

Marketing demonstrations powered by high-tech solutions **increased sales and revenues**

Global leader in digital communications

TECH
mahindra

Standout Case Study

2023

Technology

Global

***ISG®**

Opportunity

The client is a leading digital communication solutions company. They wanted to improve sales by developing new, more engaging ways to introduce people to their digital workplace and smart building portfolio of solutions.

The client's goal was to highlight the practical applications of their devices in real-life scenarios. Hands-on demonstrations would also create more opportunities for their technicians to get experience with their products before going to market.

Tech Mahindra partnered with the client to develop a new experience, providing both creative and technical support.

Imagining IT Differently

Tech Mahindra developed a hands-on experience for prospective clients, leveraging:

- Hands-on experience on metaverse for prospective clients, leveraging interactive 3D environments displaying product functions, smart-office layouts, and more. Digital twin tech synched these virtual displays with their physical counterparts in real time.
- Gamified scenarios such as challenges, quizzes, and games; complete with leaderboards.
- Data collection and analytics tools to maximize feedback from demonstration attendees.

The high level of technology being exhibited required work from the provider to optimize their performance, especially for high traffic events.

Future Made Possible

Tech Mahindra's solution was viewed by thousands of prospective clients and contributed to important business outcomes:

- Demonstrations led to increased sales and revenues during and after events.
- Data collected during events created valuable lead generation for customer acquisition.
- Sped training cycles for technicians on site, and for potential users.

According to ISG, this is an example of a successful collaboration to creatively apply digital technologies for delivering unique and impactful customer experience.