

# Satkaponi consulting

Leading the digital transformation journey

# Our existence

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We help our clients achieve business transformation, through use of digital technology

In digital age, almost all the businesses require use of modern technology to reach their target customers and service them effectively. We harness the power of data and intelligent platforms to help organizations thrive.

Through the use of digital means, we help our clients to create business and awesome customer experience, transform their existing business, use data and analytics to run their business effectively, and achieve operational excellence through the use of modern technology like artificial intelligence, robotic process automation.

# What makes us different

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We keep learning and improving our offerings everyday

We are a team of individuals passionate towards solving business problems. Our team comprises of people from diverse backgrounds.

We have built in-house capability through a team of strategists, data architects, visual designers, data scientists, technology leads, and software developers.

We deliver the solution to the clients that suit their business requirement and helps their teams to imbibe the digital culture, thereby creating digital capability.

# Offered solutions

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We analyze client's business to curate custom solutions which suit their needs

Digital presence that  
engages users

Driving business with  
actionable insights

Marketing that makes  
brand stand out

Driving digital sales

Building digital culture

Improve business  
efficiency

# Digital presence

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Driving digital adoption  
through user friendly design



Creating digital  
footprint



Mobile strategy



Creating stunning  
customer experience

# Measuring success: Analytics

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Identifying correct metrics



Analytics that drive business towards success



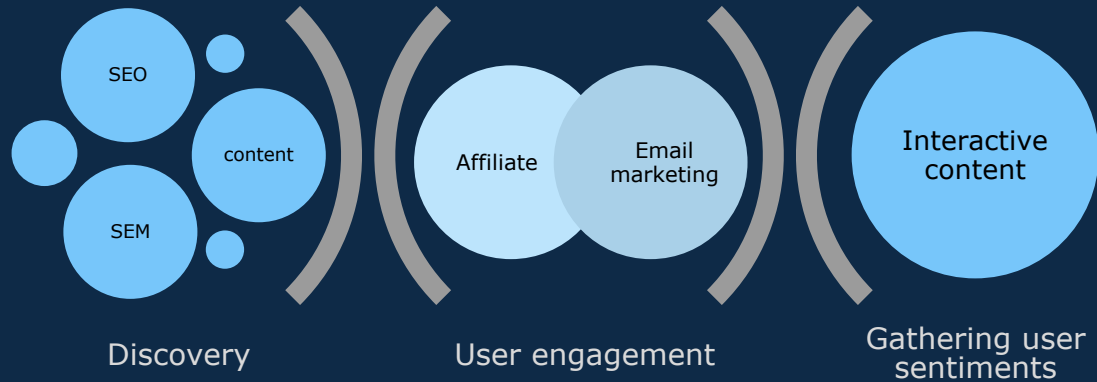
Automation of data collection



Predictive models to prompt next steps

# Communication through digital means

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Marketing in today's digital channels has their own set of challenges. We thrive to design digital communication that makes your brand stand out from others, not only through the quality content, but also the through the manner of communication.

# Driving digital sales

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Defining the target audience



Finding the right channel to reach them

Personalize the experience: create individual offerings



Retargeting customers through different channels



Information assimilation to maximize conversions



We identify the steps required at different stages of a digital buying journey for end customers, and optimize the strategy, thereby maximizing conversion



# Leading the organization through digital first

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Developing digital first approach

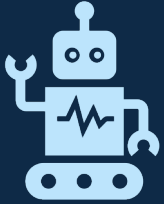


Creating digital capability

Adoption of agile methodology

# Improve business efficiency

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Automate repetitive tasks



Efficient order management system



Digitize operations



Customer service led by AI

# Clients

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# Founder

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Megha

Founder

Megha brings in a rich experience of delivering high quality large scale products in various organizations.

She has worked with Vodafone in Digital team, and with Infosys Technologies.

She is a computer science engineer turned marketer who holds a management degree from IIM Kozhikode



Varun

Advisor

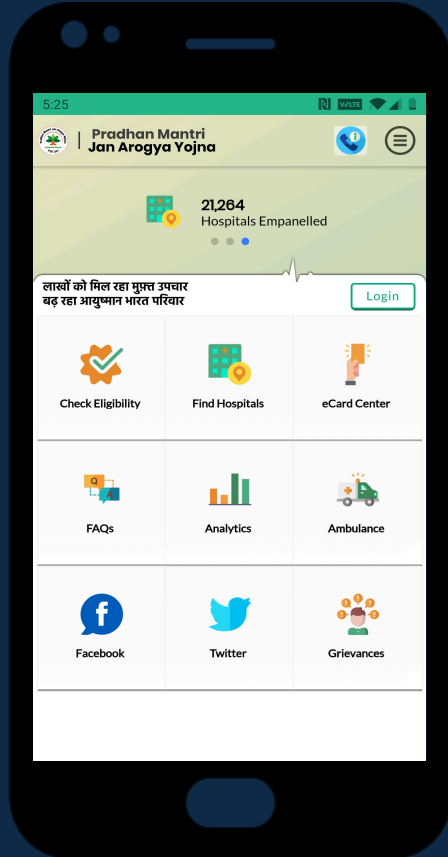
Varun laid the foundation stone while working on the "online streaming" product. He currently serves as an advisor.

He has worked with Star India and is currently employed with Zee Media.

He is a Graduate from SRCC, Delhi and holds a Management degree from IIM Calcutta in Strategy and Finance.

# Case studies

# Ayushman Bharat – PMJAY App



Ayushman Bharat scheme by National health authority of India, involves

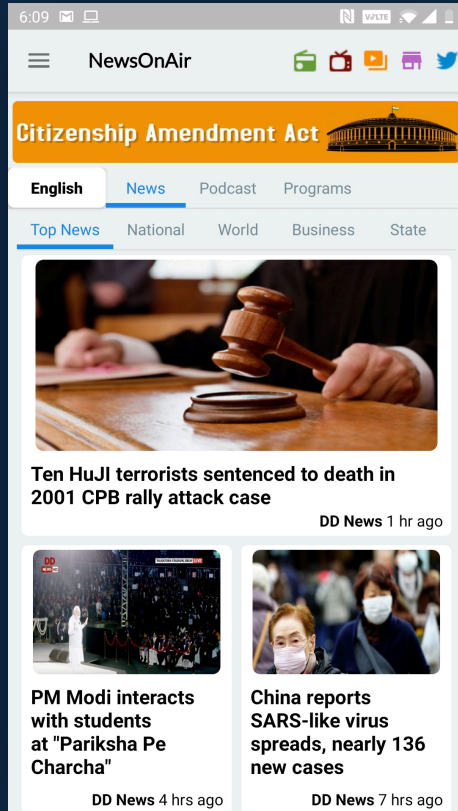
- 40 crore beneficiaries
- state health authority personnel
- National health authority personnel

To enable beneficiaries to access medical facilities easily, NHA wanted to build an App which

- Can support a large number of users
- Supports multiple persona
- Is highly secured
- Easy to use
- Small in size
- Compatible with most devices

PMJAY App built by Media is You has **10 million +** users and is also integrated with other govt systems like UIDAI

# News on Air – mobile app



Prasar Bharti wants to broadcast its content through mobile App also, so as to reach audience on internet too.

Their requirement is:

- CMS integration
- Cloud streaming servers
- Multilingual – 28+ languages
- Dynamic content population
- Live podcast
- User engagement through quiz and polls
- Integration of online radio
- Social media integration

1 mn + downloads,  
4.3 rating, 6.7 MB  
size

NewsOnAir App hosts 230+ Live Radio channels, Live TV, News, Current Affairs as well as Entertainment programs (text, podcast and videos) from Akashvani/ All India Radio (AIR) and Doordarshan (DD) networks in India

# eBay – content creation

**The client** – eBay is a an online platform of type marketplace, which connects sellers with buyers. When a purchase happens, ebay gets the commission

**Business problem:** eBay has a large number of sellers who put up their items on eBay's platform

To make the job easier for sellers, eBay has built platforms which help sellers register online, make payments easily, provides information on which items to stock, what can be the best selling price of articles, summary of their sale, etc.

In order to educate these sellers about resources available to them, ebay wants to build knowledge processing videos. To keep the sellers engaged, videos can be interactive or gamified.



# eBay – content creation

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## Documenting the problem statement

Team drafted a document of important points

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## Understanding the business

Team at Media is You, met sellers, account managers, and customer service executives

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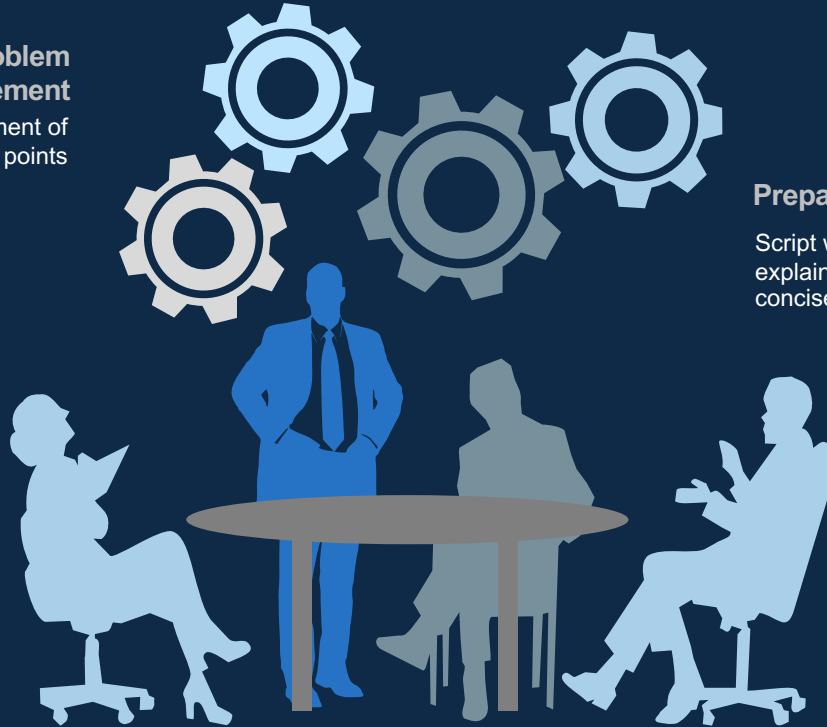
## Preparing script

Script was prepared which explains the resources in a concise manner

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## Gamified interactive video

Videos were created taking script as reference. Gamified videos keep the learners engaged



# Times internet: MensXP

## Client

Times internet

## Project

Customer service automation through chatbot available on WhatsApp, and facebook

## Our role

Writing algorithm and developing chatbot, which can respond to transactional queries of users

## Retainer

We are handling maintenance of the same chatbot for a period of 1 year

# Churchgate partners: Mobile App development

## Client

Churchgate Partners

## Project

To develop an investors relationship management platform, which can be used by investors across organizations

## Our role

Strategy, and complete development of the platform.

## Retainer

We are handling maintenance of the mobile app “corporate access channel”

# SBI MF: Digital training for channel partners

## Client

SBI Mutual funds

## Project

Development of Interactive, digital content for various learning modules, to be used by channel partners

## Our role

Strategy, and complete development of the content.

## Retainer

We are developing more modules along same lines

# All India Radio: Air world service

## Client

All India Radio (owned by Prasar Bharti)

## Project

“Air world service”: Take the content of All India radio to global customers, especially Indian Diaspora abroad

## Our role

Media is you developed the complete website for Air world service which includes front-end GUI, backend, APIs, and a backend CMS to manage the content

## Retainer

We are currently handling the maintenance of Website, Backend CMS, APIs & Cloud Infrastructure

# All India Radio: All India Radio Live

## Client

All India Radio (owned by Prasar Bharti)

## Project

“All India Radio live”: Broadcast the content of AIR to entire country through online streaming and storing the content on cloud for viewing later

## Our role

Media is you developed the platform for online streaming and developed the mobile Apps for end consumer. MIY Also designed and developed the backend CMS and APIs

## Retainer

We are currently handling the maintenance of Apps, CMS

# Punjab Kesari : Jagbani

## Client

Punjab Kesari, a Hindi language newspaper owned by the Punjab Kesari group (The Hindsamachar Ltd.)

## Project

“**Jagbani**” : Online only radio of Punjab Kesari

## Our role

MIY conceptualized, designed and developed the Online radio platform, along with website and mobile App. Jagbani is online only radio of Punjab kesari (no frequency)

## Retainer

Maintenance of platform, website and Apps

Let's begin the journey of Digital first