

**ZenSár**

# Operating Digital Knowledge Solutions

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**CASE STUDY**

## Operating Digital Knowledge solutions

A \$3 Billion global BFSI organization with a strength of 8,500 employees at, headquartered in the United States, implements Zensar Return on Digital Sales Solution

## Transforming Sales Enablement

### FY16 Legacy

- Manual, available over web and personal mails
- No real-time updates, videos or mobile interface

### FY17 Legacy

- 100% mobile & LIVE Video streaming
- Analytics to assist info., network & insights
- Transcend (Training) modules

### Company:

A US based global BFSI organization with a strength of 8500 employees

### Business Benefits

- Bid-to-win improvement by 3.8% in FY17 Vs. FY16
- Average time to close deal reduced by 16 days in FY17 Vs. FY16

## Top Benefits Achieved

