

# Managed services to support the learning and marketing communication functions of an energy major



## Business Need

- The customer was looking to collaborate with a partner to consolidate its learning and marcomm functions.  
Challenges included:
  - High cost of operations
  - High time to market
  - Lack of innovation in line with the industry best-in-class
  - Need to provide high-quality, mobile first, learning experience to its employees
- Innovation and the need to continuously propose new consultative way of working was a critical factor for the engagement



## Genpact Solution

- Genpact has been engaged with this customer since 2017, with its marketing communication, learning and digital functions.
- On-demand digital factory model for their global creative and learning needs across assets and channels
- Support across 13+ languages through Genpact's partner
- Delivered innovative learning solutions including, mobile-first delivery, microlearning, gamification, interactive videos. Our end-learner score is 4.7/5.0
- Collaterals include:
  - Support for marketing campaigns
  - New product launch collaterals
  - Learning assets including microlearning, gamification, interactive videos
- Delivery support in an agile environment
- Support for accessibility for trainings



## Business Impact

- Increased speed to market
- 35% increased digitization of marketing collaterals
- High-end user satisfaction through high-quality collaterals
- High-end learner experience

