ZenSar

REVOLUTIONIZING DIGITAL WITH **SALESFORCE**

LIVING AI

salesforce

Business Imperatives

In the CRM software industry, we bring companies closer to customers. Some of the key challenges that we help our clients address while using legacy CRM are :

Complex User Navigation	Multiple Integrations	Departments working in Silos

We aim to achieve this while delivering personalized experiences to companies by identifying their core business needs and empowering them to retain their customers with our end-to-end Salesforce capabilities and robust platforms.

Unique advantages of partnering with us for your Salesforce needs

- Delivery Excellence with CSAT score of 9.85/10
- Reusable Software Assets (RUSA)
- Lightning Component Libraries
- Proven Methodologies and Frameworks based on the Salesforce Products & Solutions

Digital Transformation Journey powered by Salesforce AI

As a Salesforce Gold Partner, we offer consulting led services with our innovative 2-in-a box model (Domain + Salesforce consultants) to help customers chart a winning cloud strategy, envision a seamless digital customer experience and program roadmaps.

| **Diagnostic Consulting** | **Organization Merge/ Demerge Consulting** | **Product Fitment Consulting** | **User adoption Consulting** | **Migration Consulting** |

AI For Everyone

Zensar has started its journey of Living AI, and Salesforce as a platform is enabling it with Einstein AI. Einstein AI is helping businesses to get smarter with predictive scoring, actionable insights, speedy automation, and more accurate forecasting.

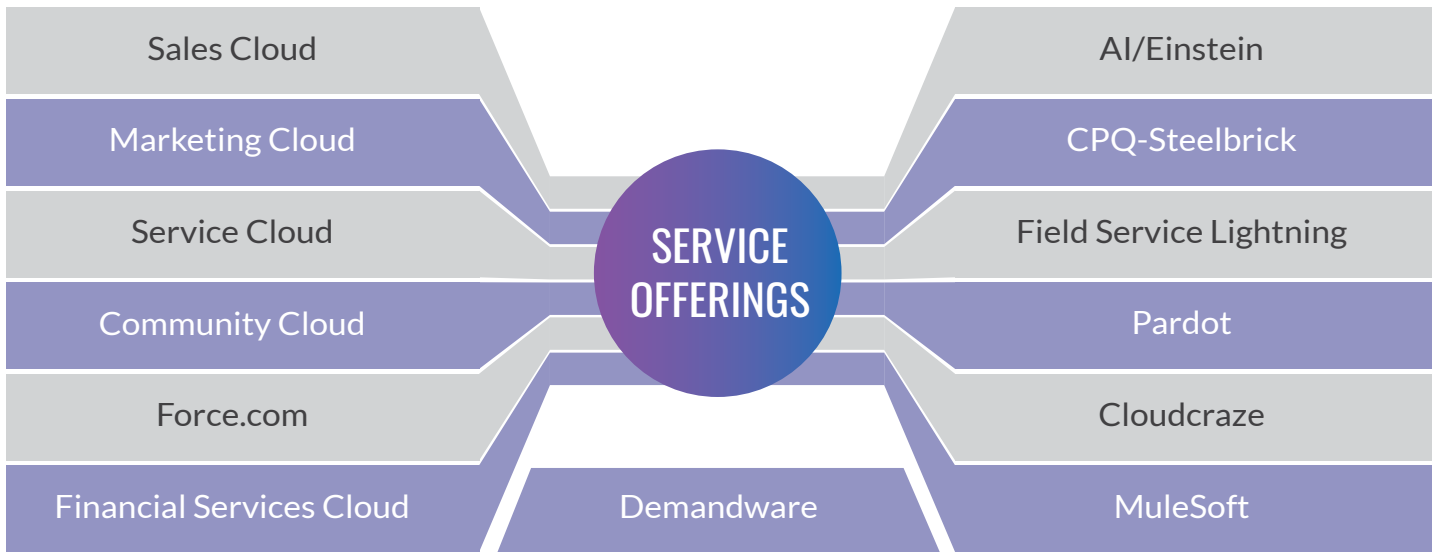| **Einstein and Cloud Infusion** | **Advanced Wave Analytics** | **Lightning Convergence** |

| **Assessments for Digital Transformation** | **Flexible Delivery Models** |

With our complete suite of Salesforce Service Offerings like Sales Cloud, Marketing Cloud, Service Cloud, Community Cloud, Force.com etc. companies can measurably improve their marketing, service, sales, IT, and more.

	SERVICE OFFERINGS	
Sales Cloud		AI/Einstein
Marketing Cloud		CPQ-Steelbrick
Service Cloud		Field Service Lightning
Community Cloud		Pardot
Force.com		Cloudcraze
Financial Services Cloud	Demandware	MuleSoft

Our expert consultants have developed a variety of applications on Salesforce Platform that helps partners to build powerful enterprise applications for providing best-in-class services.

Job Booking App for Field Services

Job booking application to display real-time availability of field agents and dynamically book agents.

- Track agent activity and productivity with performance-based ranking
- Internal routing of the Job Request based on skill-set and proficiency
- Addition of new features for future releases

Loyalty Solution for Retail

The Loyalty Solution for retail is a comprehensive cloud-based solution for loyalty & rewards management application.

- Rewards based on member interactions
- Dynamic and customizable dashboards for tracking customer behavior
- Seamless integration with social media

3-in-1 Insurance Portal

Cloud-based solution, tailor-made for efficient management of policy holders.

- AI Powered Single view of the customer
- On-the-go statistical reports and dashboard
- Digital customer onboarding

FEW EXAMPLES OF UNIQUE TOOLS AND ACCELERATORS

Tools & Accelerators

Mass Update & Delete	Query Builder
Address Validator	Field Analyzer
Profile Comparator	Push Notification

Lightning Components

Address Locator	Quick Send Email
Dynamic Display of Tabs	Custom Data Table (multiple features)
Data Masking	Multiple Child Records/Related List

Benefits

20%
reduction in the implementation cycle time

25%
increase in user adoption

15%
reduction in operational cost

GOLD
salesforce
2019
PARTNER

POC Driven Approach Helps Clients Visualize and Approve

250+ SFDC Consultant

2-in-1 Box Model Domain SME+CRM Consultant

SALESFORCE PRACTICE HIGHLIGHTS

2500 Person Years Experience

Established Consulting Models

CSAT Score of 9.85/10

Industry Best Practices, Adherence & Recommendation

SUCCESS STORIES

Leading Hi-Tech Manufacturer

Futuristic customer community in lightning initiative

- Excellent usability and high adoption

- 20% reduction in new cases being raised

- Effective feedback mechanism has increased the customer satisfaction levels like never before

Leading Sensor Manufacturer

Service cloud implementation for better UX

- Cost effective and time value delivery of enhanced complex Salesforce functionalities

- 30% savings in operational costs due to efficient integrations

- Increase in customer engagement score due to reduced number of cases and turnaround time

Leading Energy Distributor

Business transformation program

- 50% faster data entry due to automation of Work Management Systems

- Drastically reduced the reporting time by 97% (from 1000 hrs. to 30 hrs. per qtr.)

- 66% reduced time to build, assemble and deploy the application

Leading Retailer

Redefined customer experience (CX)

- User-friendly Service Cloud features for a Unified Customer Experience

- 25% increase in CSAT with visually attractive and interactive support site

- Features like Service Console and Live Agent reduced the Average Handling Time (AHT) by 15%

Gartner

Zensor recognized in Gartner Market Guide for Salesforce Implementation Services
[G00320713] Patrick J. Sullivan and Frances Karamouzis 13 June 2018

ZenSar

Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital Transformation journey. A technology partner of choice, it is backed by a strong track record of innovation, credible investment in Digital solutions, and unwavering commitment to client success. Zensar's comprehensive range of digital and technology services and solutions enables its clients to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through a myriad of technology solutions, is uniquely positioned to help its clients surpass challenges they face in running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

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