zensar
An RPG Company

Customer and Partner Data Management (CDM)

Empowering your data journey with integrated automation and RPA

CDM centralizes organizational data management, optimizing customer data collection, organization, and utilization. By integrating behavioral, demographic, and personal data, it enhances campaigns, engagement, and revenue growth. CDM covers strategies for acquiring, managing, storing, and leveraging customer data to boost engagement and enhance customer experience.

Success Story

Expanding possibilities:

Automated solutions for enhanced data management efficiency

Client: Multinational digital communications technology conglomerate.

We implemented integrated automation using UI and RPA bots, enhancing data validation, account cleanup, web scraping, and automation of manual tasks.

Achieved 30-35 percent productivity gains, 20-25 percent improved accuracy, streamlined data alignment for cleansed accounts, and reduced turnaround time by 20 percent.

Services offered

- Data pollution prevention
- Tableau dashboards
- Customer view
- Trillium support
- Data insight metrics and reporting
- Effective case management

Benefits

- Enhanced data quality
- Improved data accuracy
- Enhanced customer and partner experience
- Real-time data processing
- Improved customer and partner engagement

To connect with our experts and know more, please reach out to us at **cloud_transform@zensar.com**

200+
Functional and technology SMEs

Specialists in Manhattan, Oracle, and SAP WMS

Collaboration with two of the top five robotics systems providers

20+
Major WMS transformations

Zensar services

- Foundation services
- Experience services
- Advanced engineering services
- Data engineering and analytics services
- Application services

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