

MARKETING

CASE STUDY – BRAND MAKEOVER



The Customer
OneClick Technologies



Location
Delhi –NCR, India



Sector
Information
& Technology

BACKGROUND

OneClick Technologies operates in the **customer experience domain** by developing products and **applications** thereby creating a streamlined ecosystem for companies to manage their customers, the major focus being on the **telecom industry**.

CHALLENGE

- Breaking the shackles of carrying the **Legacy in simulation tech** for call center backup despite a robust tech team for extended offerings in KMS, AI/ML, and Analytics.
- The limited visibility outside the telecom domain meant shuttering growth opportunities.
- A change of management hands bought the company to the pedestal of relooking at its service portfolio along with a need for a new infused **brand identity & strategy**.

ACTION PLAN

- The first task was sanitizing the service offerings & carving them out as individual brands.
- Designing the new repositioning strategy '**Answers Simplified**' in close collaboration with top management and BOD.
- Developing creative elements - logo, brand tone, visual identity, brand architecture
- **Integrating the brand experience** to the website, corporate collaterals, stationery, presentations, training manuals, and CEO deck.
- Activating social media channels, content marketing strategy, on-page and off-page SEO
- Designing and implementing the launch campaign for Chatbot - Ezi

Replic8

OneBot

Ezi
by OneClick

IMPACT

- Within 6 months of the **CHANGE implementation**, OneClick Technologies made inroads to new geographies - Middle East and South East Asia; significant amongst them were :
- Winning the KMS and Simulation business of Vietnam Mobile
 - First to launch Ezi on WhatsApp with Oppo Mobile
 - AI Bot Ezi to Mankind Pharma on multiple platforms

TIMELINE

The entire plan '**Ready to Business Module**' was implemented & activated within 6 months.

KEY SERVICE

Fulfilling the role of **Virtual CMO** & the portfolio of **Managed Marketing Services**

