

Enabling customer engagement transformation for a consumer electronics major





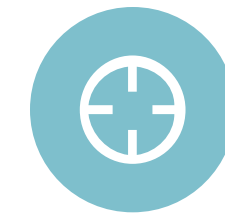
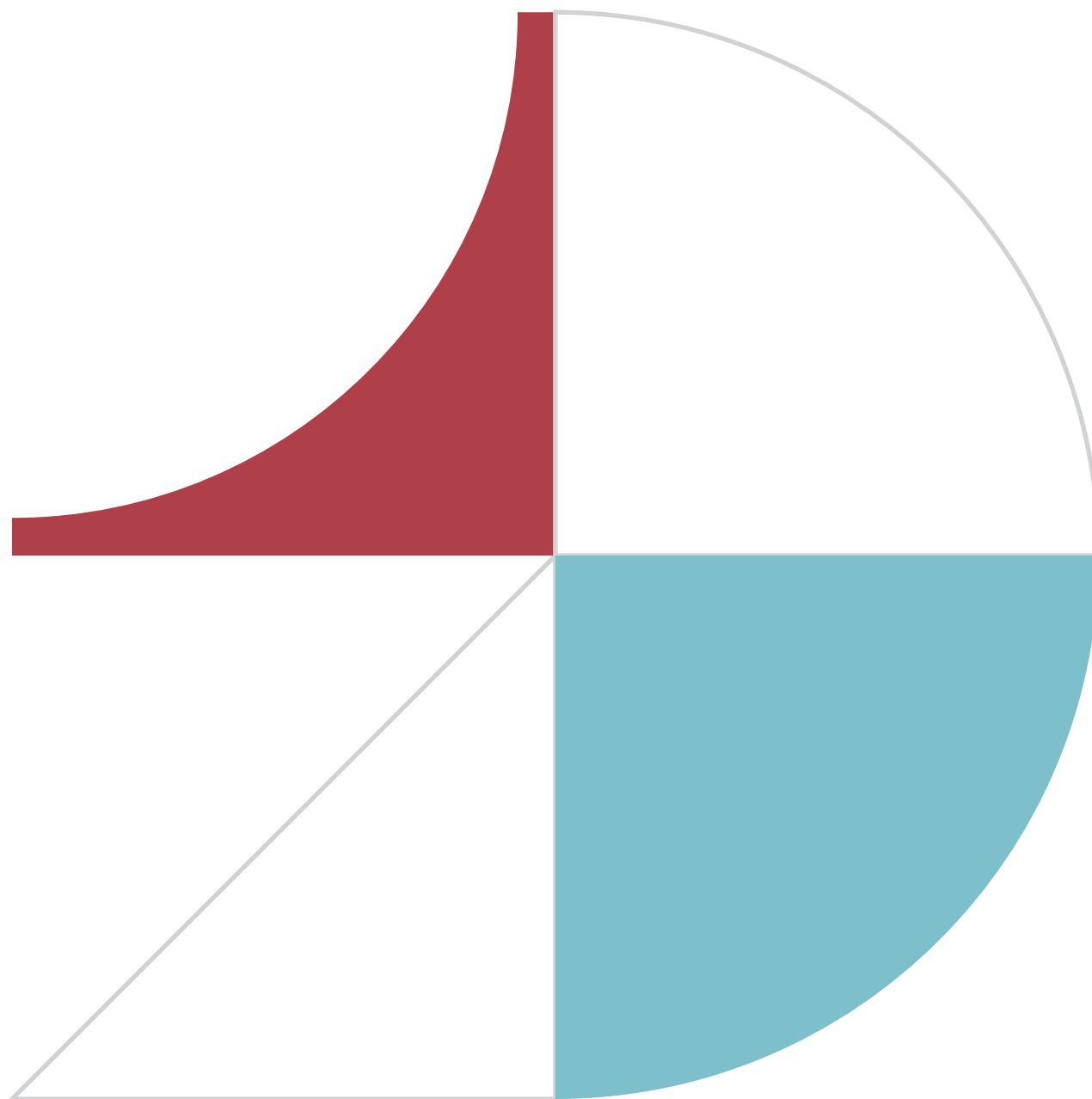
Overview

Client is a consumer electronics and networking company headquartered in California. It produces mobile and computer connectivity devices and peripherals for consumer and commercial use.

Organization Size: **130K**

Country: **USA**

Revenue: **\$850 Million**



Challenges and Goals

The client was faced with inadequate customer support for their e-commerce channel, address customer issues on social media channels, and lack of welcome email feature for new customers purchasing online. Key challenges and requirements were :

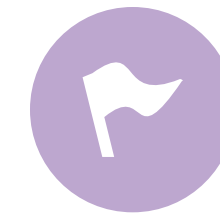
- Unable to provide efficient support to customers purchasing products on their ecommerce channel.
- Not being able to provide support to customer issues on different social media platforms.
- They current software lacked the feature to send marketing welcome emails to customers who purchase and register their products on the portal.
- The client needed a digitalized and personalized customer engagement process to maintain high levels of customer satisfaction.



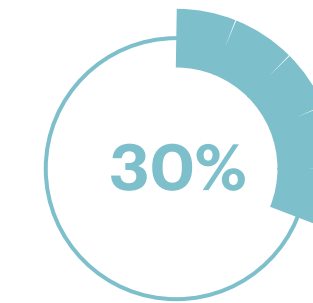
Solutions

We created a renewed customer engagement plan for the client's customers, by developing a Salesforce marketing cloud based solution. Our efforts largely focused on:

- Implementation of an email blast feature for new online customers
- The ability to perform customer action based email analytics based on open, clicked, bounce
- Activity configuration and project documentation using automation studio software and social media channel integration with a social studio
- Predictive marketing feature to enable customer recommendations for relevant content and promotional offers based on the customer's purchase history.



Business Impact



Increase in sales from the ecommerce portal

- Enhanced customer satisfaction score to (4.5/5) with quick engagement on social media channels
- Increased customer engagement and prospects by sales/marketing functions
- Improved marketing ROI with targeted marketing campaigns for different customer segments



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com

