

A close-up photograph of two hands, one above the other, framing a bright sunset or sunrise. The hands are positioned to create a rectangular frame around the light, with the fingers slightly curled. The background is a soft, out-of-focus landscape with a body of water and distant hills under a warm, golden sky.

WNS- NU MBA

A case study



BUSINESS ANALYTICS – leading the career curve

Business Analytics is the study and analysis of patterns inherent in both structured and unstructured data, using modern data mining tools and predictive modeling to identify trends and subsequently provide insights to improve business processes, achieve corporate goals, and help make appropriate and quick decisions. The shortage of skilled MBAs who can deliver first hour productivity in the Analytics domain is a major growth constraint for a sector that is witnessing huge demand.



The WNS-NU MBA – MBA in Business Analytics

The NU-WNS MBA in Business Analytics was propagated as the first-of-its-kind, work-integrated MBA program in Business Analytics initiated by WNS, in partnership with NU (NIIT University). It was pegged as a path-breaking initiative of industry-academia partnership, specially created to meet industry requirements in the highly specialized field of Business Analytics, while adhering to the basic tenets of academic normative framework.



Advantage WNS-NU MBA in Business Analytics



The aim was to make this programme highly coveted. Therefore certain key aspects were highlighted across all communication. These were - ease of joining by waiving off any upfront payments or fees; a stipend of INR 10,000 per month during the first year on NU campus and a stipend of INR 50,000 per month in the second year; assured placement at WNS at a mid-managerial position, under WNS' Accelerated Career Development programme with an industry-leading compensation package.

Strategic Recommendations

Generic communication will be sub-optimal	Awareness & excitement amongst tech/science qualified working professionals is high – they don't need to be persuaded
The financial attractiveness of the WNS-NU MBA in BA is un-matched, but this should not be the lead proposition:	Quality prospects will typically prefer institutes of repute, even if it means taking a loan.
The NIIT brand equity is the confidence driver in terms of quality of pedagogy, infrastructure, faculty, degree etc.	NIIT University is seen as promising but yet to build a reputation. Hence it cannot be the de-facto lead partner in brand communication terms
Business Analytics programmes are perceived to need a strong technology partner who can provide real world application.	Accordingly WNS needs to be played up strongly as an expert in BA
WNS has a low awareness amongst prospects with respect to its BA	This needs to be addressed and converted into a lead proposition for enhancing the quality & quantity of intake

Proposed Brand Essence

Brand Essence

FAST-TRACK TO 'PRO-STATUS' BY LEARNING FROM THE EXPERTS WITH INDIA'S FIRST WORK-INTEGRATED MBA IN BUSINESS ANALYTICS

Mission

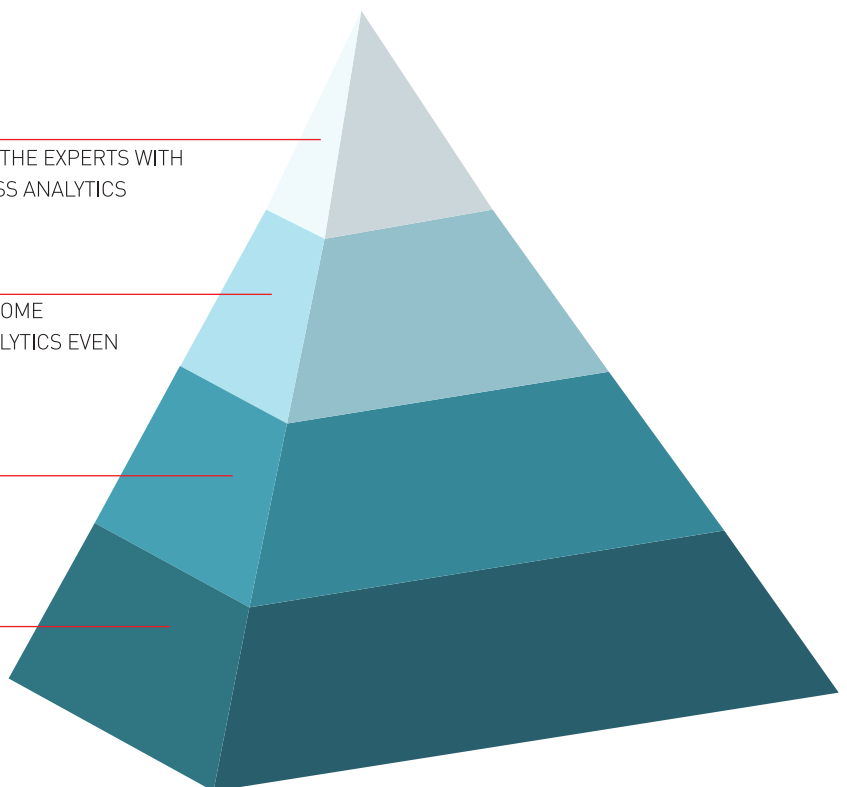
EDUCATE, EMPOWER & ENABLE STUDENTS TO BECOME PROFESSIONAL PRACTITIONERS OF BUSINESS ANALYTICS EVEN BEFORE THEY GRADUATE

Solution

WNS+NU'S UNIQUE WORK INTEGRATED MBA IN BUSINESS ANALYTICS

Category Pain Point

BA NEEDS REAL-LIFE LEARNING– NOT JUST 'BOOK-LEARNING'. ONLY A FEW INSTITUTES OFFER THIS



The creation of **DECISION SMITHS**

To further create a clear differential vis-à-vis other MBA programmes in Business Analytics, a new term Decision Smiths SM was coined. Decision Smiths were envisaged as experts who would enable fact-based decision-making in an organization. The WNS-NU MBA in Business Analytics looked at creating Decision Smiths by honing the analytical abilities of students by helping them learn to assess, analyze and act upon complex information within often ambiguous contexts, giving them the ability to master analytical and quantitative concepts.



Defining the **AUDIENCE**

The core target audience was clearly defined as being graduates with Maths and Statistics as one of the subjects in graduation. Also, the mandatory 2-year work experience set the bar higher in sifting the relevant candidates.

Choosing the **crème de la crème**

A stringent screening process was followed to select the right candidates from amongst thousands of queries received. Besides the basic criteria, the selection process also considered other personality traits like habit of leadership, analytical aptitude & appetite and engaged community citizenship.

The aim eventually is to create a dynamic environment that mirrors the breadth and depth of our nation and the global economy.



Phase wise segregation

Touch points were chosen depending upon what the prospect would be seeking at specific times in the life stage of the launch of the programme. So, while microsite was critical in the beginning of the campaign, tactical display ads became the norm towards the end stage of the campaign in order to generate more enquiries.



Engagement platforms

The entire activity period was broken up week-wise with specific tasks and expected deliveries pre-defined.

Microsite

A dedicated microsite was created for the programme that explained the course content, the promoters, the advantages and had downloadable brochures and online application form. The website detailed the programme in a seamless manner.

Microsite

Session: 189787
New users: 173422
Page views: 222 728
New user: 91.38%

Brochure Downloads: 4658
Enquiries: 3905 (validated)



Actual Microsite screenshot (www.wnsnumba.com)

It talked of the global giants helping the programme in its **ABOUT US** page. The page carried information about WNS and NIIT University. It also had inspiring messages from **Keshav Murugesh**, Group CEO, WNS and Chairman, Nasscom BPM Council and **Rajendra S. Pawar**, Chairman & Co-Founder, NIIT Group & Founder, NIIT University. Both, Mr. Murugesh and Mr. Pawar, stressed the importance of Business Analytics in today's data driven era and talked of how the two-year MBA program in Business Analytics initiated by WNS, in partnership with NIIT University (NU) would help talented professionals hone their skills further to emerge as decision-makers in an organization.



Actual Microsite screenshot (www.wnsnumba.com)

The **PROGRAMME** page furnished all the important details about the WNS-NU MBA in Business Analytics along with eligibility criteria and the selection process.

The following components of the Selection Process were explained in great detail:

- Filling up of the Application Form
- NU Management Aptitude Test
- Analytics Aptitude Test
- Psychometric Profiling for Learnability
- Group Discussion
- Personal Interview
- Background verification for shortlisted candidates



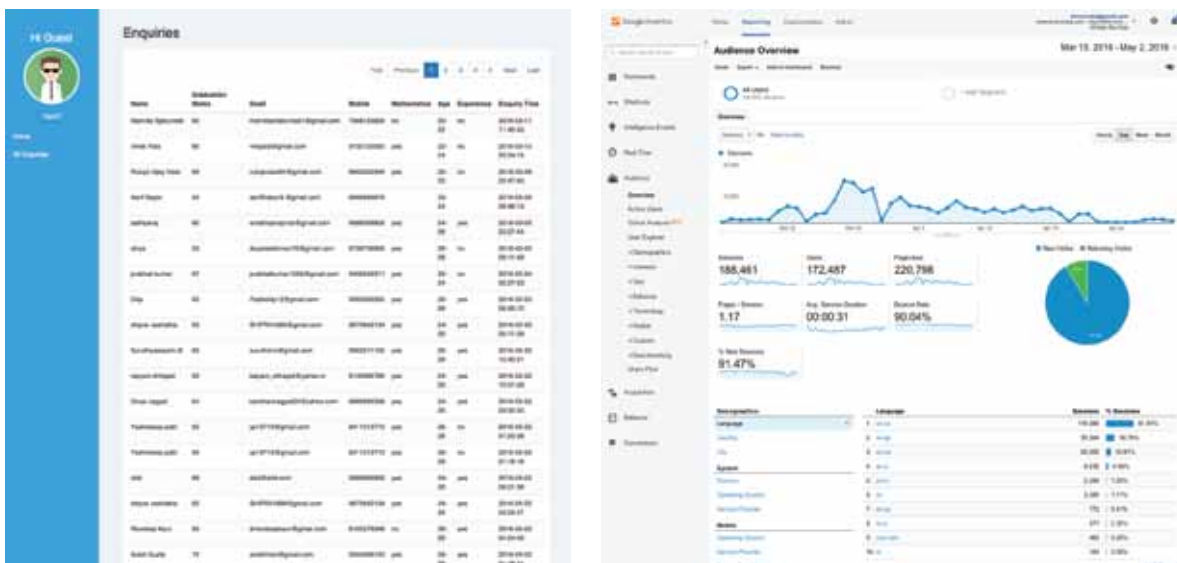
Actual Screen shot of the Enquiry form

We knew that a programme such as the WNS-NU MBA in Business Analytics, with its unique and unbeatable offerings would definitely elicit a lot of queries from the prospective candidates. The **FAQs** page in the website answered all possible questions in detail. Questions ranged from eligibility criteria to future employment at WNS.

To help candidates register immediately, an **ENQUIRY FORM** was embedded on the home page itself. Besides capturing all the details of the candidate for the programme, it was invaluable as a data source that could be used further for targeted communication to this community.

Analytics & Data

Analytics played a key part in planning the campaign and for course corrections during the campaign. We kept a real time tab on traffic to the microsite and optimized our campaign plans accordingly. Our robust back-end continuously checked the data being filled in by the prospects with a view to ensure that the target audience was actually the desired profile or not. As a result we could maximize the entire plan for efficient and effective output, further resulting in better ROI.



(L-R) Data monitoring and validations, Real Time Traffic and Audience monitoring using third party validation (google analytics)

Online advertising

Online ads were taken on popular websites like pagalguys.com, MSN.com and many more. Programmatic display ads ensured that the relevant audience was continuously bombarded with our communication.

Campaign	Impressions	Reach	Clicks	CTR %
Display Programmatic Buying Campaign	151214638	N/A	253154	0.17%
Google Adwords Campaign	2256699	N/A	25430	1.13%
Facebook Campaign	1169127	1083582	11839	1.01%
Retargeting Campaign	962077	N/A	4779	0.50%
Total	155602541	1083582	295202	0.19%

Phase I: Programme Teaser Ads, week 1 and 2



Assured placement @ WNS

Apply for MBA in BUSINESS ANALYTICS



WNS

Join the WNS-NU MBA in BUSINESS ANALYTICS



WNS

[CLICK HERE](#)



ASSURED PLACEMENT @ INR 15 LAKHS*

*CONDITIONS APPLY

Apply for MBA in BUSINESS ANALYTICS



WNS



MONTHLY STIPEND OF INR 50,000*

INR 15 LAKHS* COMPENSATION PACKAGE

Apply for MBA in BUSINESS ANALYTICS

Phase III: Tactical Ads, week 5 - 8

Phase III: Tactical Ads. week 5 - 8

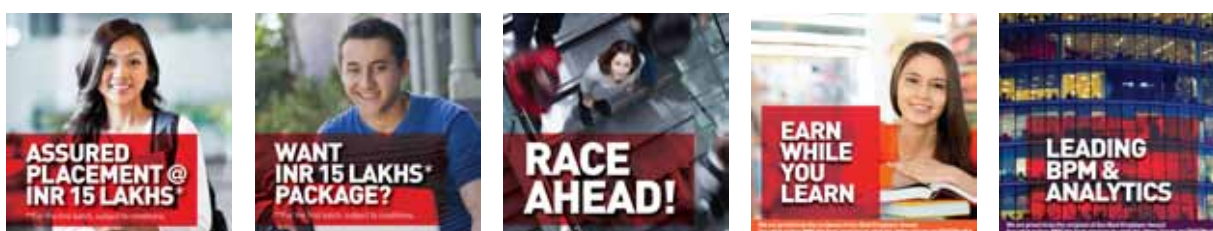
Phase II:
Programme
Description
Ads,
week 2 - 5

Social media **presence**

The WNS-NU MBA in Business Analytics was heavily promoted across platforms like Facebook and Twitter.



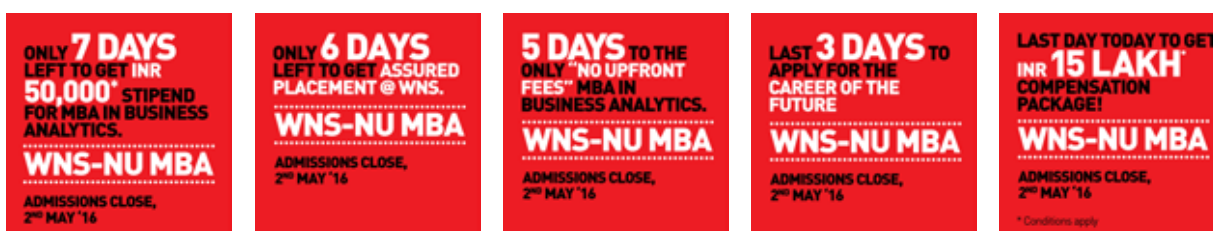
Social Media Creatives, week 1-3



Social Media Creatives, week 3 - 5



Social Media Creatives, week 5 - 7



Social Media Creatives, last week Countdown



WhatsApp msg creatives, Phase I and II

Facebook:

Total Number of Unique Facebook Reach: **5461350**
 Total People Interactions: **41103**
 Total number of likes: **867**
 Leads: **500+**

Activation

On ground activation was carried out in Delhi, Bengaluru and Pune. The venues were usually tech hubs with a high concentration of our prospects. Held over three days across three different venues in each city, the activity was stupendously successful with a total of more than 1100 leads.

Standee: 2.5 x 6 feet RW 20%

A BUSINESS ANALYTICS MBA THAT PAYS FOR ITSELF.

WNS & NIT University (NU) present a 2-YEAR UNIQUE WORK-INTEGRATED MBA in BUSINESS ANALYTICS

- PAY NO UPFRONT COURSE FEES
- EARN INR 50,000* STIPEND
- GET A GLOBALLY RECOGNIZED MBA
- JOB GUARANTEED AT WNS IN MID-MANAGERIAL POSITION
- COMPENSATION PACKAGE OF INR 15 LAKHS**

Eligibility:

- Min. 50% marks in graduation with Maths or Statistics as a subject
- Min. two years of work experience
- Up to 28 years of age as on June 01 of the year

Apply Now for academic session 2016-18. Limited seats available.

Standee Creatives for Activations



Activations city: Bengaluru

Infossession letter



Activations city: Bengaluru



Activations city: Pune



Activations city: Pune

Collaterals

Standees, fliers and inserts as well as printed brochures were created to disseminate all the information about the programme in greater detail.



3D rendition on the Brochure

BECOME A DECISION SMITHSM AND DRIVE ORGANISATIONS TOWARDS SUCCESS.

WNS, a global leader in BPM & Analytics and NIT University (NU), This role model for learning & innovation, present a 2 YEAR UNIQUE WORK-INTEGRATED MBA in BUSINESS ANALYTICS

Eligibility Criteria:

- Graduate in any discipline with mathematics or statistics as a subject
- Minimum 50% marks in graduation
- Minimum two years of relevant work experience after graduation
- Age: Up to 28 years as on June 01 of the year

Visit us @ www.wnsmba.com or call 1800 103 5050 or email us at info@wnsmba.com

WNS & NIT UNIVERSITY



Activations city: Pune

Internal branding and emailers

Within NIIT's centres and WNS' own offices collaterals were placed. Emailers targeting these internal audiences were sent out en masse and they too generated a fair bit of response.



Auto HTML Thankyou e-mailer post enquiry



HTML e-mailer creative for the interested candidates



HTML Mass e-mailer creative

Ads in Newspapers

33 lakhs was spent in advertising in mass media, across papers like The Economic Times; Times of India (metro edition); Hindustan Times (Shine); Mumbai Mirror; Deccan Chronicle; and Deccan Herald



Ads in National Dailies
16cm X 25cm

SUCCESSFUL Results

The campaign has been highly successful with 3905 enquiries and 2825 Valid applications received. After screening and applying all the quality filters, 437 applicants were called for the aptitude test. We are confident of getting 60 of the brightest minds with superb analytical capability and honing them into Decision Smiths of tomorrow.



Investment

ATL	Digital	Activations	Creative
35L	29L	10L	10L

Cost Before tax

- Awareness Barriers
- Concept Marketing

Engagement

Microsite

Total

Sessions:

189787

Brochure
Downloads:

4658

Facebook

Total Number
of Unique
Facebook
Reach:

5461350

Total People
Interactions:

41103

Activation

Cities

Pune,
Gurgaon,
Bengaluru

Registration

Total Cost: 84L

Total Leads:

1239 (A)

+

3905 (O)

+

500 (F)

=

5644

Authentic Applicants

- Refundable deposit of INR 25000.00
- Test Process

473

Students appeared for test

RESULTS
AT A
GLANCE