

## Hexaware | Gold Winner

Transforming Marketing: Talent, Organization, and Culture

# Cost Center to Revenue Generation: Unifying the Marketing Function for Success

## BUSINESS CHALLENGE

Successful marketing enables an organization to create a great brand, communicate the right message to the right audience at the right time, build strong relationships, maintain its reputation, and gain the competitive advantage. To become successful though, marketing efforts need to be conducted in an integrated fashion. Marketing silos have great potential of damaging an organization. Nearly 65% of marketers admit that silos obfuscate the campaigns they're working on. There was a larger need to showcase Hexaware's strengths and transformation capabilities to customers, prospects, and influencers and help them navigate their digital journey.

## BUSINESS OBJECTIVE

Hexaware wanted to reposition itself in the market, while also addressing a more fundamental concern—breaking the silos! We realized the power of teams working together, seamlessly and in harmony. Our aim was to create a unified vision by synchronizing the messaging across channels and amplifying the potential of man and machine. We initiated a unique integrated marketing program—AMPLIFY, to fuel the marketing lead generation engine, through automation, digitization, and monetized prospecting.

## PROGRAM EXECUTION

Considering the unification of departments as the stepping stone to such broader organizational transformation, we integrated the marketing function. We synchronized the messaging across channels, thereby augmenting the overall potential of our efforts. We began to consolidate and unify various units of our marketing departments, bringing them all under one thought leader.

We focused on three major aspects:

**Creating New Marketing Functions:** We transformed from an outsourced model to in-house execution, with minimal support from external partners. We invested in creating high performing functional teams and Centres of Excellence (CoEs), to support the broader marketing objective. As a result, we created new teams in Marketing, namely Design CoE, Content CoE, Marketing Initiatives, Marketing Operations, Marketing Analysis, and Digital. We also realigned the Inside Sales team. These transformations coupled with the best practices drove major efficiency and effectiveness in the performance of the entire unit.

#### Rolling Out New Initiatives and Invested in New Age Tools:

- Rebranded ourselves with a promise to advance into a digital age and position as a pioneer
- Created state-of-the-art Customer Experience Zone to position ourselves as a transparent service provider and reflect Care and Customer Centricity
- Revamped our website with customer-centric content that could reach users at different stages in their buyer journey
- Invested in automation tools to save on time, improve efficiency and ROI, and provide seamless experience to our customers
- Acquired insight-driven data based on which we could segment our visitors and further fine tune our website to map the buyer journey
- Implemented mobility solutions to connect with employees, customers/ prospects in real time
- Invested in tools to engage with customers through personalized messages across touch points
- Incorporated appropriate call to actions to increase conversions
- Invested in scaling and incentivizing inside sales teams
- Focused at lead nurturing programs like webinars, webcasts, and whitepapers etc.
- Created thought leadership content to assist and support our intended audience to become more successful in their venture
- Invested in content syndication efforts to generate more traffic, improve SEO rankings, and increase brand awareness
- Invested in training and development programs

**Created a Culture of Unification:** We imbibed a culture of unification in the department by focusing on the team, structure, accountability and constant learning.

#### BUSINESS RESULTS

With our efforts towards unification of marketing, we could ensure that all our engines are firing at the same time to maximize potential. Given below are some of our achievements:

- We gained the tag of **‘the fastest growing service provider’** along with many awards and accolades from companies like HfS Research, Everest Group, Forrester Research, Whitelane Research, ISG, and contests such as Asia Outsourcing Congress, that stand testament to our remarkable growth story.
- AMPLIFY program led to an improvement in marketing ROI. Traffic and engagement considerably increased through the website and social media pages.
- We could map our customers’ journeys as a result of this transformation in marketing.
- Our analysts orchestrated a comprehensive outreach effort that helped us establish and maintain successful relationships with industry analysts.

Over the next years, we will continue to transform marketing by adopting out-of-the-box ideas and implementing newer technologies consistently to achieve and maintain our leadership position.