

eCrazy

TECHNOLOGIES

DIGITAL TRANSFORMATION
OF YOUR BUSINESS

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DIGITAL TRANSFORMATION

We have all heard about the Digital Revolution that is about to change the way our world works. In fact, it has already started affecting every aspect of our life. Zoom Calls to connect with friends and relatives, WhatsApp groups to share tickly jokes, Facebook to let the world know – are the simple initials.

What follows is the transformation of the business and industry. With the restrictions on physical movement all over the world, a good digital presence is imperative for any business. It is no more a frill for attracting a few more customers. Now, it is a necessity for anyone who wants to sustain in the virtual world.

From the customer care to consumer analysis – from product design to sales – from innovation to implementation – Each aspect of your business can enhance manifold by the infinite possibilities that are truly relevant to your business.

ONLINE PRESENCE

A healthy Online Presence is essential for your business to succeed in the Digital Era. Everyone goes to Google to search for anything and everything. And if Google does not know you, nobody knows you!

Website

Online presence is not restricted to having a good-looking website. A well designed and well-maintained website is very useful in providing a professional look to your business. Anyone curious about your business can get the required information directly from the website.

But that is not enough. A lot more is required. The internet is flooded with millions or billions of websites. Very soon, everyone will have a website. How will you differentiate yourself?

Search Engine Optimization

The internet has millions of websites. Thousands are returned when we search on Google. We see only the top 5 or 10. Rest are ignored. Search Engine Optimization (SEO) is important, to make sure your website gets a good ranking in Google Search – so people are more likely to visit your website.

But the problem is, almost everyone implements an SEO. How would you differentiate yourself? Digital Marketing, Social Media Marketing are all essential, but now quite common – and everyone is doing that. Everyone cannot be the first on Google!

Identify the Customer

In order to differentiate yourself, you need to understand your customers, and target the campaign with the customer in mind. It is important to have a good SEO implementation to ensure

people view your website. But it is much more important that people who visit the website stay there and convert positively.

SEO should not be an attempt to fool Google into believing you are important. You cannot do it for long. Website usage is the way for Google to understand that you are important. The primary lesson of SEO is – Google likes you only if people like you. We work for that.

The website should be designed in the right way. This requires a good understanding about the customers and customer patterns. It requires effort of analyzing the customer data.

That requires deeper understanding about the

DIGITAL INTERACTION

Do not stop with a website. Most websites just graphically display what you want to showcase. That is not enough. It is important to have a lively interaction on your website, so that the customer is compelled to stay there and understand the contents.

You should provide an enriching experience to the customer, through simple features like chatbots, automated enquiry and responses.

Customer Follow up

Websites are important, but not enough. It is necessary that we gently follow up with the customers and remind them about our presence. This should be done without being annoying or intruding. A custom mailing list is a perfect way to do that.

But that does not mean spamming people's mailboxes. That will get you blacklisted very soon. Follow up should be extremely personalized, and that is possible only when you gather enough understanding about your customers.

Customer Interaction

Follow up is a small part of interaction. Perhaps the first step. Each interaction beyond that can be enriched by a digital touch. It is simple and easy for you and equally delighting for the customer.

We provide you with the necessary tools and setup to enable your journey to digital interaction with the customers.

DATA – THE NEW OIL

We have often heard them say - Data is the new Oil. But, unlike the traditional oil, data is available everywhere, in abundance. Each of us is sitting on millions – only lacking the ability to dig down and identify and utilize the data that we already have. Most of us generate a huge amount of data – we do not even know about it.

What is Data?

But what exactly is this Data? Why is it so valuable or controversial? Let us look at a simple example to illustrate this.

In plain words, data is the concrete information that we extract from all that we know around us. To understand this, let us consider a basic trivial example of a grocery shop owner, who has all the details about the items purchased by each customer in the locality. This is his Data. We can use this data to identify the trends of utilization in the locality.

Some localities buy more of Horlicks/Bournvita – over Tea/Coffee. The conclusion is obvious. If we can identify such trends, we can provide a better service by promoting related products in the neighborhood. This can help increase the sale.

This was a simple example of a low-level inference out of basic data. A deeper analysis with more granular data can lead us to miraculous results.

Controversy over Data

Data is great if we collect impersonal data and use it for ourselves. Problem begins when we start collecting personal data and sell it to the wrong people.

For example, if a Doctor (who has details about each patient's health), sells the data to someone who misuses it against the patient, it is certainly objectionable.

In order to avoid such cases, the law provides strong regulations against use or sale of personal information. Lacking this knowledge while gathering and using the data can put you into unnecessary trouble.

Few years back, Google had to pay a heavy penalty of billions, just because the data of Europeans was saved in the USA.

Our Offering

We, at eCrazy Technologies, take ownership of the data generated – that guards you against any legal issues arising out of it. We use the data with utmost care, while providing you the best insights out of it – assuring you of improved results

We help you identify data generated out of your daily routine schedule, and we help you utilize it for enhancing your business processes and make better informed decision.

ARTIFICIAL INTELLIGENCE

A few centuries ago, the world saw a major revamp of almost every aspect of life – when electricity started penetrating the world. That was perhaps the earliest revolutions recorded in history. A similar, or even bigger change is expected in this decade – as AI is touching every aspect of our life. AI is no longer limited to the research labs in Stanford and MIT. It is now a part of our lives. And will continue to penetrate our lives in every way.

From enhanced customer predictions, to improved customer service using chatbots, AI can help boost your productivity in every way. We will implement AI based solutions; and help you identify specific areas in your business process that can be enhanced using Artificial Intelligence.

ChatBots

A lot of your time is often wasted in providing information to customers and end users. Perhaps 95% of them are just wasted. You have developed a strong will, that keeps you away from fatigue; but anyone would want to avoid this cycle.

It is not polite to stop at sharing a document with customers. The customer's will not read it anyway – and the much-needed human touch is lost. A chatbot can be of great help in such a case. An interactive chat bot is efficient at providing the preliminary information to anyone who visits the website.

If the conversation is engaging further, the control is seamlessly transferred to a human who can take care of the rest. This improves your efficiency as most of the redundant enquiries are respectfully handled by the chat bot.

AUTOMATION

– the Way to Perfection

Machines can replace humans, in the skills like judgement, intuition and the ability to connect with other humans. But for everything else, a machine can be far more efficient.

A major impediment to the digital revolution is a routine task that depends on a human. In such tasks, humans are costly, slow, inefficient and prone to errors. A machine can do it way better. This is the crux of automation.

Trained simple text based chatbots can help you automate a lot of stuff. RPA based automation bots can ease out several routine and boring tasks that slow down your business flow.

Despite its immense potential and availability, Automation is not so popular yet. Main reason being that people do not know what could be automated. One must see it in order to understand the amount of effort that can be saved when a process is automated.

When you get rid of the boring and error prone activities, you are always free to think productively and work on enhancing your business potential.

We help you identify opportunities for automation in your business flow. We help you streamline and automate it, with assured savings in time and money.

THE DARK WEB

We believe in presenting either side of the story.

Along with the immense growth potential, we also have a dark side to the digital world. Security! Hackers are no more restricted to enthusiastic college students, who do it for fun. Today, several countries and organizations employ hackers, to break the digital economy. And their impact is spread all over world.

There is a saying “There are only two types of companies – those who are hacked, and those who don’t even know that they are hacked”. And this is true.

Nobody is spared by hackers. Everyone, including IT giants like Facebook, Google, Microsoft, Amazon and Government organizations including the American Defense network, have been hacked at some point. So, there is no meaning to any claim for muggles like us.

Yet, we can assure you that with several years of experience in the industry, we are conversant with the best practices that enable increased security of your applications and data on the internet.

Data in your personal laptop or mobile is as vulnerable to hackers as is the data in the cloud. Yet, the data in the cloud is protected by qualified experts who understand things. They know how to combat the hackers, and they know it well.

Your data in the cloud is more secure than in your phone or laptop. Just as your money in Citibank is more secure than cash buried in your godown. And it is a lot more agile and useful.

GET STARTED

This is not a sci-fi. It is real, and a necessity of the times. The Digital way is the way of the future. Let it not be a weight that you drag – only to survive in the industry.

Instead, you should use this opportunity to zoom ahead of your competition – to cross all barriers of a legacy business system.

The Future is Here & Now.

Just waiting for you to click. Get ready and

[Get Started](#)