

Marketics Technologies – Sustainable market penetration

Working with Infernotions, Marketics successfully penetrated the North American marketplace for its first steady-state relationships in the manufacturing, the retail and the insurance sectors.



“We needed a partner who would deliver not only to revenue targets, but also guide service delivery to ensure client delight. Infernotions was that critical partner in our growth and our success”.

About the client

Marketics Technologies, now a WNS Group Services company, is a global leader in knowledge process outsourcing out of Bangalore, India. Its core competency is analytical services.

The situation

Marketics had successfully created a market niche in the consumer packaged goods sector but needed to broaden its footprint into other industry verticals as well as grow its solutions suite.

The solution

Infernotions provided near shore relationship management services to the client for its North American clients and facilitated project transition to the delivery team located in India. The relationship management services spanned pre-sales support, intellectual capital development, sales effort, consulting services and project management.

The result

Infernotions delivered Marketics its first steady state relationships in the retail, the insurance and the automotive industries. Over the three year period of our relationship we delivered eight clients for Marketics and managed the process transition to the offshore team.

Vinay Mishra, President – Marketics Technologies Private Ltd. summarized, “We had aggressive growth targets and Infernotions not only helped us create the initial client relationships but also shepherded these through the initial bumps to ensure we formed long term partnerships”.

He adds, “Infernotions’ thought leadership opened up a range of new possibilities in the services we offer to our customers”.