

Digital

Exclusive | Rakesh Prasad, Innover: Our Digital Experience Studio will provide superior, personalized engagements

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*In an exclusive interaction with MediaBrief, **Rakesh Prasad, Senior Vice President – Digital Services at Innover**, speaks about the launch and growth of Innover. Prasad underlines the need for digital transformation and highlights the benefits of Innover’s solutions. He also speaks about the launch of Innover’s Digital Experience Studio in India and outlines how it will help marketers enhance their customer experience journey and deliver hyper-personalization.*

Excerpts from the conversation.

When did Innover launch? What services does it provide?

Since its inception in 2020, Innover has had a solid personal commitment toward 'Outcome-Driven' Digital Transformation for businesses. Innover's purpose is to help our clients become connected, insights-driven businesses by integrating 3 foundational capabilities – Digital Experiences, Digital Operations and Data & Insights

Through **Digital Experiences** studio, we optimize customer journeys, build Hyper- Personalization strategies and digital Commerce solutions; transforming the way global brands interact with their customers and maximizing return on digital spend. Through InnoverseTM ,we are now taking CX to more personnel and immersive levels powered by Metaverse.

Our **Digital Operations** studio leverages Software Engineering and Business process transformation capabilities to infuse agility, intelligence and automation into organization processes.

The **Data & Insights** studio combines the power of Data Engineering, Advanced Analytics and Conversational AI to glean valuable insights for enterprise-wide decision-making.

Together, these studios work in tandem to make digital transformation a reality. Our proprietary products – LEAP, \$TART are driving intelligence and real-time visibility across supply value chains of global enterprises.

Within just two years, Innover has forged strong partnerships with established technology leaders and disruptors of the world including- Adobe, Microsoft, Amazon , Google, Salesforce, Thomson Reuters, Field Nation, and more – to co-create intellectual properties , reduce cost of ownership and accelerate ecosystem-based innovation.

Our products and solutions have delivered positive impact and touched the lives of millions across the globe.

What differentiates Innover from its competitors? What are its USPs?

We put together our problem-solving mindset, service studios and closed-loop thinking to build connected-insights-driven businesses. For instance, when we build a robust web portal using the latest technologies, we are also on a quest to determine the right analytics to maximize the impact, where will that data come from, and how operations teams will use and interact with it. So a roadmap starts taking shape organically.

Our Self-funding Analytics framework enables right POC selection based on rigorous Time-ROI-Implementation comparison and provides guaranteed 3x+ measurable returns in 8-12 weeks. We prioritize the right KPIs to identify the use cases, don't boil the ocean but strive to create an impact in the right use cases in the right order, and light up the best path to create exponential impact

Innover's LEAP platform is modular, scalable, and technology-agnostic. It can be leveraged at any stage of the analytics journey, deployed across any technology. It's ready-to-use-algorithms for Supply Chain and Marketing can shorten the deployment cycle and ensure first-time accurate results with minimal iterations, resulting in tangible business outcomes

Our state-of-the-art Innovation Lab in Alpharetta, USA brings together customers, technology experts and niche vendors to co-innovate on path-breaking technologies – Metaverse, Blockchain, AR/VR, IoT, AI, Digital Twins and RPA- to accelerate the solution journey from concept to full scale implementation.



What has been the growth rate, and how many clients across how many services do you service worldwide? Which key markets?

Innover helps global customers become connected and insights-driven businesses across sectors like Manufacturing, Telecom, Logistics, Hi-Tech and BFSI. Innover is headquartered in Atlanta, USA, with delivery capabilities in more than 15+ locations, including India, USA, Canada, Mexico, Ukraine and Costa Rica.

In the last two years, we have witnessed a healthy margin mix globally and are optimistic about future growth. The secret to our accelerated growth till now can be attributed to our connected studio approach – Digital Experiences, Data & Insights, and Digital Operations.

And this year, we are excited and thrilled to be launching one of these studios, i.e Digital Experiences Studio services to India in high demand, and so far, we have received an exhilarating response from our partners here.

We are betting big on India and are planning to expand our solutions portfolio for Indian businesses with the launch of Digital Experience Studio services in India.

We aim to contribute to the success of our turnkey projects worldwide with exceptional service delivery out of India – Building for India & building from India for the world.

What is the sector or sub-sector in which Innover operates in India?

Innover offers a wide range of services to enterprises operating across sectors like Manufacturing, Telecom, Logistics, Hi-Tech and BFSI.

Irrespective of the sub-sectors, at Innover we segment organizations in different categories like operations, marketing, and technology. Accordingly, we suggest solutions from our expansive portfolio, including business services, advanced analytics, product engineering, digital experiences and data engineering, etc.

What are the challenges that marketers face today, and the solutions Innover can offer them?

Marketing as a function is rapidly becoming one of the most technology-led streams in business. As a result, marketers are undergoing a transformational shift in their responsibilities, spending more time on technology than the CTOs or CIOs.

Many Chief Marketing Officers (CMOs) are now referred to as Chief Marketing Technologists (CMTs) as they champion experimentation of emerging technology trends and simultaneously drive overall strategy, creative capabilities, customer experience journey, etc.

Sometimes it can be challenging for a marketer to be an absolute expert on customer behaviors, technology solutions, business performance, and broader mega-trends. Here is where our teams at Innover come in.

Innover effectively integrates marketing and e-commerce functions with the right mix of technologies to create a flexible, engaging, and profitable solution that achieves significant performance advantage with insight-driven experiences and hyper-personalized customer-centric sales. Innover's cutting-edge Digital Experiences and Advanced Analytics are targeted toward helping marketers with the most optimal solutions.

How is Innover helping with the overlap in marketers' responsibilities?

The 21st-century marketers are strategic advisors to the CEO and collaborate effectively with CIOs/CXOs to align overall marketing operations with business goals. Today's marketer is an IT liaison, evaluates the latest customer experience tools, and chooses technology providers to meet the technology vision for marketing.

As IT spending by organizations is on the rise, it is only standard for marketers to embrace this change and act as change agents within

the organization.



What will the Digital Experience Studio from Innover in India provide to marketers?

With the launch of Digital Experience Studio in India, we have created an integrated capabilities catalog for our clients in India to build a sustainable, enriching, and profitable business model centered on transformational customer experience.

Our suite of Digital Experiences solutions spans across CX Journey Optimization, Experience-Driven Commerce and Hyper-Personalization. Our solutions enable companies to provide superior and personalized engagements on all digital touch points increasing revenue, improving customer experience, and maximizing return on digital spend.

Customer Journey Optimization: The path to exceeding customer expectations sits at the intersection of data, design and digital transactions. Innover helps enterprises meet and exceed their customers' needs by deciphering every single customer interaction in real-time across business silos, touch points, and channels to obtain a single, unified view of customers.

The unified view of customers thus, enables them to optimize the entire customer journey roadmap – right from brand discovery to interaction to purchase and beyond.

Our Customer Experience (CX) journey optimization capabilities enable them to build successful loyalty programs, reduce campaign time to market and improve marketing ROI. Enterprises can leverage our solutions to infuse empathy and altruism into their customer journey strategy and exceed on their promises to customers.

Experience-Driven Commerce: Innover's Digital Commerce solutions enable enterprises to build trust, convenience, and consistent experience across all channels and storefront. From site to store, our Connected Commerce methodology leverages our expertise to recognize, connect, measure, and scale the space our clients occupy in the minds, hearts, and wallets of their customers.

Our team with expertise in creative design and leading e-commerce platforms help implement headless e-commerce solutions to spearhead business success and growth. Innover's digital commerce solutions are powered by a strong partner ecosystem and unmatched accelerators like Migration Blue Book, XDD™ framework, and Optimization KPI Catalog.

This gives us the required edge to boost your performance, business agility, and accelerate ROI realization.

Hyper-personalization: Innover's Hyper-personalization solutions leverage the power of Data, Analytics and Artificial Intelligence (AI) to create targeted, personal and "human" experiences across moments, channels, and buying stages. Our experts, using a powerful combination of our proprietary tools and accelerators, reimagine end-to-end customer journeys and serve highly relevant content across every touch point.

Our solution enables a holistic view of your customers by integrating Digital Intelligence Platforms (DIP), Customer Data Platforms (CDP) and Data Management Platforms (DMP) to help build empathy into customer interactions and extrapolate human emotions.

Innoverse: The combination of our creative capabilities, along with our AI/ ML capabilities plus the promise of Metaverse has allowed us to create compelling and engaging digital experience solution – Welcome to INNOVERSE™

For a leading Telecom company, Innover is building AR/VR and analytics powered metaverse solutions where customers, irrespective of their location can teleport into a Metaverse contact center space to resolve their queries. In this virtual rendition of a real-life environment, agents meet the customer online, with it feeling like an in-person meeting, understand and diagnose the problem more quickly, and clearly provide visual, direct and more personalized assistance.

The solution also provides consumers a unique experience where they see, interact and use the company products for additional information access to help them in the purchase decision. The solution use cases include new smart device installation, fault detection, remote troubleshooting, product selection, purchase and more.

The Metaverse platform is completely custom. It's our own, and we are building it on the latest technologies. The analytics layer is in Python, and AR VR, and then at the bottom end, we are using Angular. Everything else is in the cloud. We are Microsoft natives, so we are building it on a Microsoft platform.

Our studio will enable CMOs to embrace a more data-driven intelligent approach to customer acquisition strategy that amalgamates Analytics, AI and other leading technologies. Our unique offerings will empower marketers to bolster their customer acquisition and digital customer experience strategy with data-led insights at par with global standards.

Additionally, we aim to enable a seamless transformational shift in the Chief Marketing Officer (CMOs) role into Chief Marketing Technologists (CMT), where one is expected to be an absolute expert on customer behaviors, technology solutions, historical business performance, and broader mega-trends.

What re the highlights of the services offered to Indian enterprises?

Highlights of our DES services:

- Customer Research and Journey Mapping across the entire engagement life cycle (Product Awareness to Service)
- Building Digital Engagement and Commerce platforms powered by, Adobe, Salesforce, Microsoft, among other leading technology stacks
- AI-Powered Insights Solution leveraging NLP, CDPs, and Innover LEAP.AI platform
- Customer Service and Engagement solution in INNOVERSE leveraging Metaverse and AR/ VR capabilities
- Personalized Commerce Solution to expand into a profitable D2C business



What sectors of industry will your DES help most in India? Why those sectors?

We plan to enable the Chief Marketing Officers (CMOs) to deliver unparalleled customer experiences for enterprises across sectors such as Manufacturing, Telecom, Logistics, FMCG, Hi-tech, automobiles and e-commerce, leveraging emerging technologies like IoT, AI, ML, Metaverse, Quantum Computers, etc. These are booming industries and are leading the chart for heightened customer satisfaction.

How will the DES from Innover be unique? What will it provide that no other such studio will or does?

Large providers that have all the capabilities required to deliver a true transformation solution, are too big to move at the pace required in the dynamic Indian market

Small/ Medium size providers are siloed in their capabilities. They are either a specialized creative/ digital agency/ or a specialized data and analytics company or a specialized business process provider. And their view of digital transformation is through the lenses of their capabilities and not truly based on what the India clients need to engage the Indian consumers/ customers.

Finally there is Gap of technology providers who see India market as the innovation market and bring solutions that are built for Indian Consumers and Business. We are bringing the best practices of what we learnt with our clients in the USA and configuring the offering to become the one single transformation partner focused on truly enabling end to end Customer Experience Transformation leveraging digital capabilities across all areas.

As a single solution provider that can understand the creative, technology, and process aspects of customer experience across the entire engagement journey and is still nimble and flexible to meet the Indian client's expectations. Hence, the Innover rightly empowers CMOs to act as a connective tissue bridging silos between marketing and IT maximizing return on the overall digital experience spend.

At Innover, we are poised for growth in the Indian market with critical differentiators, including:

- Ability to extend the best-of-the-breed platforms
- Optimally leverage blended models of software and services.
- Develop custom apps to truly build a connected customer experience which in turn fuels business growth and efficiency for our clients



Is there any other such studio in India?

Yes and No. Large providers that have all the capabilities required to deliver a true transformation solution are too big to move at the pace needed in the dynamic Indian market.

Some small/medium size providers are siloed in their capabilities. Hence, even if other companies have similar studios, the differentiating factor is the framework to deploy the specified capabilities.

What are Innover's expansion plans and role of India in Innover's global growth footprint?

Innover has already expanded its presence globally with 15+ delivery centers across India, USA, Canada, Costa Rica and Ukraine. In India, Innover is looking to hire best-in class talent across 5 key locations for Work-from-Office roles – including Bangalore, Hyderabad, Pune, Noida, Kolkata.

This year alone, we have ~520+ openings across Digital experiences, Data Science, Software Engineering, Advanced Analytics, Design Thinking, Metaverse Technologies, & RPA – to drive continuous innovation. We will be expanding our India team to 2000+ innovators in the next 2-3 years.

We expect our business from the India market to grow 300% over the next 3 years, powered by our Digital Experience Service Studio. In the next five years, we expect our India business to contribute about 10-12% to the total overall revenue.

How are you marketing the DES across B2B in India?

We have a multi-prong marketing strategy to launch the Digital Experiences Studio. We are engaging with marketing communities across metros to sensitize the audience about our offerings.

For instance, in Bangalore, I will be engaging with a live audience of 50+ top marketers, Chief Marketing Officers (CMOs), Chief Marketing Technologists (CMTs), CIOs, and CXOs of brands from leading B2B and B2C sectors at a NASSCOM CoE event.

We are organizing demo sessions of our latest accomplishments in Metaverse through Oculus to apprise the Industry of how Innover is at the forefront of transforming Customer Experience with Metaverse and educate them about the real opportunity of Metaverse.

Furthermore, Innover intends to create an 'experience community' to propagate, collaborate and inspire groundbreaking innovations by leveraging emerging technologies like IoT, AI, ML, Metaverse, etc.



The tech platforms you have – are they your own, or deployed from established partners?

Innover's Proprietary platform LEAP for Marketing: Ready to use algorithms across Customer Churn prediction, Media Mix optimization, Customer Lifetime Value Analysis, Pricing Analytics and more.

Innover also has deep expertise on implementing Partner solution catering to unique customer needs:

- Experience Driven Commerce: Adobe Magento, Salesforce, Shopify, Big Commerce
- Hyper-Personalization: Adobe Analytics, Salesforce experience cloud, Sitecore Experience Platform, Google Analytics
- Customer Journey Optimization: Salesforce Journey Builder, Acquia Journey Builder < sitecore Digital Experience Platform, Adobe Customer Journey Analytics

Our Accelerators: Migration Blue Book, XDDTM Framework, Optimization KPI catalog

Your marketing campaign for the DES launch in India.

Innover has devised a holistic plan for the Digital Experience Studio Launch in India that covers both online and offline mediums for maximum exposure and reach.

- Launching our DES with a bang in association with NASSCOM at an industry's first-of-its-kind conclave "Metaverse: Entering into a new Reality" in the software capital Bengaluru

- An exclusive report on Metaverse Titled "Metaverse: Entering into a new Reality" highlighting the current market scenarios, growth factors and inhibitors, Use cases, , Success stories and more
- Developed a Metaverse Lounge for CXOs to provide first-and experience of the virtual world on real use cases.
- Roundtable Discussion with CXOs from leading brands such as Mahindra, TVS, L'Oreal, Britannia and more on the market sentiments on Metaverse and how to " Redefine Customer experience with Metaverse" to

Integrated online marketing campaigns including LinkedIn and Twitter campaigns, sharing news with leading journalists, Video ad campaigns and more.



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