

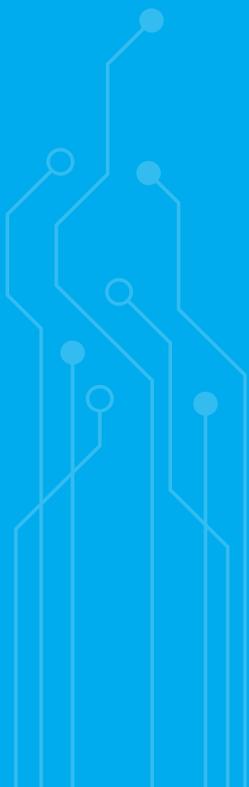
# Driving Digital Transformation with **Digital Experience Platform**

Accelerated Value Realization with Zensar's Adobe Expertise

**White Paper**

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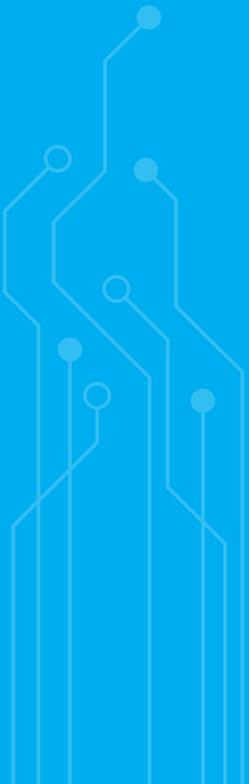
# Preface

Against the backdrop of the COVID-19 pandemic, where people have been forced to stay indoors for a long time, brands need to provide a seamless customer experience across multiple channels.

Digital Experience Platform (DXP) eliminates the IT department's need to deploy worldwide campaigns, ensures reusability of assets for faster deployment, leverages AI-enabled chatbots to facilitate customer self-service and personalization, and most importantly, cuts through B2B and B2C barriers and enables B2B2C interaction.

At Zensar, we have built an Adobe accredited partner solution over the available Digital Experience Platforms to accelerate the brand's value realization on their Adobe investments.

Our Digital Experience Accelerator (DEXA) helps businesses achieve a faster value realization cycle. Its salient features include a hybrid architecture, facer-based search, customer journey measurement, multi-touch personalization leading to one segment, and an omnichannel conversational platform.



# Digital Experience Platform (DXP) is fast becoming an enterprise staple

Enterprises have already started embracing outside-in digital transformation with artificial intelligence as the driving force, bringing in aspects of intelligence, proactiveness and personalization. A customer journey-focused approach to digital transformation (outside-in) is the way to meet these customer expectations.

Businesses are dealing with the challenges of increasing customer-brand engagement, high churn rates and a growing number of market disruptors creating an abundance of options, making it difficult for enterprises to position themselves uniquely. In this context, intelligent and customer journey-focused experiences could complement product/service differentiation as enterprises seek to establish and retain market leadership. Examples of this are hi-tech manufacturers who can quickly align global marketing activities to localized needs, retailers who are able to intelligently cross sell/up sell while enabling customers to resolve queries without having to make a phone call; insurers that provide predictive quotes online.

Keeping customer experience at the center is critical to outside-in transformation. Enabling personalized and contextual experiences increases customer engagement many times over. A platform-based approach to deliver experiences provides a much-needed channel to enterprises to accelerate their digital transformation.

This is where the concept of the Digital Experience Platform (DXP) comes in. DXP allows enterprises to design, manage, deliver, and optimize customer experiences across various digital channels. The focus is on creating a seamless journey as customers switch from one channel to another, addressing their needs consistently throughout the value chain. While there are multiple interpretation of DXP in market, Zensar's definition of DXP is shown in the Figure 1.



# Digital Experience Platform (DXP)

## Channels

Web | Mobile/Wearables | Bot (Text, Voice) | Email/SMS | Social | Offline/In-premise

## Front End Experience Layer

<b>DXP Modules</b>	Web Content Management	Content lifecycle	Content publishing	Digital asset management	Facet based Search, SEO / SEM	<b>DXP Productivity Tools</b>	<b>DXP Studio</b>	<b>DXP Wiki</b>	<b>Back end &amp; 3rd party integration</b>
	Digital Commerce	Ordering journey	Search & Browse	PIM, catalogue mgmt.	Payment integration				
	Collaboration	Wiki	Intranet sites	Surveys forums/blogs	Communities				
	Digital Marketing	Customer & marketing analytics	Campaign management	Personalization	Realtime journey measurement				

## Platform Enablers

Cloud Native | Process Automation | CRM | DMP | AI/ML | Analytics  
Document Vault | Authentication & Authorization

It's important to note that the customer for a modern enterprise extends beyond the end-user of a product – journeys experienced by partners, employees, vendors, and other stakeholders are equally important in today's digital economy. It's no surprise then that the global DXP market is witnessing a steady growth of 12% CAGR. By 2024, it is expected to reach \$13.9 billion.

While the idea of experience enhancement across customer journeys isn't new, it is made significantly simpler by using a singular platform. DXP combines all the technologies required by marketers, sales teams, UX designers, process managers, and a variety of other stakeholders under a single roof. It is also possible to obtain detailed analytics on customer behavior, mapped against pre-set business parameters. This offers an accurate picture of experience quality and enterprise performance, indicative of success in the digital era. Let's consider these benefits of DXP in greater detail.

# Essential business benefits enabled by DXP

DXP is critical for enterprises looking to integrate customers, partners, employees, and vendors in a singular environment. Traditionally, these would exist in functional silos, requiring significant efforts to share data, connect processes, and intersect experiences between departments and platforms. DXP solves this critical challenge by building a single source of truth, where mobile, chatbots, email, social media, and web portals come together to deliver an enriched customer experience. This leads to six important benefits

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- **Reusability of the platform** - The platform-driven approach ensures that the IT/digital team of the organization takes a holistic view of the foundational building blocks needed to enable customer journeys from an outside-in perspective, which can then be used by all the stakeholders.
  - **Minimal IT intervention during go-to-market** - This is particularly relevant for hi-tech manufacturers and retailers, rapidly upscaling across different countries and regions. Each digital property has its own unique requirements, not to mention specific brands, product lines, and localized customer needs. Typically, IT intervention is required while launching a cross-geography go-to-market campaign or service. DXP eliminates this by creating a unified space where stakeholders can come together, define business needs, and deploy campaigns/service without any intervention from the IT team.
  - **Enabling omnichannel experience** - Today, nearly every digital experience takes place on a multitude of channels, accessed on multiple devices. Enterprises need to be equipped to connect data from one channel to another, ensuring experience continuity with zero fragmentation. DXP allows enterprises to engage with customers on a wide range of channels, seamlessly moving from one to another by retaining the context of the interaction. This allows customers to interact with brands on the channel of their choice.
  - **Empowering customers with interactive and intelligent self-service** - According to a global trends report, over a quarter of customers are now ready to make basic purchases through chatbots, and the number is even higher when it comes to support services. DXP utilizes web portals, text and voice-led chatbots, and mobile applications to give user location and device-agnostic access to support services. This could make a big difference in industries such as insurance, by cutting down the time and effort required to submit documents, get quotes, or make a claim.

- **Personalized experience at each step of the journey** - Measuring the customer journey in real time and providing personalized experiences, including self-service or contact center interventions, is key to ensuring that customers can complete the journey they started with all the objectives met. DXP provides the capabilities for real-time journey measurement and intelligent AI-based personalization at strategic customer journey milestones.
- **Journey toward everything-as-a-service (XaaS) model** - Having a vertically and horizontally scalable platform that separates customer experience from the underlying complexities of integrations is imperative. DXP provides a connector for enterprise backend and third-party integrations. Serverless cloud architecture leveraging cloud native services is a key feature of DXP that drives enterprises toward achieving everything-as-a-service capability.

Importantly, DXP addresses not only B2B and B2C enterprise needs, but it also cuts through B2B and B2C barriers, enabling a B2B2C experience where end customers can directly reach out to their original service provider (primarily in the case of hi-tech B2B businesses). These bridges the gap between the original service provider and the end user. DXP could prove transformative in today's digital landscape where customers are eager to obtain visibility into product origins and are aware of ethical and environmentally-conscious sourcing practices. As enterprises aspire to achieve new levels of customer engagement and loyalty, a B2B2C model would help remove fragmentation on purchase journeys and add value at every moment of truth.





# Experience is at the heart of the modern enterprise

Using DXP enterprises can streamline business operations by bridging legacy systems with new solutions into one powerful platform. Work faster with less resources. DXP is able to seamlessly connect and utilize the legacy software and systems that enterprises have amassed over time.

There is a plethora of use cases when it comes to implementing DXP in real-world scenarios.

A hi-tech manufacturer could share regular updates with suppliers/vendors on mobile, leveraging insights gained for smarter negotiations. Hi-Tech enterprises probably brings the most promising instances of DXP implementation, helping to convert customers on their channel of choice.

**Accelerating new site launch for Hi-Tech and Manufacturing Enterprises -** Rapidly scaling to new geographies and onboarding production sites are essential to large-scale manufacturing operations. However, traditional CRM makes this difficult due to fragmented business rules and the absence of a single source of truth. Instead, DXP can help launch multi-country and brand-specific campaigns with minimal effort from sales and marketing professionals. Also, there's near-zero IT intervention required, allowing campaign deployment and management at will.

There are several platforms available in the market to help enterprises transition to a next gen DXP. By proactively working toward a strategic partnership, it is possible to cut down on in-house integration efforts and speed up time-to-value.



# Partnering for Success: The Zensar Value Proposition

According to the Gartner Magic Quadrant for Digital Experience Platforms, DXP implementation continues to be a challenge, with 85% of costs and efforts expected to be invested in integrations with internal and external systems by 2021. To expedite this process and ensure ROI efficiency, enterprises must keep an eye on select capabilities, such as:

- Feature-rich experience configurations including channel enablement, content management and workflow governance, enterprise search, e-commerce support, and hyper-personalization use cases.
- Easy-to-use DXP management powered by a ready-to-use business widgets, functional & technical components, page templates for campaigns, robust security and compliance components, and analytics dashboards.
- Flexible architecture with cloud native features, multi-lingual and multi-site support, customer data source integration.

The ideal DXP partner will help maximize technical efforts spent on DXP development and customization, aligning customer experiences to industry needs via the latest technology plug-ins. We, at Zensar have built an Adobe accredited partner solution over the available Digital Experience Platforms - Digital Experience Accelerator (DEXA) to bolster the benefits of the Digital Experience platforms described before. Its salient features include:

**Hybrid architecture** - Decoupled front end experience, web content, assets, product data and business logic layers, content as a service, component as a service, cloud nativity and simple traditional implementation.

**Facet-based search** - DEXA brings in AI-driven facet-based search which is both conversational and interactive, providing intelligent responses to the customer

**Customer journey measurement** - DEXA lets businesses analyze customer

experience in real time. This data helps sales, marketing, customer service and contact center teams drive campaigns that offer greater customer satisfaction.

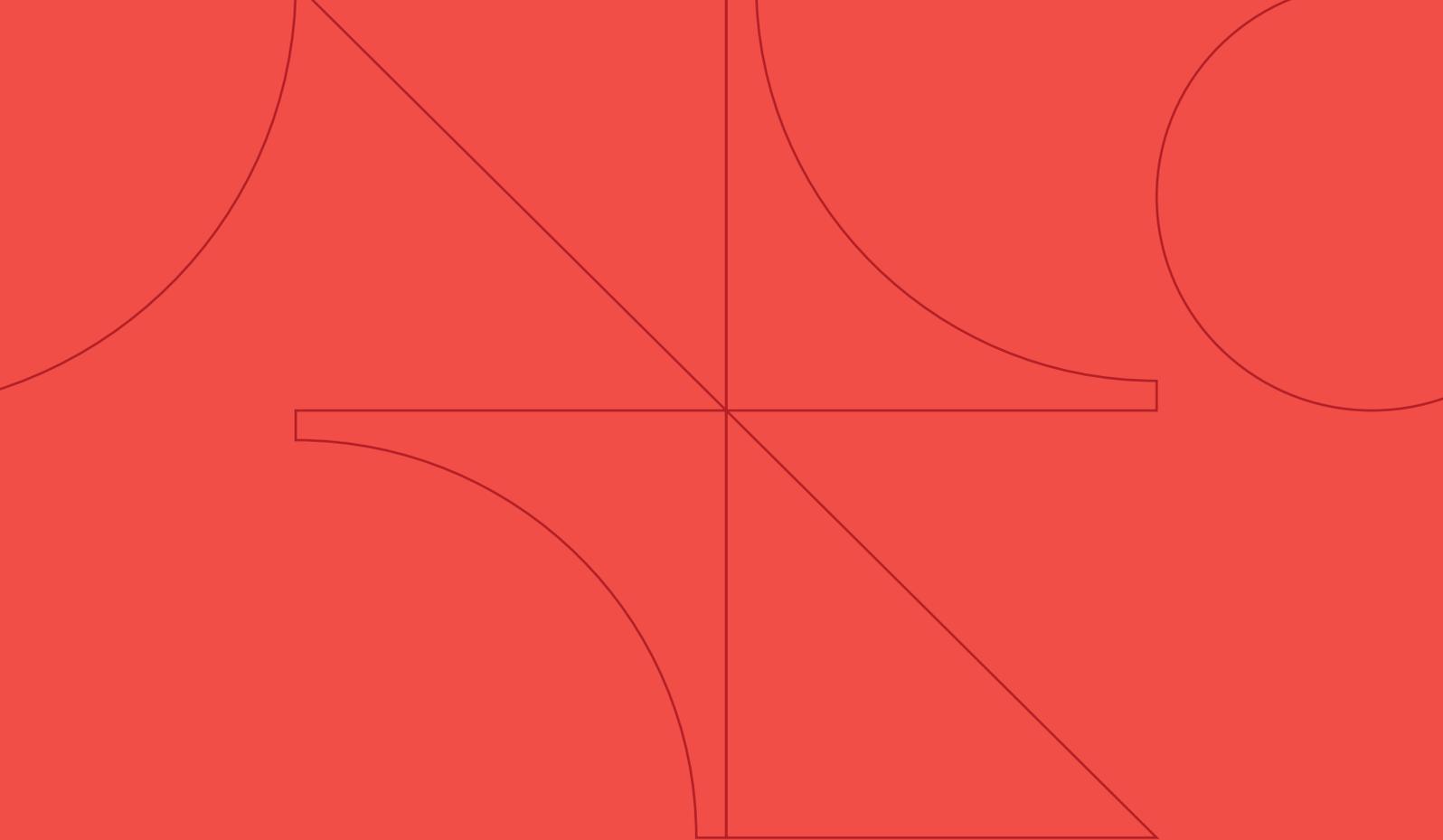
**Multi-touch personalization with “segment of one”** - Dexa can enable a unique customer journey for each stakeholder based on their persona, interest levels, behavior, expectation and latent desire.

**Omnichannel conversational platform** - DEXA holistically transforms omni-channel conversations across different digital channels, helping to create what’s largely a channel-agnostic enterprise

At Zensar, we have worked with enterprises across the globe, including a financial services leader that was facing low customer engagement and protracted campaign cycle times. We deployed DEXA built over an industry-leading digital experience platform spanning 400+ sites across geographies, web, mobile, voice, and text to enable a 2X rise in customer engagement.

In conclusion, it would be right to say that enterprises that choose wisely in a highly-crowded technology marketplace and synchronize experience transformation with business goals will find themselves on the winning side of the digital economy.





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