

Case Study – Genpact

eDynamic created an engaging web experience by rebuilding the website and implementing an industry leading CMS for Genpact.

The new website now provides an intuitive user experience, facilitates ongoing website updates and drives higher client engagement.

Requirements:

The requirement was to develop “genpact.com” on CMS from scratch using the new UI provided to eDynamic.

The key requirements were:

- Identify the technology to be used for developing the website.
- Develop the entire website (for 5 regions) on identified website platform technology

Solutions:

eDynamic conducted complete gap analysis as well as technical review of the current website and finalized an industry leading CMS.

- We rebuilt the corporate website with improved aesthetics and features.
- We implemented the website for multiple regions on a leading CMS.
- We built system test plans, performed QA activities and delivered a quality product based on the acceptable criteria.

Benefits:

- The new website platform facilitates ease of ongoing and frequent updates.
- Visually compelling and intuitive user experience.
- Improved navigation style.
- Enhanced functionalities that support the business goals.