10% INCREASE IN REVENUES AS PRINT AND SHIP COMPANY GOES DIGITAL

BUSINESS GOALS

A leading print and ship service provider wanted to offer a multichannel digital experience to their customers moving away from in-store printing services. Syntel helped them leverage mobile and web channels to offer services to their customers.

BUSINESS BENEFITS

10%	OVERALL GROWTH IN REVENUE
30%	HIGHER CUSTOMER SATISFACTION SCORES
15%	REDUCTION IN STORE OPERATIONS COSTS

CHALLENGES

The primary challenges faced by our client were:

- High operational costs owing to localized in-store printing services
- Limited and cumbersome online services

SYNTEL'S SOLUTION

As a part of this engagement we conducted usability studies and leveraged iRise visualization tool for brainstorming user journeys. Post gaining an understanding of the complexities of the business we:

- Executed rapid prototyping using iRise
- Redesigned and implemented workflows based on usability data
- Employed a native application development approach for printing of documents from cloud platform, email, and locally stored files
- Developed a multi-platform application UI in accordance with branding norms to ensure consistent user experience across platforms

About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at: www.syntelinc.com