



Challenge Statement: Employee and Customer Experience Measurement in post COVID-19 world

About Zensar(www.zensar.com)

Zensar is a leading digital solutions and technology services company that specialises in partnering with global organisations across industries on their Digital Transformation journey. A technology partner of choice, backed by strong track-record of innovation; credible investment in Digital solutions; assertion of commitment to client's success, Zensar's comprehensive range of digital and technology services and solutions enable its customers to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through myriad technology solutions, is uniquely positioned to help them surpass challenges around running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

Challenge

COVID-19 has disrupted the way we live in this world. Its impact is observed in both formal and informal sectors. Sectors like IT, Insurance, Banking, and Retail had to adopt different operation modes as customers could not visit the stores/offices and employees had to work out of their homes. Many challenges are being faced due to this change. Some important ones are listed below.

The work from home has made it very difficult to measure/track the effectiveness of employees. Work-life balance has gotten impaired. The physical experience of the visiting store/clients/customers is lost resulting in lack of customer loyalty. The office space/Retail stores are left empty.

The expectation is to come up with a holistic proposal to address the above-mentioned problems. The proposal should cover all of these but may not just restrict itself to these problems. If there are any additional relevant problems that have to be addressed, they also need to be considered. The proposal should focus on the ways of using tech to address this situation and it should follow a proper business proposal format. It should also identify the end state and characterize it after 5 years.