

Data Driven Decision Making

Use data to inform and guide decision-making.

AI & BI tool assessment framework, Enterprise Customer Genome Analytics Solution, Report migration/ rationalization factory, KPI Libraries.

Expanding Possibilities: Our Proven Track Record of Success.
Read more below:

Enhancing Decision-Making with Advanced Dashboards

Client: Global mining company



Transformed operational insights through centralized Power BI dashboards, enhancing decision-making and analytics beyond expectations

Timely delivery, meeting high standards, and exceeding report expectations, ensuring data-driven decision-making efficiency

First-Time Fix Enhancement with Data-Driven Insights

Client: Leading networking company



We employed data analysis and machine learning to reduce First-Time Fix failures, improving service efficiency significantly

We achieved a 3% reduction in failure rate, cut annual First-Time Fix failures by an estimated 9,000, and predicted 73% of SR failures

Schedule a **complimentary 30-minute discussion** with our experts and start your modernization journey!

Write to us at: velocity@zensar.com

85+
Active Customers

1000+
Strength

600%
Data projects executed

85+
Patents Filed

Zensar Services

Foundation Services | Experience Services | Application Services

Data Engineering and Analytics Services | Advanced Engineering Services

Key offerings

- Increasing segmentation
- ROI Management
- Program Effectiveness
- Report Migration
- Design thinking-led reports & Dashboards Creation
- Search-based Analytics, Conversational BI, Streaming Analytics

Solution Features

- BI tool comparison and recommendation
- Streamlined report rationalization
- Empowering KPI libraries for users
- Data modernization for insights
- Seamless AI-driven automation integration

Benefits

- Better insights & customer targeting
- Ability to send targeted promotions
- Better conversion & click through rates
- Better customer retention