

BEST STORIES FOR DIGITAL





Centralized Digital Marketing Platform for a Global Life Sciences Client

- Integrated marketing platform using Brand Edge™ platform across all of client's 1200 digital properties
- Accelerated brand launch cycle time by 30% and reduced cost by 40%
- Better CSAT and reduction in valuable and scarce bandwidth of brand managers



Omni-channel Experience Delivered to Large UK-based Telco

- Global online transformation with self-care and e-commerce for consumers across 16 countries
- Client onboarding of 19.5 million consumers on the commerce platform
- Savings of 3 million euro annually, customer advocacy up by 20%, and e-sales up by 43%



Infosys partnered with Microsoft and Toyota to demonstrate the Driver awareness and research vehicle (DARV)

- Adopt vehicle technologies around driver distraction reduction, management of driver load, and use of wearables in vehicle operations to improve safety
- The Toyota DARV 1.5 uses advanced technology, including Microsoft's Surface and Kinect, and custom biometric software and algorithms by Infosys



Transformation program to automate the manual sales / merchandising process through mobile device for a leading UK-based global MVNO in the Telecommunication industry

- Reduction in TCO due to paperless transaction
- 90% improvement in sales process efficiency
- Reduced turnaround time in completing business process
- Data freshness achieved with up-to-date and real-time information available
- Enhanced customer experience and satisfaction



Leveraging iBeacon to personalize store visits and reward loyal customers

- Personalized user experience for customers visiting the store
- Relevant discounts and offers to loyal customers



About Infosys Digital

Infosys Digital helps enterprises redefine consumer experiences, renew and amplify their technology core, and ensure unified orchestration and management across the digital ecosystem.

To learn more please visit www.infosys.com/digital

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For more information, contact askus@infosys.com



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