

# THE VIEW

Technology Marketing | May 2021

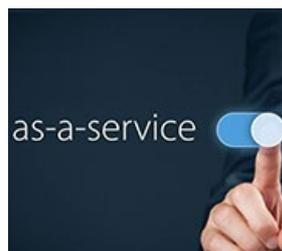


Hi there,

The Covid-19 pandemic exposed the weaknesses in technology infrastructures across organizations. Deploying flexible technology solutions that could support digital transformation in line with shifting consumer expectations became the need of the hour. The XaaS (everything-as-a-service) model has shown tremendous promise in meeting this requirement. In fact, managed service businesses have seen an average growth rate of 32% by deploying XaaS.

In this edition, we explain everything you need to know about XaaS and how it's helping businesses win in today's hyper-connected, competitive marketplace. We also shed light on other key technology marketing trends that are enabling improved customer experiences in 2021.

## Highlights



### **How leveraging XaaS can help businesses achieve digital transformation**

77% of XaaS-enabled businesses report increased customer retention and personalization. Learn how this flexible, agile model can help you achieve customer-centric digital transformation goals.

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### **Sentiment Analysis: Delivering improved customer experiences**

89% of companies across industries compete primarily based on customer experience. Discover how sentiment analysis can help you get an unbiased and authentic pulse of your brand without nudging your audience.

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### **INFOGRAPHIC: The future of work**

Business leaders need a holistic understanding of the give and take amidst the evolving workplace dynamics. This infographic charts a realistic roadmap in tandem with the new organizational challenges.

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## Trends in focus

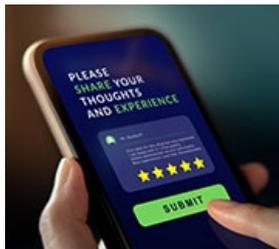


Companies are embracing omnichannel CX through advanced analytics and embedded intelligence to create more contextual and meaningful interactions with consumers.  
- [McKinsey](#)



In today's digitally-driven environment, companies are utilizing Non-Fungible Tokens (NFT) to increase brand awareness, encourage customer engagement, and create interest in products.  
- [Marketing Interactive](#)

## Not to be missed



### **Why UX research is critical to digital transformation**

User experience (UX) research can help organizations identify opportunities and barriers for their customers as they interact with a product or service and support customer-centric digital transformation.

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### **CASE STUDY: A leading telecom firm achieves strategic transformation with our integrated insights solution**

Here's how an integrated insights solution provided a telecom giant with a 360-degree view of the market environment during the transformation process to inspire brilliant decisions.

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