The image features a dark blue background with a glowing network of white nodes and lines. A white silhouette of a globe is positioned in the upper left quadrant. In the lower right, a human hand is shown reaching out, with fingers slightly curled as if interacting with the digital network. The overall aesthetic is futuristic and tech-oriented.

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**Are You
Digital Enough**

Make customers fall in love with your brand through digital innovation

The new digital age is constantly evolving and this calls for cutting-edge approaches in this customer-centric era. The challenge now is to cater to the ever-changing market needs. This complex cross-channel customer journey is leading to a higher acquisition cost as traditional methods of approaching an audience are no longer impressive.

Also, customers are more open to experimenting with innovative services, even if these are offered by smaller

and newer organizations. This increasing customer churn rate is posing a challenge to several businesses and forcing them to think and act differently.

As people are getting connected at an aggressive speed, the focus is on contextual conversation and a personalized, relevant experience. The need of the hour is to increase the customer lifetime value, and enterprise digital is the perfect solution to address this concern.

More and more businesses are dealing with these questions



How do I increase my customer acquisition rate?



How do I build intelligence from cross-channel interactions?



How do I personalize my services in real time?



How do I increase lifetime value of customer?

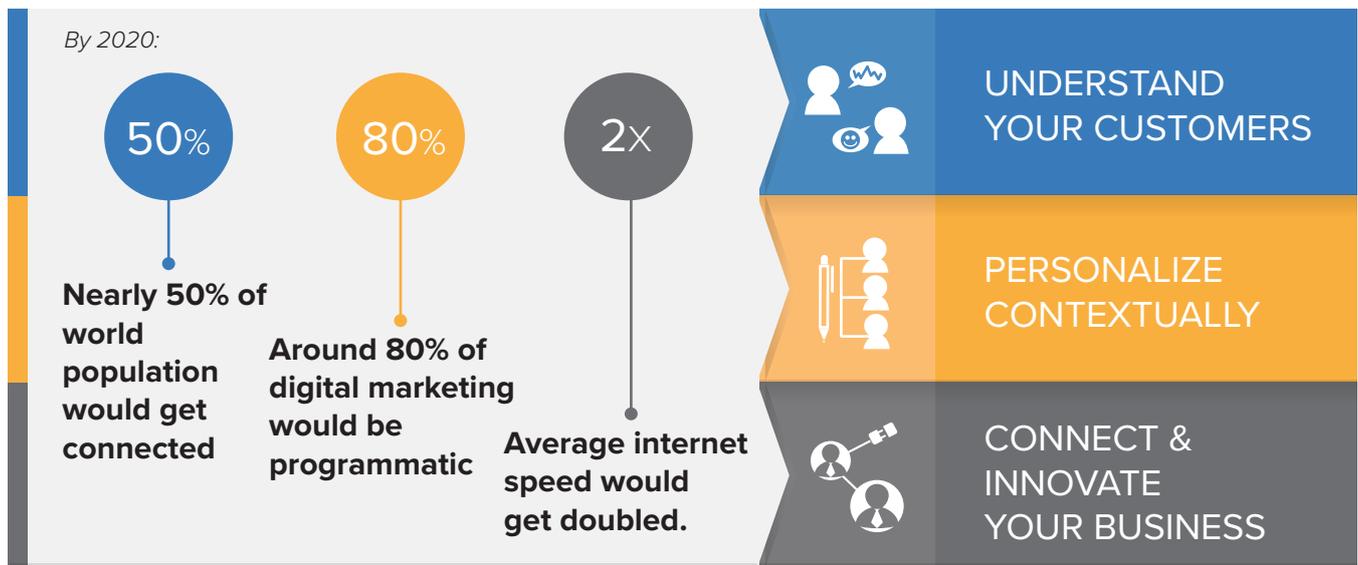


How do I enable innovation for higher growth?

Digital 2020

Contextual Conversation Strategy

Contextual conversation strategy is the key to an effective user engagement. The context for each user is derived from the buying behavior, channel experience, location, and declared and inferred interests. In this scenario, the delivery of business messages follows a conversational style, is simple and is personalized for higher effectiveness.



Just having a CRM system is not enough anymore. Today, a customer's product discovery and interaction journey has become much more complex, cutting across different digital marketing channels.

Having a clear understanding of customer behavior such as, which campaign they like the most, what attributes of your products they admire and what are their future needs, is essential for businesses to build context over raw data layer. Once the context layer has been created, machine learning and advanced analytics can be used for recommending new products/services or to personalize conversations.

Optimization of the delivery channel is equally critical. Responsive and relevant website content can exponentially increase customer delight toward your brand. An optimized cross channel interaction combined with the right design, holds the key to growth.

Connected products and services made available to

customers when they want, helps reduce customer churn towards competition. A well-managed cross-channel data lake and an API layer help in designing new innovative services. Integration with partners also aids in exposing products and services through other channels, ultimately improving the 'anytime anywhere' availability aspect.



Service Offerings



Acquire

- Cross-channel digital analytics & insights
- Customer segmentation & data lake
- Orchestrated omnichannel campaigns
- Digital asset management
- Advanced retargeting



Engage

- Digital channel personalization
- Recommendation engine
- AR/VR based apps
- Automated micro segmentation
- Digital channel optimization



Expand

- Digital marketing planning & optimization
- Data discovery
- API management
- Campaign forecasting and planning
- Loyalty & gamification

ABOUT NAGARRO

Nagarro provides technology services for digital disruption to both industry leaders and challengers. When our clients want to move fast and make things, they turn to us. We combine design, digital, and data to help them outperform the competition. We distinguish ourselves by our agility, imagination and absolute commitment to our clients' business success.

Some of our clients include Siemens, GE, Lufthansa, Viacom, Estée Lauder, ASSA ABLOY, Ericsson, DHL, Mitsubishi, BMW, the City of New York, Erste Bank, T-Systems, SAP, and Infor. Working with these clients, we continually push the boundaries of what is possible to do through technology, and in what time frame.

Today, we are more than 3,500 experts across 14+ countries. Together we form Nagarro, the global services division of Munich-based Allgeier SE.

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