



Virtusa's operations at scale

Ace your marketing campaign management game with Virtusa

Businesses are experiencing a sudden surge in digital content creation, resulting in recreations occurring every microsecond. Therefore, managing and executing complex and diverse marketing initiatives involving multiple teams, channels, and technologies has become even more challenging for companies that still rely on traditional customer loyalty management strategies. Such companies require assistance in measuring the effectiveness of marketing initiatives and return on investment (ROI). Thus, further hindering their ability to achieve their overall business objectives.



Virtusa's Operations at Scale enables businesses to enhance, reach, engage, retain, and multiply customers three times faster. The goal is to centralize the management of technology, process, data, and marketing analytics to make revenue generation efforts more efficient, effective, transparent, and accountable. The solution uses tools like content optimization, campaign generation, and content validation to ensure faster content delivery to help businesses like yours realize the following:

Upto 20% cost reduction per client on the total marketing budget	<30% cost savings in key spend categories such as media and agencies	Upto 5% direct impact on top-line growth	Upto 30% cost savings through reusability
6X increase in website launches	Upto 5% top-line growth realized	Maximized advocacy with high NPS	

Ride the waves of a new era of smarter execution with Virtusa

We empower Operations at Scale through the following:

- **Customer centricity:** identifies customer behaviors and data points to realize maximum advocates (NPS) and customer effort reduction
- **Integrated operating framework:** focuses on delivery, process, and people excellence
- **Customer Relationship Marketing Model (CRMM):** a marketing strategy that focuses on developing long-term profitability by enhancing detailed evaluation of marketing efforts using various techniques such as personalized communication, customer retention, and loyalty programs
- **Business transformation model on process maturity:** helps in value realization through marketing efficiency and organizational agility
- **AI-driven operations:** featuring image validation for compliance purposes




 Successful digital transformation engagements Within our Fortune 500 enterprise client base, 50+ engagements have realized 30% greater cost savings when compared to industry standards.	 Strong partner credentials Platinum partner with accredited solutions for Google CISCO	 Business-outcome-driven Renewed and extended client base in last 5 years. Ex: CISCO & Google
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Figure 1: Why clients are partnering with Virtusa for content and customer experience

Virtusa's three-tier integrated operating framework

Enhance, reach, engage, retain, and multiply customers at 3x the speed

Virtusa's three-tier integrated operating framework drives engagement and innovation to enable business transformation powered by digital engineering expertise.

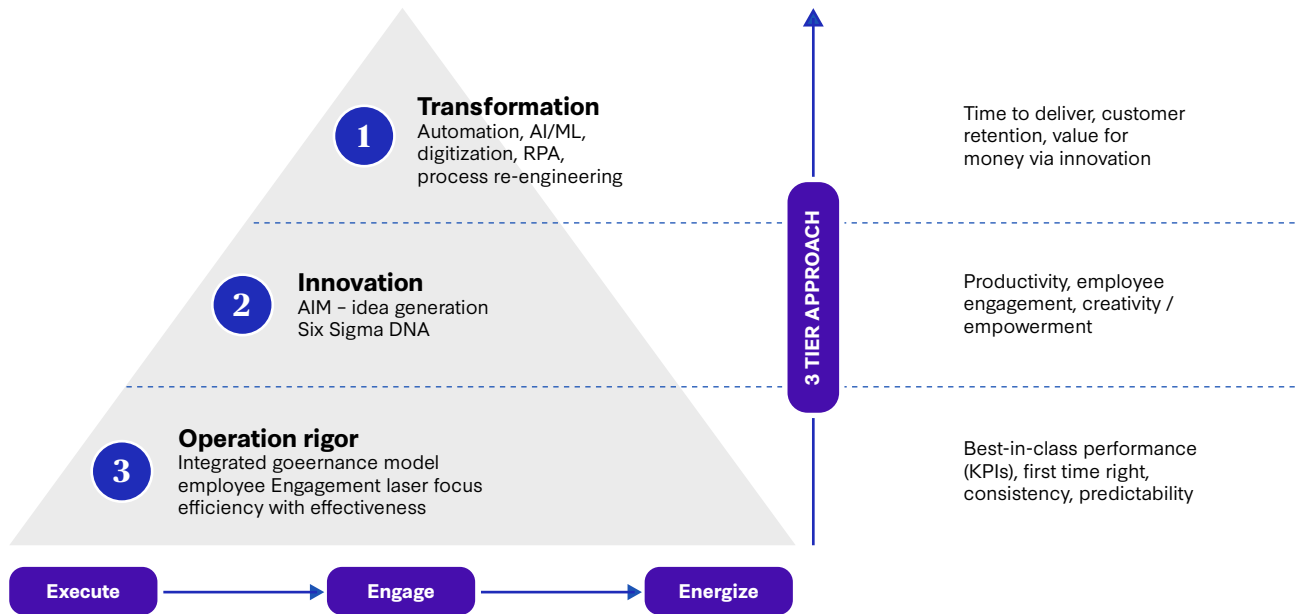


Figure 2: Three-tiered integrated operating framework

With our customer relationship marketing model, you can speed up your customers' digital experience to reduce customer effort and increase engagement. Our solution is powered by automated content, campaign generation, and validation tools to ensure faster content delivery.

Case studies

- For the world's largest social video network and content data owner, Virtusa helped solve their content business logic issues, with increased visibility into geo locations expanded to EMEA and Japan and 20.4 million ads rated to enhance AI and ML capabilities.
Suggestion - Virtusa helped solve the content business logic issues of the world's largest social video network and content data owner by providing increased visibility into geo-locations that expanded to EMEA and Japan, and by rating 20.4 million ads to enhance their AI and ML capabilities.
- For the world's largest internet search provider, Virtusa helped solve its ad-revenue problems by curating high-quality content and increasing content relevancy by 75%.

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

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