



XCENTRIC
Innovate. Digitize. Transform.

COMPANY PROFILE



ABOUT XCENTRIC

Xcentric is a boutique technology agency based in Pakistan that helps brands create amazing assets and provides the distribution platforms to tell their story and engage with their customers.

We are known for **delivering TANGIBLE RESULTS.**

We not only **plan, build & deploy solutions**, we also **ACTIVATE
MANEUVER
OPTIMIZE
& FOSTER**

We help you **MAXIMIZE PERFORMANCE
INCREASE PRODUCTIVITY
INCREASE EFFICIENCY**



OUR STORY

VALUING PEOPLE

We value and recognize people as individuals and develop relationships built on trust and respect.

HONESTY & INTEGRITY

We are always truthful and maintain high ethical standards.

ACCOUNTABILITY

We take action, proactively hold ourselves and each other accountable, and are committed to quality and excellence in everything we do.

SERVANT LEADERSHIP & ENTREPRENEURIAL SPIRIT

We purposefully and selflessly serve the needs of others to help them reach their full potential.

TEAMWORK

We recognize the collective power of our time, talent, and resources in everything we do.



WHAT WE DO?



**BUSINESS
CONSULTANCY**



DEVELOPMENT



**DIGITAL MEDIA
BUYING**



TECHNOLOGY



**DIGITAL MEDIA
MARKETING &
MANAGEMENT**



DESIGN

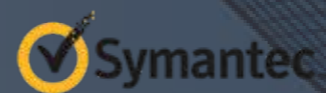
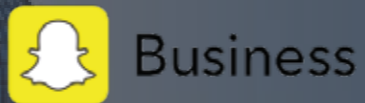


CUSTOMIZED ERP



**E-COMMERCE
SOLUTION**

STRATEGIC ALLIANCES



Adobe



Magento
An Adobe Company



Red Hat





WHO WE DO IT FOR?



NON-PROFITS



HEALTHCARE



APPAREL



CONSUMER



FOOD CHAINS



**TRAVEL &
IMMIGRATION**



PHARMACEUTICAL



AUTOMOBILE



RETAIL



MALLS



SOME OF THE COMPANY WE KEEP



SERVICES

MICROSOFT DYNAMICS 365

Xcentric helps enterprises increase the speed of doing business, redesign business process faster, and fuel business growth by implementing Microsoft Dynamics 365.



BUILD. DEPLOY. OPERATE.



IDEA

Scoping session
Product workshops



PREPARATION

Kick-off meeting
Product analysis



PLANNING

Choosing front-end &
back-end technology



AGILE DEVELOPMENT

Design, Development
Testing, Code review,
User feedback



GO LIVE!

Further Development
and Scaling Strategy



SUPPORT

Post Go Live support
& monthly closing

TECHNOLOGIES WE USE IN OUR DAILY WORK:





ODOO IMPLEMENTATION

WHY ODOO?

- Open-Source & One-Time Investment
- Flexible
- Scalable
- Customizable Ready-made Apps
- Proven ERP (over 4Million users)
- User-friendly
- Frequently updated with latest technology available
- Highly modular with a very selective add-on approach
- Easily integrated with third party apps like Power BI, E-commerce,etc
- Industry -specific modules (car workshop, vehicle rental management, hotel management, clinic management, sales distribution, etc)
- Less Implementation cost
- Less implementation time
- Increased Productivity & Improved Efficiency.
- Accurate Forecasting & Reportings.
- Integrated Information & Total Visibility.
- Mobility & Centralized Access.
- Data Reliability & Quality.
- Collaboration and Workflows.
- Standardized Business Processes

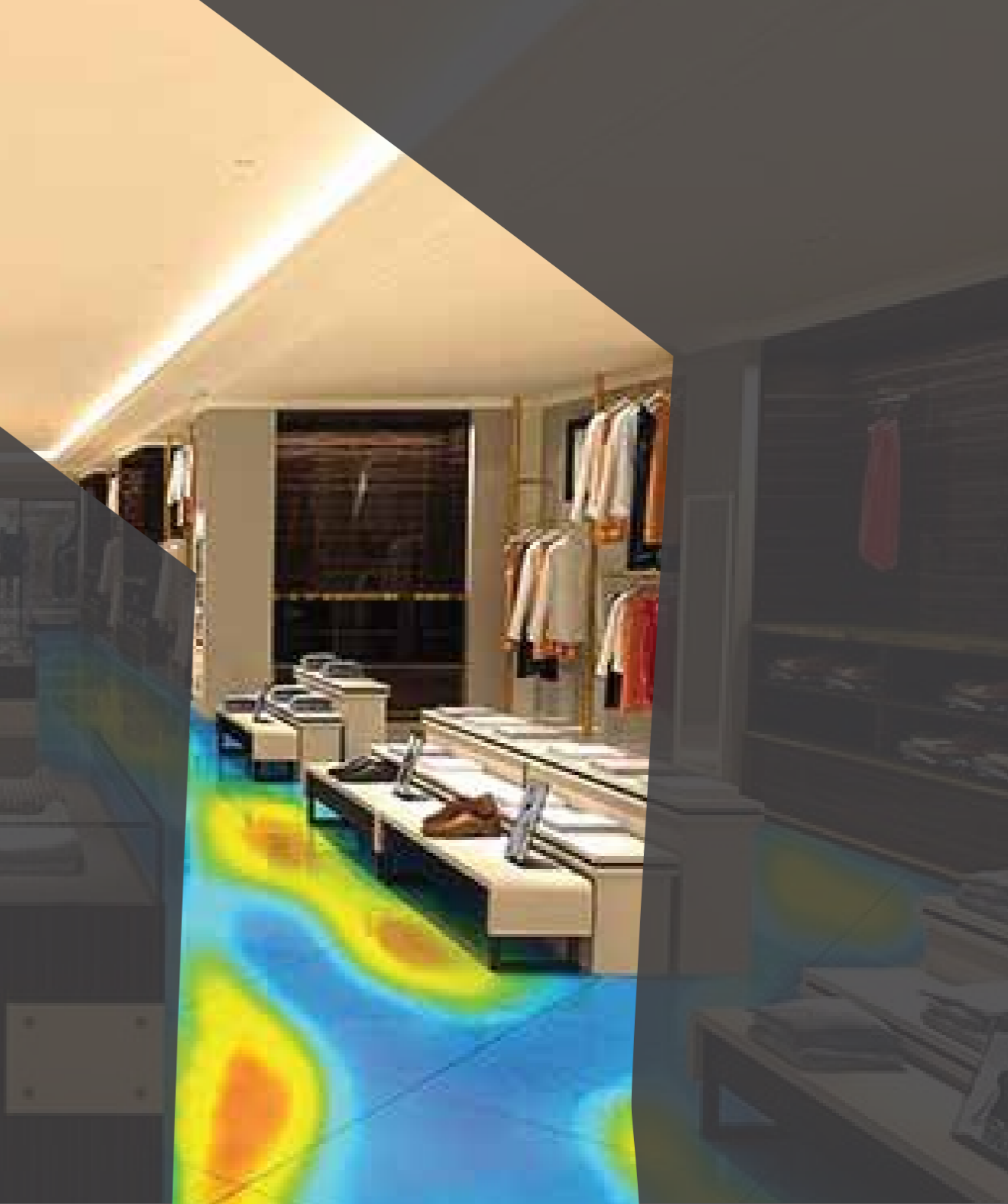
Odoo is business management software including retail, manufacturing, CRM, e-commerce, billing, accounting, warehouse, project management, and inventory management.



FOOTFALL COUNTERS & STORE/MALL CONVERSIONS

Xcentric helps brands analyze the return on their customer experiences

- By helping them to figure out **Footfall patterns** within their stores
- By comparing store-to-store **conversion** rates
- By **optimizing** their building layout and staffing levels
- **Boosting** conversions in 60 days
- Deploying immediate **marketing** for different genders, ages and moods
- Eliminating abandonment rates
- Discovering **popular zones** in store
- Comparing campaign **effectiveness**
- Optimizing shifts to align staff with the **peak hours**



E-Commerce Solution

We don't just develop customized B2B & B2C E-Commerce Stores for our clients, we also provide the best solutions resulting in increased market share and agile goals' achievement.

Technologies we work on:

- User experience
- Content Management System
- Digital Asset Management
- Magento development
- E-Commerce Maintenance & Optimization
- E-Commerce hosting
- Digital & E-Commerce Analytics
- Shopify
- Product design
- Omnichannel architecture
- Advanced AX integrations
- Live integrations

SOCIAL MEDIA MANAGEMENT

CUSTOM SOCIAL MEDIA STRATEGY

- Profile maintenance
- Consistent and engaging posting schedule
- Custom reporting
- Customer service
- Review monitoring

SOCIAL MEDIA MANAGEMENT provides your business with a unique opportunity that most don't have.

- Effortlessly engage potential customers and leads
- Grow brand awareness
- Expand customer loyalty
- Increase ROI through higher conversion opportunity
- New way of link building
- Higher content visibility
- Increase rankings



SEO

Improvement of unpaid results
Exclusion of direct traffic/visitors & the purchase of paid placement

ON-PAGE SEO

- Use alt attributes to optimize images
- Identify and rectify broken links
- Review your redirects
- Standardize your URL structures
- Shorten your URLs
- Link your pages internally
- Use anchor texts to increase relevance
- Keeping click paths short
- Improve your site's accessibility
- Tell search engines what to crawl
- Improve your site's loading speed
- Identify & eliminate duplicate content
- Create unique headlines
- Diversify new content
- Sign up for Google search console

OFF-PAGE SEO

- Link Building and back linking to improve visitors
- Publishing Blog posts to increase awareness



**OVER 2 BILLION ACTIVE
SOCIAL MEDIA USERS
AROUND THE GLOBE**

SOCIAL MEDIA MARKETING CANVAS

CORE OBJECTIVES

- Increased action oriented relevant traffic
- Increase stakeholder retention
- Increase Revenue from new & existing customers

STRATEGIC OBJECTIVES

- Brand building
- Brand value
- Strong brand preference
- Lead generation
- Cross sell & Up sell
- Customer Retention
- Reach, Act , Convert, Engage Customers

CONTENT MANAGEMENT



Content concept & Strategy



Digital Content



Images



Video ads



Banner ads



Guests Posts



Collection ads

CHANNEL POSITIONING



Facebook



AdWords



Google +



Instagram



LinkedIn



Pinterest



Snapchat

CONVERSION BRIDGES



- Increase reach to potential customers through social media pages & ads
- Active social media engagement
- Digitally enhanced lead generation through website, FB and App.
- App Installs
- Sales Settings
- Predictive marketing

CONVERSION POINTS

- Website
- Social media pages (existing FB ,Google+)
- Mobile App
- Contact Center
- Facebook Store
- E-Commerce Store

CONVERSION METRICS

- Email Subscriptions
- Purchases
- Ad views, page likes
- Post engagement & reach
- Sales
- On-site visit
- Onsite sales
- Enquiry
- Sale



23%

OF THE BRAND MARKETERS
ARE DEVELOPING
SOCIAL MEDIA STRATEGIES
BUT ARE STILL

STRUGGLING TO
EXCUTE



NUMBERS WE GENERATED IN 2019

TOTAL SPEND
PKR 35,099,052

TOTAL SALES GENERATED
PKR 518,379,958

MONTHLY SALES VOLUME
PKR 39,310,356

TOTAL ORDERS PROCESSED
72,994




TOTAL LEADS GENERATED
24,783

MONTHLY ORDERS PROCESSED
9,034






CONVENTIONAL MARKETING

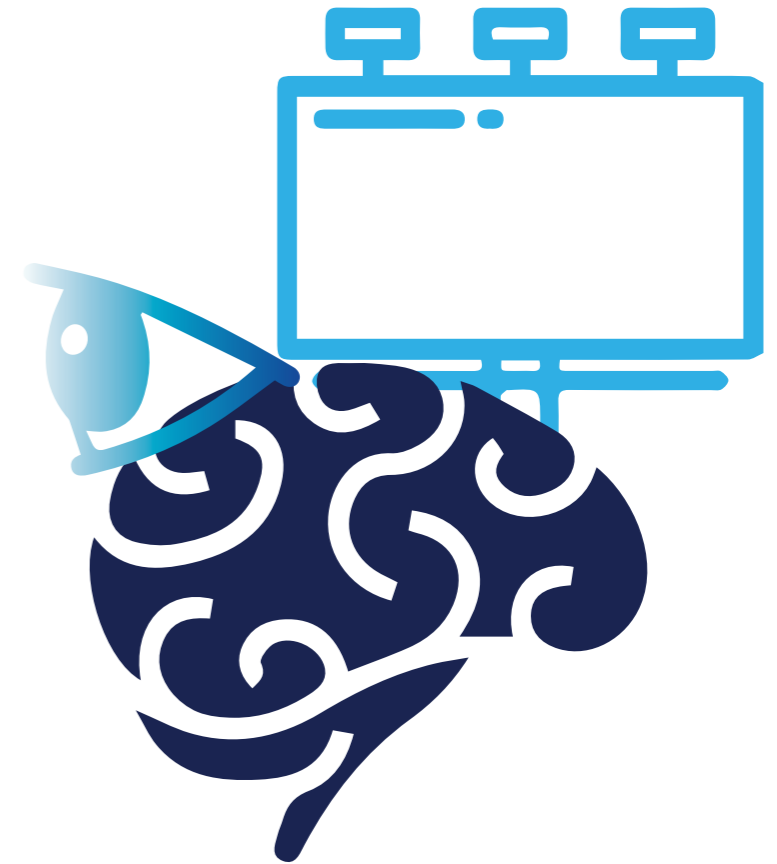
Xcentric being a boutique agency has been handling ATL & BTL for many clients, the beauty of it being extensive exposure and awareness

BTL

-  Direct marketing:
-  Sponsorship:
-  Public Relations:
-  In-store branding & promotions:
-  Giveaways:
-  POS Material:

ATL

-  Television:
-  Print media:
-  Radio:
-  Digital Streamers & Hoardings:
-  Billboard:



**TRADITIONAL MARKETING REQUIRES
21% LESS COGNITIVE EFFORT
& HAS 70% HIGHER RECALL**



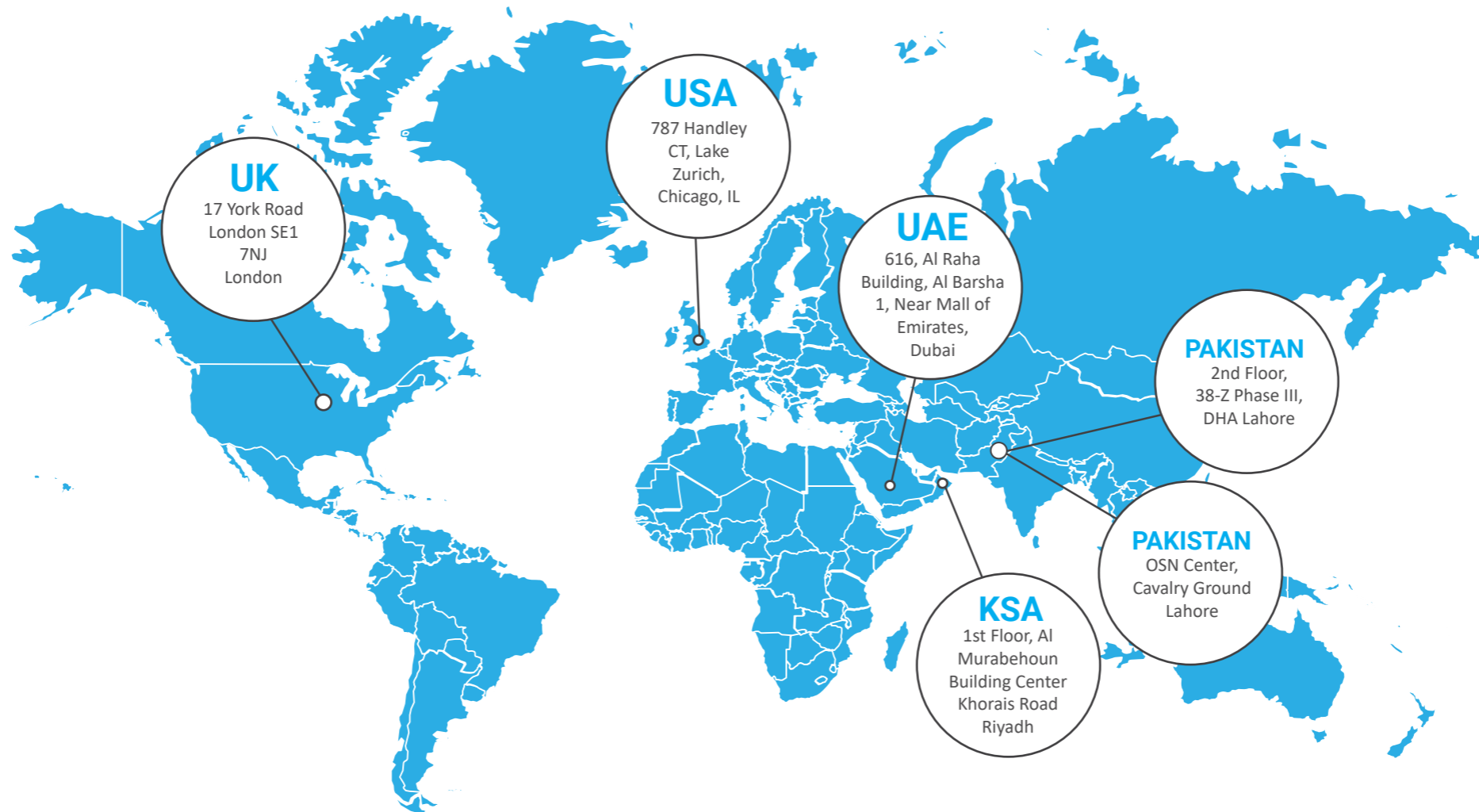
IOS & ANDROID GAMES DEVELOPMENT

- **Jackpot Casino Party Poker:** Launched in Pakistan, Indonesia, Myanmar (Burma)
- **Reckless Rider 2:** Launched in USA, Europe, India and Pakistan
- **Pro Soccer League Challenge :** Launched in Russia, Brazil, Germany, Sudan, France, India and Pakistan
- **Haunted Halloween:** Launched in Vietnam, Brazil, India, Morocco, Philippines
- **Desert Monster Truck Stunts:** Launched in US and MENA
- **Beach Bike Stunt Racing:** Launched in US, Canada, India and Pakistan
- **Knife Rush:** Launched in US, Canada, India and Pakistan
- **Luxury Car Racing:** Launched in India and Pakistan
- **City Gangster Theft:** Launched in US, Canada, India and Pakistan
- **Dinosaur Hunting:** Launched in US, Canada, India and Pakistan
- **Snakes & Ladder:** Launched in US, Canada, Gulf, Pakistan & India
- **Soccer Strike-Football League Ultimate 2019:** Launched in Indonesia, India, Vietnam, Brazil, Malaysia
- **Tuk Tuk Auto Rickshaw Taxi Driver:** Launched in India, Iraq, Egypt, Morocco, Côte d'Ivoire





GLOBALLY LOCAL - A GLOBAL FOOTPRINT AND FEET ON THE GROUND





WE LOOK FORWARD TO WORKING WITH YOU

GET IN TOUCH

 <https://xcentricservices.com>

 connect@xcentricservices.com