

LEADING TECHNOLOGY COMPANY

increased its user
engagement to **25%**
in just **2** months

An aerial photograph of a city skyline, likely New York City, viewed from a high angle. The image is overlaid with a semi-transparent blue filter. The buildings are densely packed, and a body of water is visible in the background.

NIIT

technologies

New Ideas, More Value.™

About NIIT Technologies

Our client NIIT technology is a leading name in the global IT solutions organization. With their leading-edge expertise in data analytics, automation, cloud and digital, they aim to achieve real-world business impact. With more than 10,000 employees across Australia, Asia, Europe and America, our client promotes innovation and value for each of its customers.



SITUATION ANALYSIS

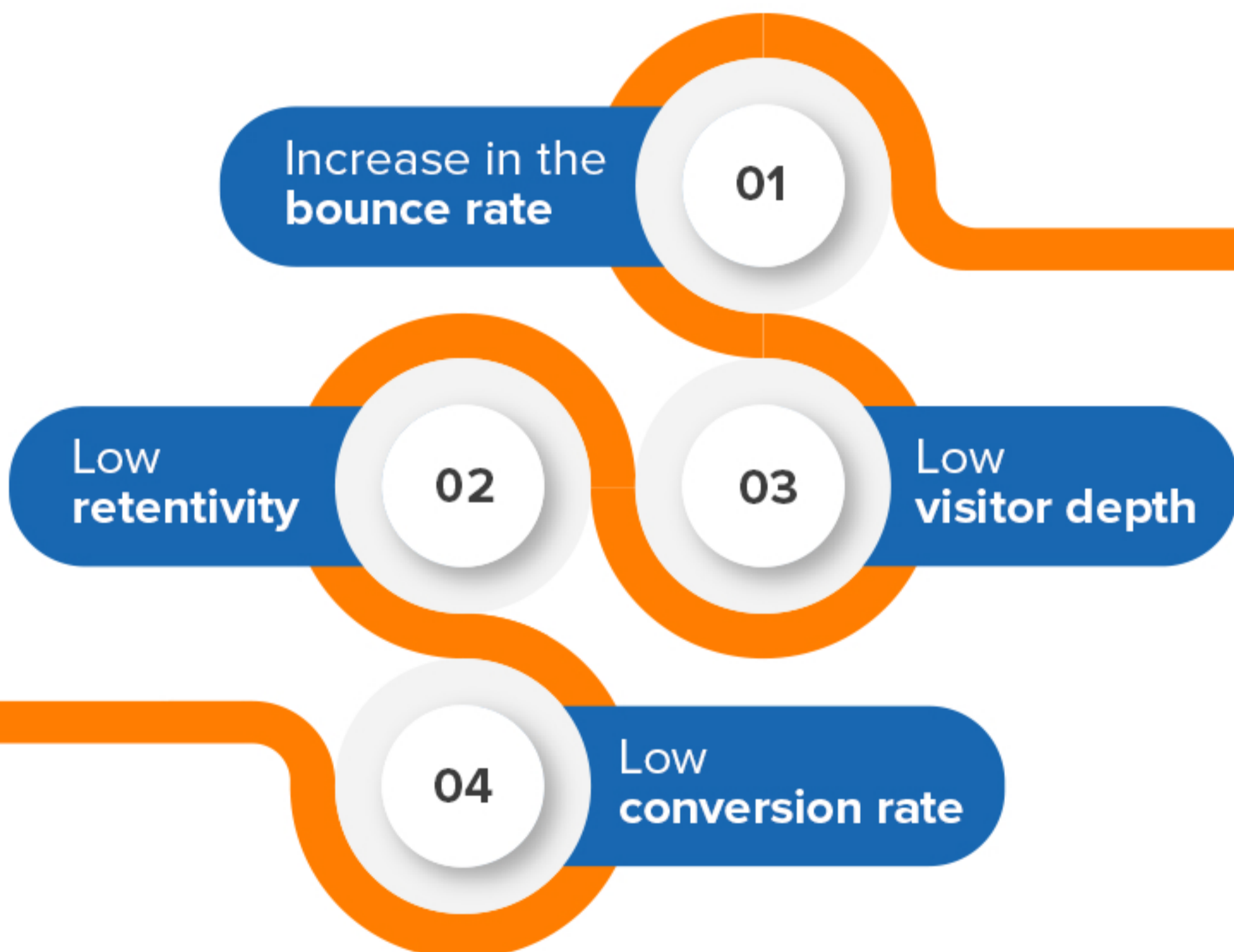
When NIIT approached us with their issue, at first it seemed a tricky job to carry out but eventually, our approach, strategies, and technology helped our client to achieve 100% satisfaction. To explain their challenge to the readers, our client had a problem in website personalization where they were unable to track down the details of anonymous visitors. As a result of which, the conversion rate was going down. Our calculated methodology provided a **360-degree solution to their website tracking issue.**

The Challenge

Anonymous site visitors out of control

As already mentioned, our client had an issue with the personalization as well as the response rate on their website was significantly low. Their site home page was the same across all anonymous users with no data collection about the visitor's journey.

The result of low response and behavior of the anonymous user resulted in the following **four downfalls of the website:**

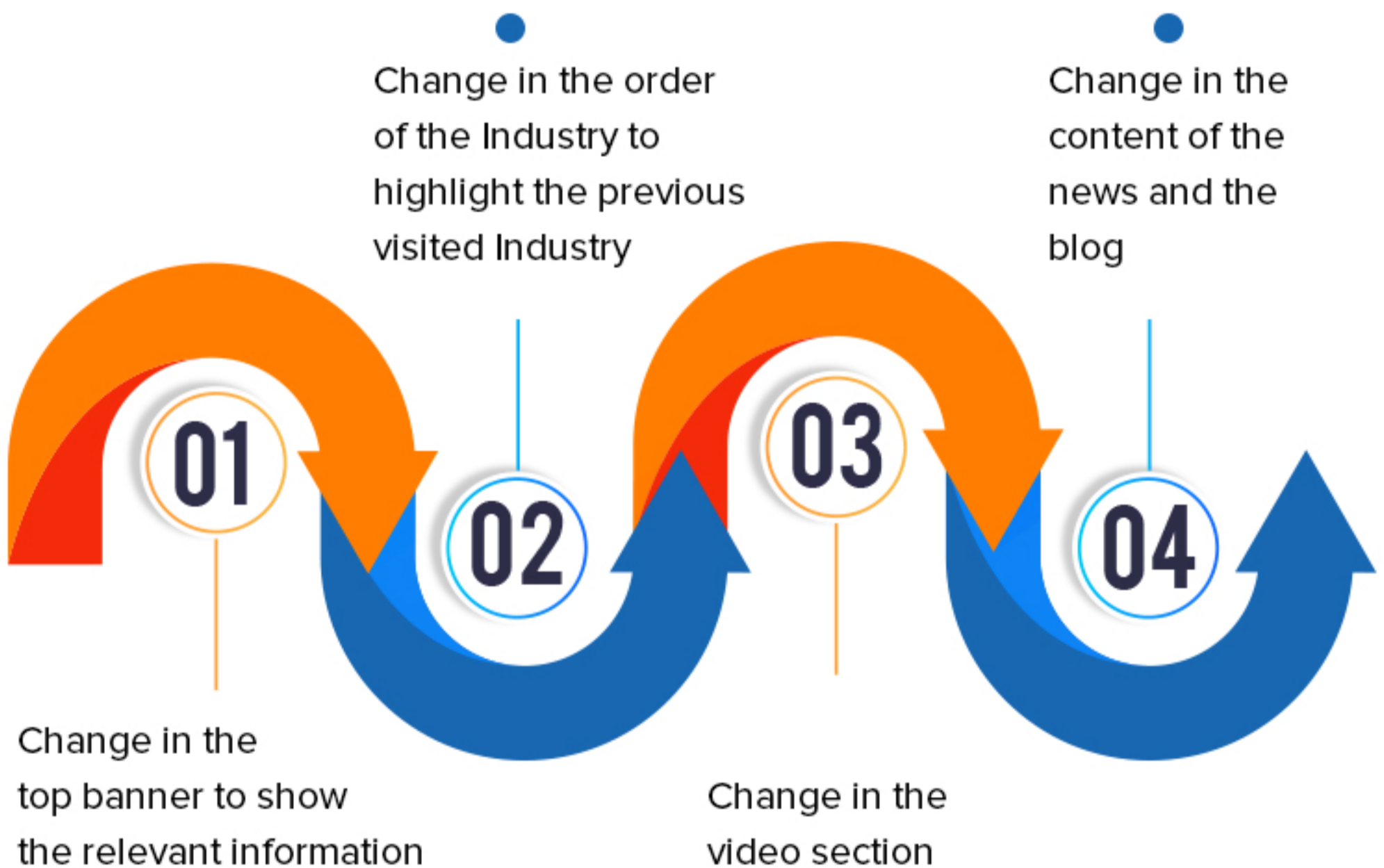


When we applied Google Analytics and Pardot on NIIT's website, it was found that about 70 to 75% of users were landing on the home page. The site was open to all anonymous visitors but the home page remained static and did not respond to the anonymous user's journey resulting in major traffic loss.

Our Calculated Solutions

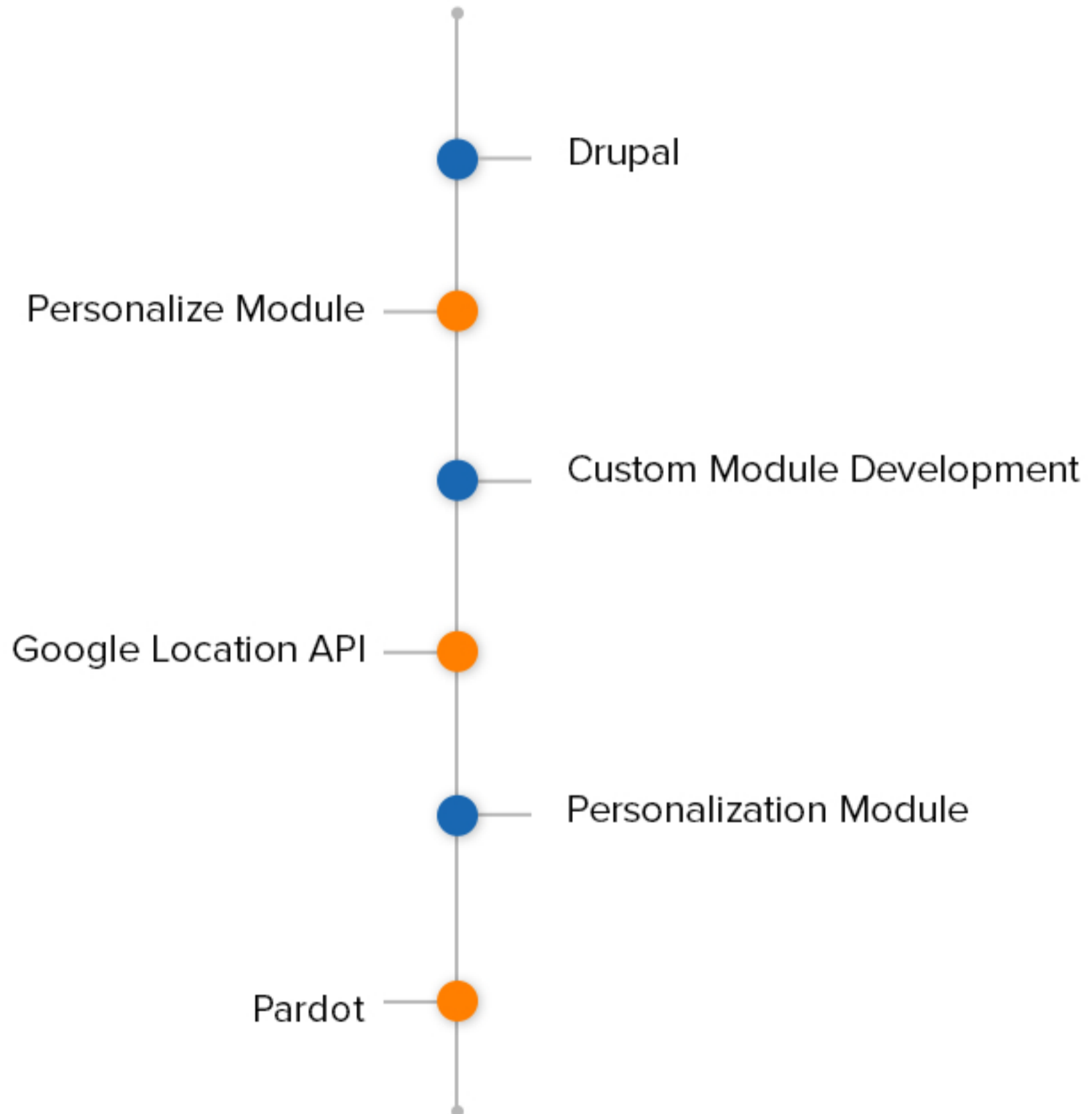
After analyzing the complete scenario of our client's issue and the challenges that the company was facing, we made an approach to change the placement of industries, orders, and content on the website. On implementing the technologies deployed by HyTechProfessionals, the behavior of the anonymous user significantly changed towards the site home page.

The most significant changes we brought to the website were as **follows:**
response.



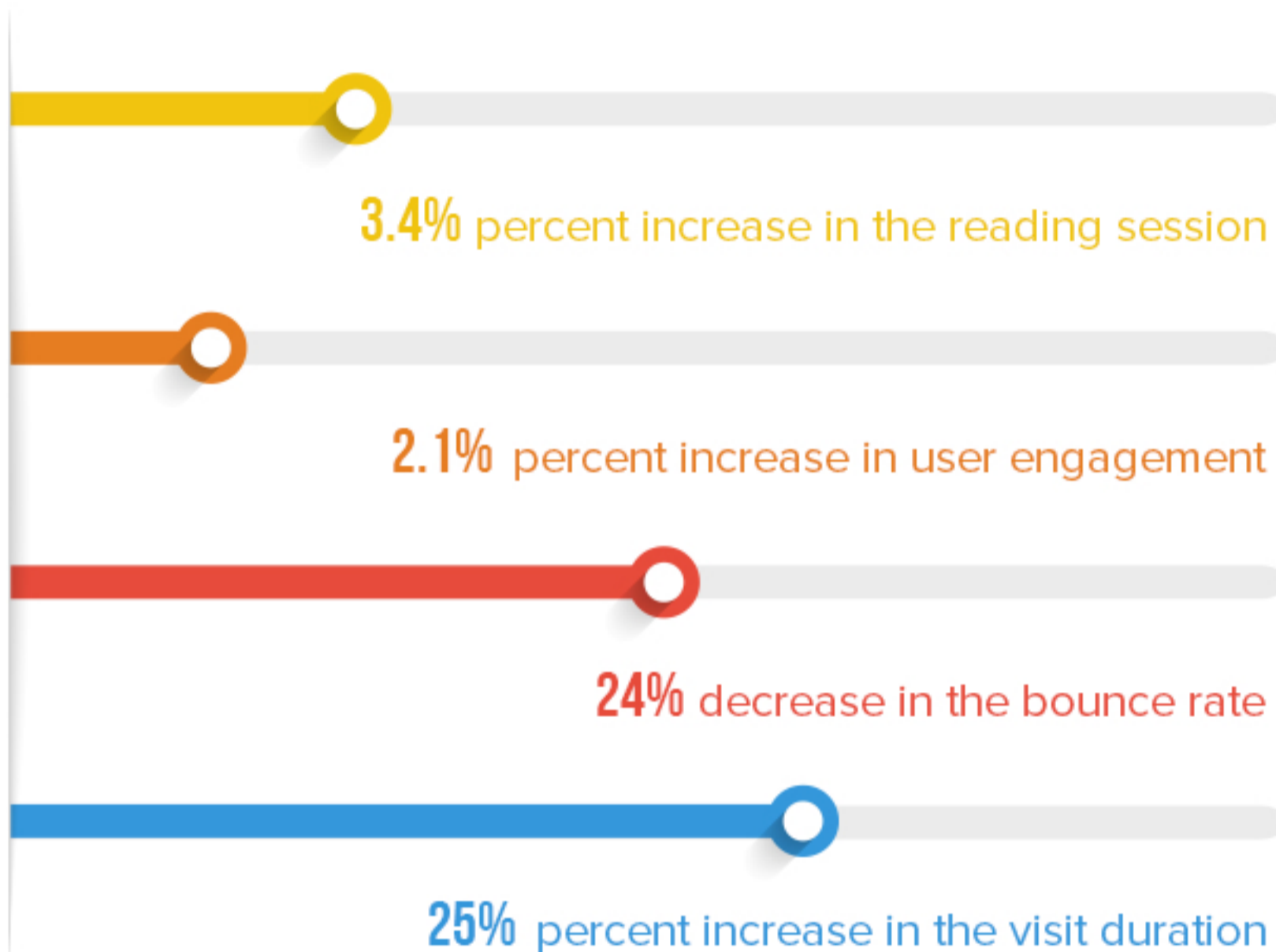
Technology used

Have a look at the number of technologies that we deployed to **present perfection to NIIT technologies:**



Progress meter (in 20 days)

Our solutions helped our client to achieve work satisfaction in the following ways:



Now, the client is experiencing good reach on their website. Their user engagement on the website and the directed methodology to track anonymous visitor is helping them multifold their business deals. This project was a total success for our client.



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