



Reach your consumers faster across all touchpoints with Experience at Scale

Today's consumers are more well-connected, digitally sophisticated, and demanding than ever.

According to a latest [Qualtrics](#), 80% of customers in the US have switched brands because of poor customer experience and services.

- 51% of customers are likely to switch brands after only a single negative customer service interaction
- Companies risk losing \$3.7 trillion in consumer spending annually because of poor customer experiences

Brands place their business at risk by providing irrelevant experiences, insensitive messages, or using personal data without consent. Businesses must rethink digital strategies to provide an elevated customer experience across multiple touchpoints. Traditional customer management strategies lead to poor brand experiences, delayed time to market, increased deployment costs, and – most importantly – diminished customer loyalty. This is where strategic partners like Virtusa bridge the gap to add value and positively impact the forces driving change for a brand.

Virtusa's Experience at Scale offering accelerates the time to market for new brands and redesigned use cases. Implementation effort is cut in half due to its solid digital base and reusable digital component library. Additionally, Experience at Scale utilizes its automated features to maximize effectiveness while helping increase returns on your Adobe investments, leveraging Gen AI to automate the content supply chain and content syndication, ensuring a seamless and enriched customer experience.

Why are clients choosing Virtusa?

Virtusa helps build scalable businesses, working from anywhere, focusing on building a single source of truth to bolster personalization and customer experience (CX) using AI. Some key areas that we help our clients include:



27% faster delivery of content by digital marketing teams



20% faster to launch marketing campaigns



84% faster to render existing assets



47% faster creation of new assets

Capabilities

Our portfolio of offerings drives outcomes, enhancing an overall customer experience with the Adobe Suite of products. Virtusa enables businesses to seamlessly improve experiences across channels to provide delightfully personalized customer experiences.

Our services:

- Content platform assessment services
- Content strategy services
- Content management services
- Asset management service
- Content migration services
- Content supply chain
- GenAI



Industry-leading engineering

Experience a smarter, faster, and better way to enable businesses to deliver a personalized experience with Virtusa LaunchPad suite. The solution is **accredited by Adobe**.



Faster time-to-market

Virtusa's CX engagements are 2x faster than our industry peers.



Trusted partnership

Being a Platinum Partner and Adobe's advisory board member, Adobe depends on Virtusa's inputs to address clients' business needs.

Success stories

Virtusa helped an American multinational publishing company develop a centralized digital experience platform. Moving to a centralized CMS using AEM reduced the bounce rate by 6% while increasing page views by 13%.

Virtusa helped a middle east state-owned flag carrier airline with its customer experience transformation. This reduced maintenance costs by more than 30% and improved business user adoption for the airline.

To learn more contact us today at marketing@virtusa.com

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