"I wanted every piece of data from every channel, and Domo was the best platform that met all our needs."

Bonnie Goldsworth
Senior Marketing Manager

WHAT IF DATA MADE REPORTING A BREEZE?

50
DOMO USERS

$3.5B
REVENUE

90K
EMPLOYEES

GENPACT ACHIEVES REPORTING NIRVANA WITH DOMO.

Genpact is a global professional services firm that works with Fortune 500 companies to help them drive digital-led innovation and digitally-enabled intelligent operations. So, it makes sense that they wanted to bring automation and digital technologies into the marketing function.

"When we looked at our reporting workflows, it was kind of abysmal," said Bonnie Goldsworth, Marketing Technologist, Operations at Genpact. *"Every month, we were manually stitching together dozens of Excel reports built from platforms that were entirely siloed from each other. This resulted in close to 60 man-hours each month being spent by just one person, building reports that could tell us no more than last month's KPIs."*

Goldsworth was tasked with researching and recommending a reporting tool that could enable real-time, data-driven insights powered by data from all channels and tools. *"After spending time doing my due diligence, it became apparent that Domo provided the best option in terms of connecting disparate data sets, and in user experience."*

According to Goldsworth, Domo's library of data connectors was the key decider: *"I wanted every piece of data from every channel, and Domo was the only platform that was able to meet our needs."* In addition, the user experience of Domo coupled with its ability to use visualizations to slice and dice data made Domo a no-brainer.

IMPACT

- 20 departments integrated
- Ship time reduced by 17 days
- 10.2% sales increase YoY

DOMO FOR THE GOOD OF THE COMPANY®

DEPARTMENTS USING DOMO AT GENPACT

MARKETING

CONNECTORS

salesforce

Facebook

Marketo™
An Adobe Company

Hootsuite™

Excel

Google Analytics

PICTURING DATA PARADISE.

Genpact implemented Domo over multiple phases. *"We started by thinking about our end goal and picturing the nirvana of having a 4D view of our data, and then working backward from there,"* said Goldsworth. Their goal was to have accurate data at their fingertips so they could determine the right insight for the right audience, all in real-time.

To get started, Genpact data scientist Jayoti Mitra was assigned to build out Genpact's entire attribution model in Domo. This gave the marketing team and company leaders the ability to view its KPIs in real time, vastly improving their ability to make decisions and shift resources on the fly. *"The executive team consumes Domo reports regularly,"* said Mitra, *"To analyze opportunities and calculate the organization's marketing ROI."*

ALL THEIR CHANNELS, ALL TOGETHER.

For the second phase of their implementation, Genpact focused on connecting all its channel data together in Domo for a single view of its ecosystem. This campaign hub includes a top-level dashboard that shows overall performance against business KPIs, with data from inbound, outbound, social, web, content, and inside sales. Data is displayed in channel hub subpages to help the marketing team understand which campaigns are driving performance across which channels and why. The channel hubs provide stakeholders with insights into channel campaign performance, so they can easily identify new opportunities or any lagging performance.

Thanks to Domo, Genpact has been able to automate its entire reporting process. *"Everything is available in real time,"* said Goldsworth. *"With just a click of a mouse button, the marketing team can really see everything that they've got going on."*

INSPIRING NEW QUESTIONS

By automating its reporting processes, Genpact has been able to refocus its analytics staff on higher-value tasks while enabling smarter conversations.

"Domo enables not only better answers, but smarter questions."

>SEE THE FULL STORY