

The logo for ZenSár, featuring the brand name in a bold, white, sans-serif font with a small white swoosh above the 'r'.

**ZenSár**

A skydiver in a blue jumpsuit and helmet is shown in silhouette against a bright blue sky with wispy white clouds. The skydiver is positioned on the left side of the frame, looking towards the right. The overall image has a blue and cyan color palette.

# Improved lead conversion rate

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**CASE STUDY**

## Supporting the customer needs and expectations

Client is a leading provider of motion systems and components for original equipment manufacturers (OEMs) and a leader in electrical/electronic manufacturing space.

### Highlights

Zensar has engaged with the client team in successfully implementing the Email to Lead functionality to reduce time for creating a lead and eventually increase the rate of lead conversion. We also conducted a successful proof of concept to analyze and visualize the Integration of Oracle EBS with Salesforce. The team has been successful in reducing the time to complete customer support request to 2 days. The deployment process has also been optimized with efficient roll-back and risk mitigation plans

**Company:**  
Motion machines manufacturer  
**Headquarters:**  
Radford, USA  
**Industries:**  
Manufacturing  
**Products and Services:**  
Motion systems and components  
**Employees:**  
More than 3,000  
**Total Revenue:**  
\$ 500 million

### Business Benefits

- Successful deliveries and efficient customer orientation
- Increase in customer service efficiency
- Optimized the support team strength, thereby increasing customer satisfaction and reducing the operational costs
- Better business continuity with lower risks to the application and end users.

### Challenges

- To optimize the existing implementation as well as lead the future implementations
- To enhance the Customer Support and reduce time for handling Service Requests
- Reduce the time taken to create leads in the system, Integration of Oracle EBS and Salesforce and automating the release process

### Top Benefits Achieved

