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DIGITAL CASE STUDY BOOK

# Shell Partners with Zensar to Deliver a Superior Customer Experience

# ISG Preface

The stark reality of the COVID-19 pandemic is forcing companies of all sizes to conserve resources, contain costs and reduce risks. Organizations need to tread carefully in the current situation without losing sight of their long-term ability to recover and thrive in the future. Every company needs to simultaneously navigate through short-term pressure and invest now to accelerate the pace of digital transformation. Companies that demonstrate resiliency and sharpen their digital agendas will find a way to come out of the pandemic poised for growth.

ISG continues to remain at the forefront of helping organizations across the world refine their operating strategies in this uncertain environment. As the leading technology research and advisory firm, ISG has helped hundreds of clients clarify their vision, match buyers to the right providers and implement their transformation programs. But, with so much change occurring during these unprecedented times, the Digital Case Study Book is a welcome reading accompaniment that provides refreshing perspectives.

As the world rallies to contain the damage, ISG launches the third edition of the Digital Case Study Book to identify and publish the top examples of how organizations are currently accelerating the use of digital technologies. ISG Research used our research expertise and worked with leading technology companies around the globe, both large and small, to build this unique compendium of compelling case studies that demonstrate real-life business issues.

Each of the 25 transforming organizations featured in this book has a remarkable story to tell. Their case studies present real, unique challenges organizations faced during the shifting tides of rapid technology changes. Partnering closely with technology and service providers, these organizations are achieving incredible results. We hope that you enjoy this book and find the content illuminating and inspirational.

You can visit our website ([research.isg-one.com](https://research.isg-one.com)) where you can access the Digital Case Study Book, alongside a world of content and data to support your decision-making.

Sincerely,



**Paul Reynolds**

Partner and Chief Research Officer



## Shell Partners with Zensar to Deliver a Superior Customer Experience

Royal Dutch Shell is a British-Dutch oil and gas major that worked with Zensar to transform its fleet management platform.

Shell is renowned for the quality of its service and the prestige of its brand. The company knew that to keep up with digital trends in the energy space and match brand prestige, it needed to move towards providing superior customer experience in a B2B context.

To deliver on this commitment Shell envisioned having a customer-centric fleet management portal that took advantage of mobility technology. This aligned with the company's strategy to diversify revenue streams through innovative products and services. This would position Shell as a partner that offers innovative and connected mobility services that scale to meet its customers' needs.

To bring this platform to market Zensar and Shell worked collaboratively. They completely reimagined the entire end-to-end user journey covering design, development, integration and delivery to 160,000 customers across 35 markets. Today, Shell Fleet Hub is an enterprise solution with hundreds of features, modular components and localized configuration that meets customer needs.

By distilling the user interfaces which form the platform into a pattern library, Zensar helped Shell create a baseline for future design and development. This can be leveraged to inform an enterprise design system, which will help Shell to drive down time to market and cost to serve while increasing revenue. The pattern library built for the online card management platform also significantly sped up the ideation and delivery of a tolls system.

Shell Fleet Hub provides best-in-class customer experience and will continue to serve as inspiration for other customer-centric propositions. Zensar's work offers efficiency and cohesiveness and delivers on Shell's vision to offer connected services grounded in a mobility services platform that scale to meet its customers' needs.

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