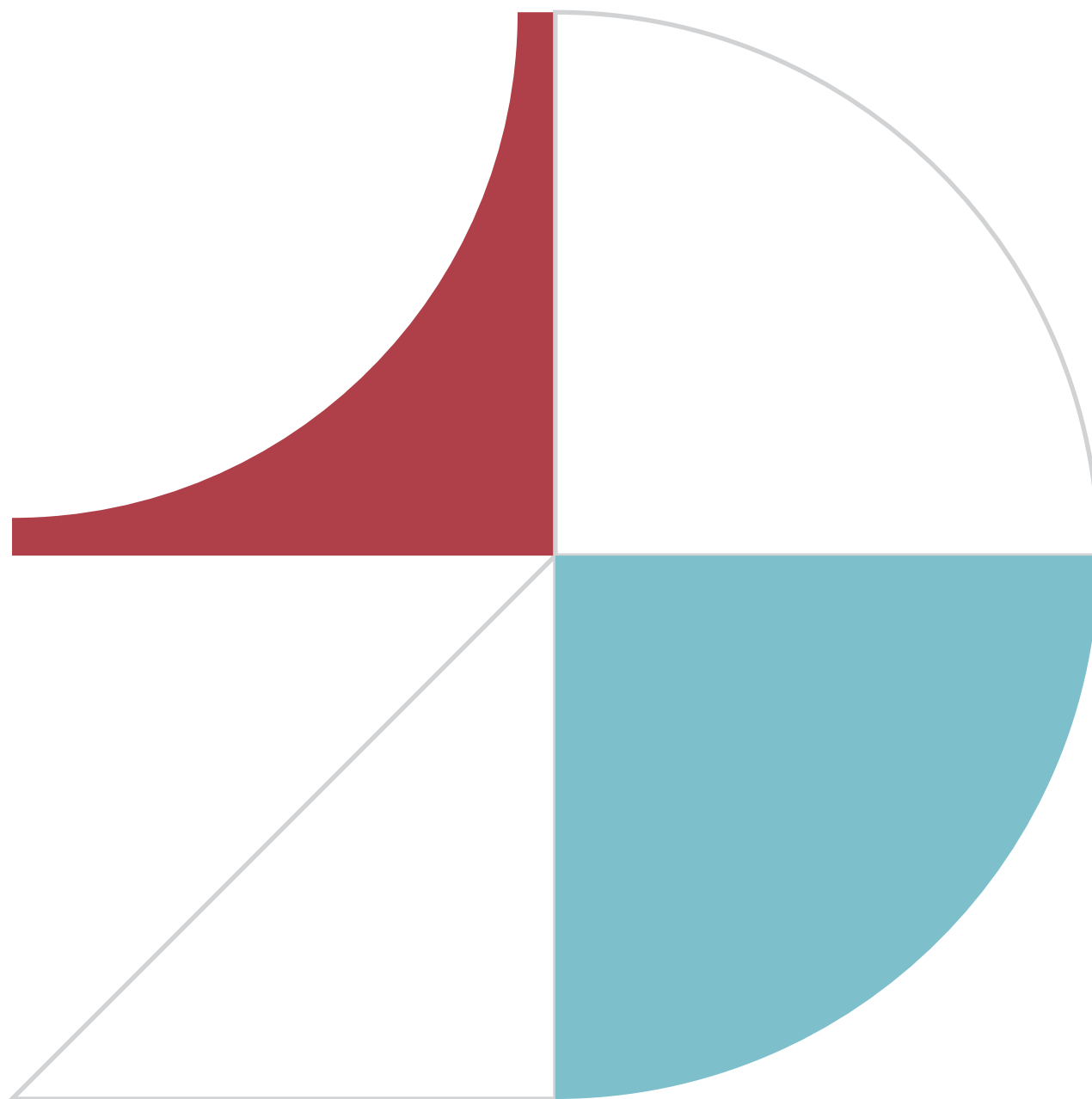
## Overview

Client is a consumer electronics and networking company headquartered in California. It produces mobile and computer connectivity devices and peripherals for consumer and commercial use.

Organization Size: **130K**

Country: **USA**

Revenue: **\$850 Million**



## Challenges and Goals

The client was faced with inadequate customer support for their e-commerce channel, address customer issues on social media channels, and lack of welcome email feature for new customers purchasing online. Key challenges and requirements were :

- Unable to provide efficient support to customers purchasing products on their ecommerce channel.
- Not being able to provide support to customer issues on different social media platforms.
- They current software lacked the feature to send marketing welcome emails to customers who purchase and register their products on the portal.
- The client needed a digitalized and personalized customer engagement process to maintain high levels of customer satisfaction.



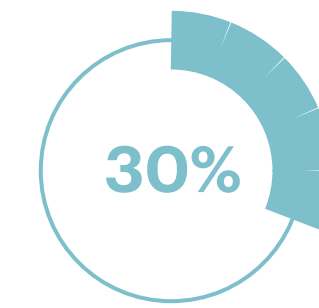
## Solutions

We created a renewed customer engagement plan for the client's customers, by developing a Salesforce marketing cloud based solution. Our efforts largely focused on:

- Implementation of an email blast feature for new online customers
- The ability to perform customer action based email analytics based on open, clicked, bounce
- Activity configuration and project documentation using automation studio software and social media channel integration with a social studio
- Predictive marketing feature to enable customer recommendations for relevant content and promotional offers based on the customer's purchase history.



## Business Impact



Increase in sales from the ecommerce portal

- Enhanced customer satisfaction score to (4.5/5) with quick engagement on social media channels
- Increased customer engagement and prospects by sales/marketing functions
- Improved marketing ROI with targeted marketing campaigns for different customer segments

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