OFFERINGS FOR THE POST COVID-19 ERA: DIGITAL INTERACTIVE SERVICES

The COVID-19 outbreak and its subsequent impact on the world economy has resulted in unprecedented challenges to businesses. These include shrinking revenues, widening fiscal deficits, contraction in global markets, reduced consumer demand, and so on. Some experts believe that the economic disruption caused by COVID-19 could far exceed that of the 2008 recession.

While it is undeniable that every sector will be impacted, the severity of the impact will vary depending on factors such as shifting fiscal dynamics and fall in consumer footfalls, as well as their overall significance.

Impact of COVID-19 Across Sectors

High	Moderate	Low
• Banking and financial services	• Media	• Telecom
• Global shipping	• Oil and gas	• Pharma
• Tourism		

The COVID-19 outbreak has created unforeseen necessities for organisations as well. The chief among them being the velocity and volume of communications and the need to virtualise interactions, such as seminars and events.

To tackle the influx of requirements for communication and the need to virtualise interactions, the Infosys BPM Digital Interactive Services (DIS) has two new propositions: Communication Studio and Digital Event Management Services.

Communication Studio

Our offerings:

- Omnichannel content creation and publishing
- Video content
- Creative design support

Our value:

- 25–30% faster time to market
- Pricing: Pay-per-user model (improved ROI)

Digital Event Management Services

Our offerings:

- Platform training and adoption
- Event operations support
- Event content management and marketing
- Event analytics

Our value:

- 20–30% faster cycle times
- Platform-agnostic model
- Pricing: Fixed price/T&M

Communication Studio

In these times of uncertainty, customers value content that helps them make sense of all the disruption going on around them. A few challenges brands face with respect to communicating with their customers include:

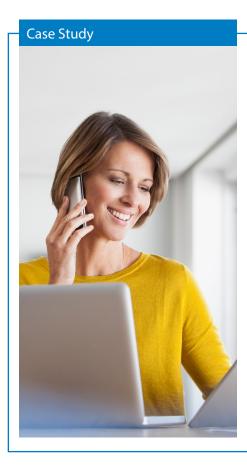- Addressing the increase in digital content consumption.

- Internet accessibility.
- Need for rapid response.
- Lack of round-the-clock support.
- Demand for flexible content operations.
- Bespoke messaging.
- Sensitising customer messaging while retaining brand value.

Leveraging our deep-domain expertise and cross-sector experience in providing digital services, the Infosys BPM DIS offering launched its Communication Studio to address the 'new normal' brought on by COVID-19 and support clients to continually connect with their customers through digital creative content.

Our Offerings		
Omnichannel content creation and publishing	• Websites/webpages • Microsites	• Blogs • Banners
Video content	• Instructional videos/animation • Scripting	• Voice-over
Creative design support	• Infographics/posters • Social media posts • Web banners and creative assets • Logos and iconography	• Print collaterals • Emailers • UI/visual design • Rapid response templates

Watch the show reel

Communications Studio
SHOWREEL

Content support for a leading telecom giant

Key objectives

- **Creative expertise:** Seasoned designers to provide creative support services.
- **Streamlined delivery:** Efficient processes for the delivery of creative briefs.
- **Brand adherence:** Deliver brand compliance and consistent quality output.
- **Responsive designs:** The use of mobile-friendly responsive design principles.

Scope of work

- **Wireframing:** Creation of web layouts and design superior customer UI/UX.
- **Web design:** Develop website components and craft content, consistent with creative brief requirements and brand style guides.

- **Display banners:** Eye-catching display banners incorporating creative designs and copy, adapted for web, mobile, and social channels.
- **Identity and logo designs:** Creating original brand identities and iconography for use across channels.
- **Image optimisation:** Quick improvements to visual assets (retouches, cropping, and colour correction).

Tools and platforms

- Adobe Creative Connect
- Adobe Experience Manager

Value delivered

- 40% faster delivery — improved TAT.
- 50% increased click-throughs — improved CTR.

Digital Event Management Services

The COVID-19 outbreak brought with it several social distancing measures across the world, changing the way businesses collaborate and pushing every interaction to go 'digital'. Some of the key challenges of this sudden shift are:

- Inexperience with virtual or hybrid events.

- Low audience engagement.
- Lack of participation.
- High cost of operations.

The Infosys BPM DIS Digital Event Management Services tackles these challenges and supports businesses in running and managing virtual events. This one-stop shop for end-to-end event

operations support can help clients execute campaigns at scale, apply analytics to bring efficiency, and deliver enhanced user experience.

We provide a complete bouquet of services for setting up a digital event, right from pre-event support, support during an event, and post-event support.

Our Offerings

Planning and strategy

- Planning and communication.
- Identify and finalise platforms.
- Partner management.

Setting up a digital event

- Creating event/managing change requests.
- Rehearsal support via audio video, connectivity, and broadcast quality checks.

Digital presence

- Setup event templates.
- Event landing pages and registration link.
- A/B testing.
- Online event experience design.
- Data security compliance.

Marketing

- Audience targeting and segmentation.
- Event promotion via social media, email, and mobile marketing.
- Attendee journey management.

Audience engagement

- Live polls, surveys, gamifications, and feedback.
- Note-taker to track participants' questions/comments.

Support ops

- Troubleshoot technical issues.
- Share software usage instructions.
- Session recording and uploads (SEO enabled).
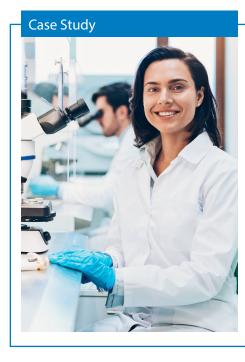- Lead generation and capture.

Event analytics

- CSAT polls.
- Post-event analytics via data collection.
- Analysis and reports for improvements.
- Circulate event highlights among participants.

Lead nurture

- Lead nurture through digital campaigns.
- Social media listening.

Pre-event support →
Event support →
Post-event support →

Webinar support for a leading European pharma giant

Key objectives

- **Adobe Connect expertise:** Experts to provide end-to-end webinar support.
- **Drive Adobe Connect adoption:** Strive to increase team's usage.
- **Efficiency and quality:** Efficient use of Connect and quality content output.

Scope of work

- **Webinar admin support:** Assist and drive webinar preparations, as well as setting up and managing Adobe conference rooms.

- **Webinar content:** Content upload and update in predefined templates.
- **Language support:** 10 webinars each managed per month for global regions in English and Japanese languages.

Tools and platform

- Adobe Connect

Support

- 8*5 support (CET)
- 8*5 support (JST)

Language

- English and Japanese only

The extent of the economic losses caused by COVID-19 pandemic is yet to be fully understood. Businesses across several sectors are staring at losses and revenue depletion and hope to kick-start their operations once the pandemic subsides. Infosys BPM is committed to aid global businesses in such challenging times and to enable them in emerging successfully. We have held on to our values of customer centricity through many years of impactful client engagements.

If you wish to learn about how we can make a difference in your business, please reach out to us at InfosysBPM@infosys.com.

For more information, contact infosysbpm@infosys.com

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