

Is Your Digital Delightful Enough



Delight the only strategy

Customer acquisition is one of the top priorities of every business. Apart from aiming for a positive impact on the target market, reduction in customer churn is crucial. Digital personalization and marketing is one of the key enablers in addressing these concerns.

Today, customers are ready to experiment with different brands and are mainly looking for “delight” at every touchpoint. While they connect with businesses across devices and channels, customers expect businesses to remember their preferences and offer them relevant services.

An effective digital strategy helps businesses to cross-sell or upsell more products, leading to favorable outcomes.

Nagarro recommends including these key aspects in an organization’s digital strategy to achieve “delight”:

Acquisition

- Segmentation-driven targeting
- Recommendation-driven product discovery
- Personalized marketing & experience

Engagement

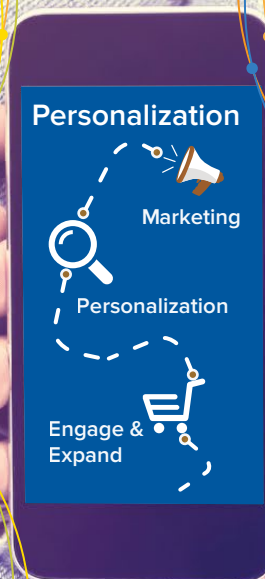
- Intelligent cross-sell & upsell offers
- Retargeting across devices & marketing platform

Expansion

- KPI-driven omnichannel measurement
- Engagement automation & optimization

Innovation

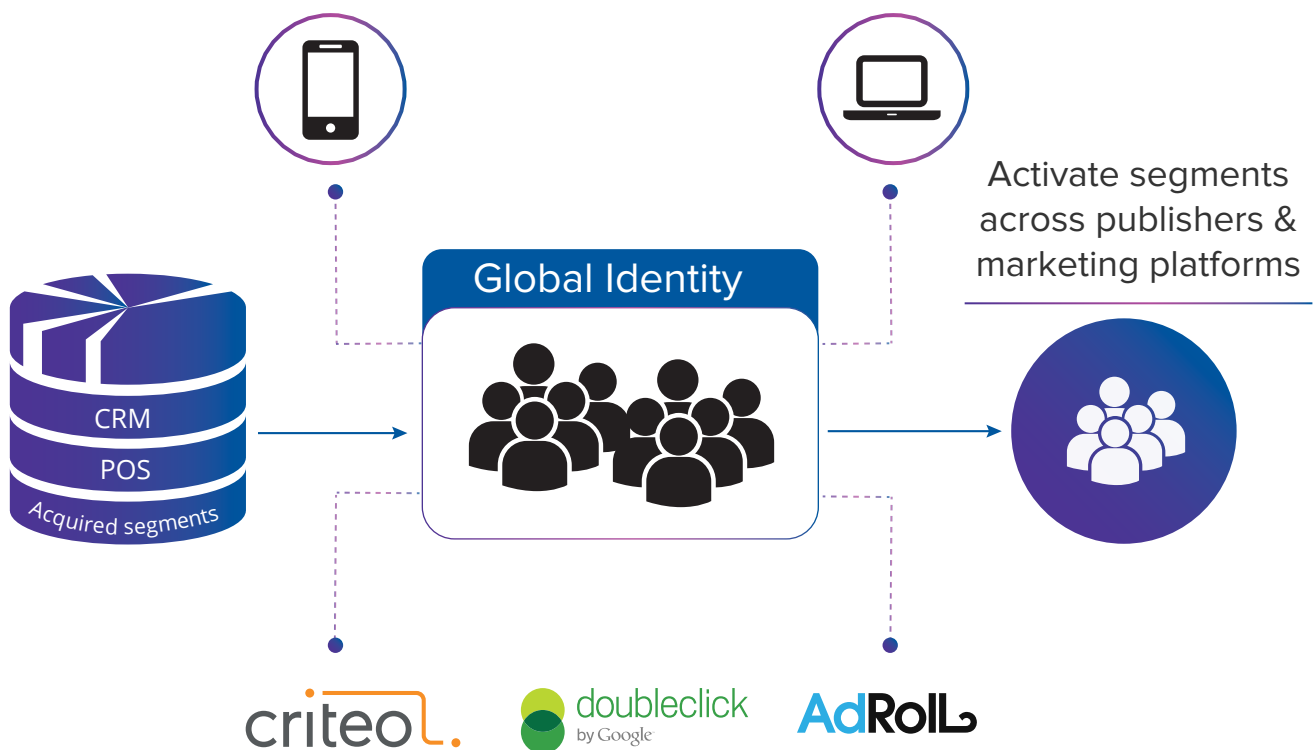
- Marketing-mix attribution & optimization
- Anytime, anywhere services



People the only language

Delighting the customers requires a cohesive digital approach. Multiple external platforms are generally used to reach out to customers on different digital channels. Each platform has its own way of identifying users. This leads to challenges in global performance measurement and contextual targeting.

The best way is to connect learnings and context of one platform with the other via a universal, interoperable people identifier that spans across all platforms. Nagarro's digital solutions with cutting-edge advanced analytics can help you move on this path. By implementing Nagarro's approaches, you can not only achieve a higher digital ROI but also improve your brand's presence across all channels.



Contextualization

Learn from past usage & deliver personalized & relevant experience at every touchpoint.

Optimization

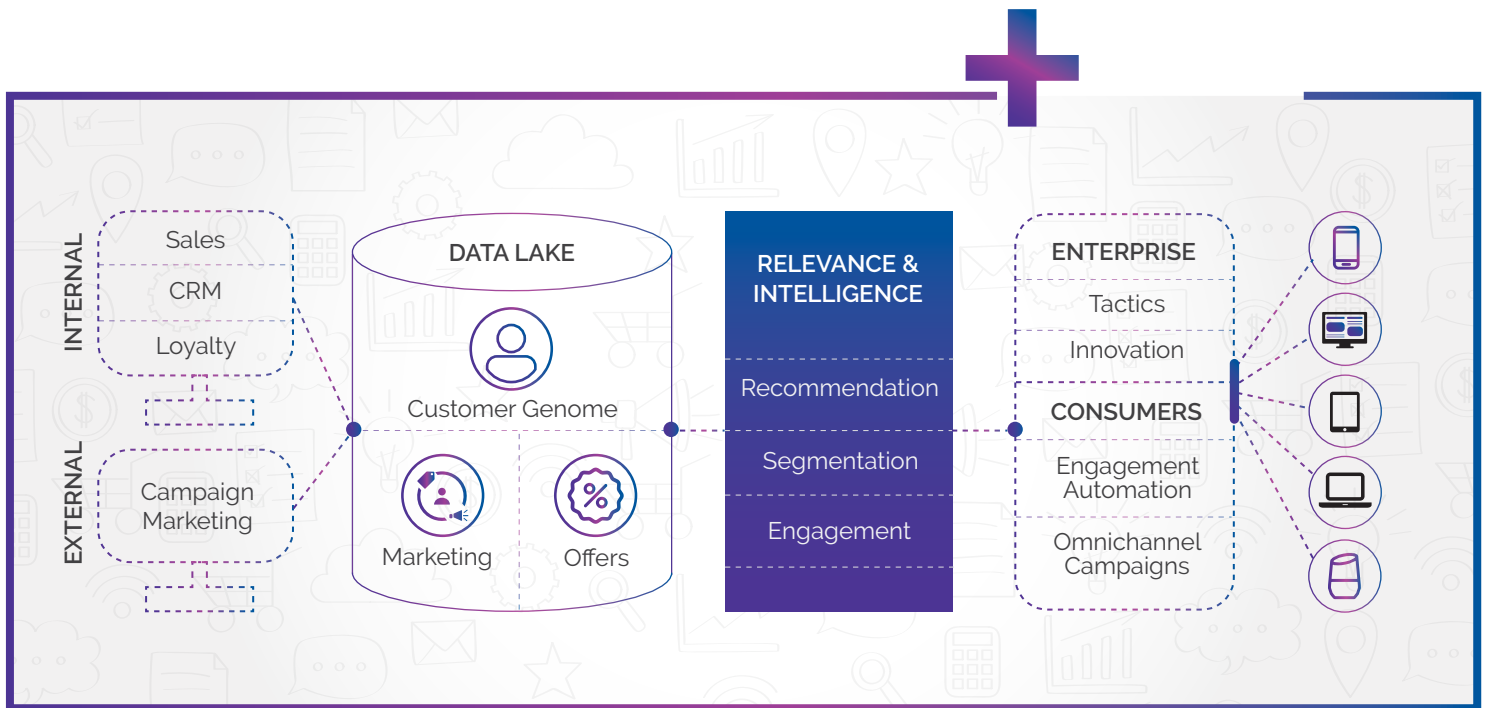
Deploy machine learning to understand and optimize relevant digital marketing messages and offers.

Consistency

Ensure consistent experience across channels by designing & implementing the organizational experience toolkit.

Relevance the only architecture

Apart from building the basic blocks of data & context, it is critical to define services for better user engagement. For example, micro-segmenting a customer data lake can make promotions more effective. Advanced analytics and machine learning, the key technologies enabling "relevance", should be included in the core design. Leveraging this new "relevance" layer will make the architecture modernization more successful.



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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