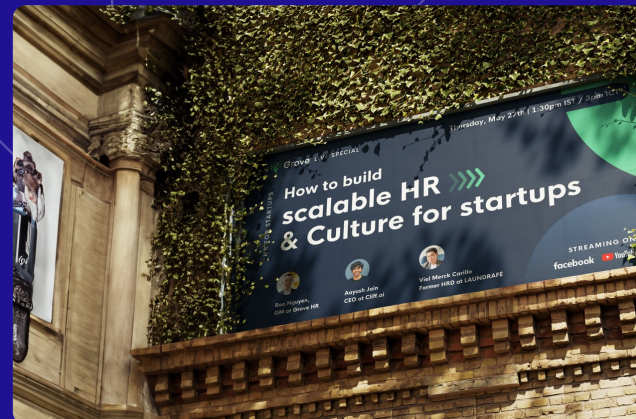
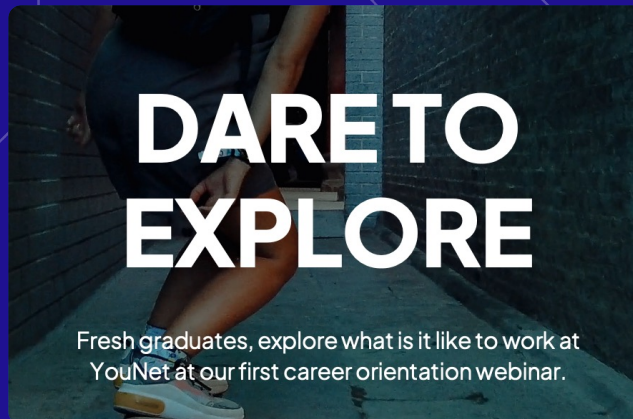
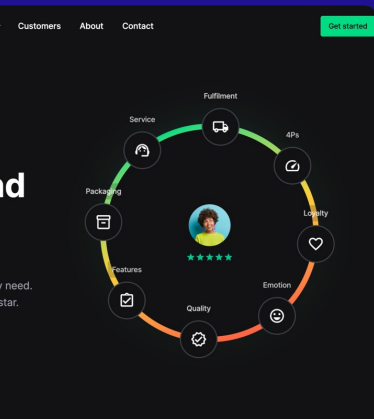
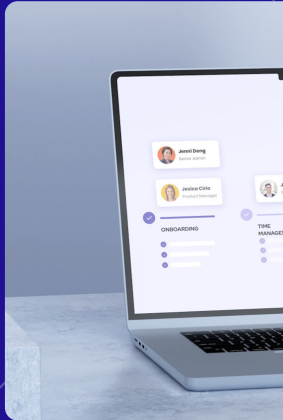


MAJORIS CREATIVE

# SHAPING BRANDS AND DIGITAL EXPERIENCES FOR B2B TECH BRANDS



Majoris is one of the few digital marketing agencies that focuses on serving B2B tech brands in Asia, helping them develop vision-driven brand identities, create conversion-focused websites, and provide humanized digital experiences.

We are the strategic partner of our clients—B2B tech companies and startups—who have the courage to transform thousands of businesses in Asia with technology. They assist businesses in elevating the people experience, streamlining supply chains, making better business and marketing decisions, transforming e-commerce, and smartly improving business operations.

As an Asian-rooted agency, we embrace the diverse culture and market dynamics of the region, especially in B2B technology, which requires fresh perspectives with proven practices to address Go-to-market challenges and opportunities, ultimately accelerating business technology adoption through effective marketing and branding.



## Selected clients



Atalink, one of our most ambitious client, entrusted us with exciting projects, from shaping their Go-to-Market strategy to transforming their branding, identity, websites, and marketing materials.



Over 2.5 years, our team assisted Grove HR to create one of Asia's most excited HR software brand and help built a marketing engine that acquired over 5K customers from scratch.



Majoris was honored to revitalize and transform YouNet, the leading social intelligence brand in Vietnam, into a cutting-edge entity aligned with its new vision for expansion in Southeast Asia.



Omni HR, a Singapore-based startup, was a battle-tested client in agile optimization, seamlessly integrating branding with marketing performance to produce impactful results.

## Decision Lab

Decision Lab's +9-year partnership has profoundly impacted Majoris. Throughout our journey, we have grown together, consistently shaping Decision Lab's visual communication and digital experiences.

## CONSENSYS'''

Collaborating with Consensys has pushed our creative boundaries, enabling us to communicate complex product concepts through user-friendly website designs and crafted sales materials.

# How we shape B2B tech brand

## Vision-driven

Your B2B tech brand should clearly and vividly express the essence of your business, aspirations, and vision, shedding light on how your solutions would be relevant now and in the future.

Through our research-based approach, we gain insights about your offerings and customers to uncover distinctive attributes of your tech brand, ultimately educate our brand communication strategy and design process.

## Purpose-led

Defining a clear brand purpose is essential for effective customer acquisition and fostering enduring relationships, particularly when your solutions are transforming daily work processes.

We study your organization's core, pinpointing emotional connection points and triggers, and identifying pioneering movements that your brand should spearhead or engage in — shaping your desired brand positioning.

## Humanized

Infusing human traits into your brand shapes a personal identity in customers' minds, easing technology integration into their work life and seamlessly removing adoption barriers.

We dive deep into understanding your buyer personas, their journey, challenges, and how your solutions provide relief. With this insights we craft compelling communication and visual elements to inspire meaningful engagements.

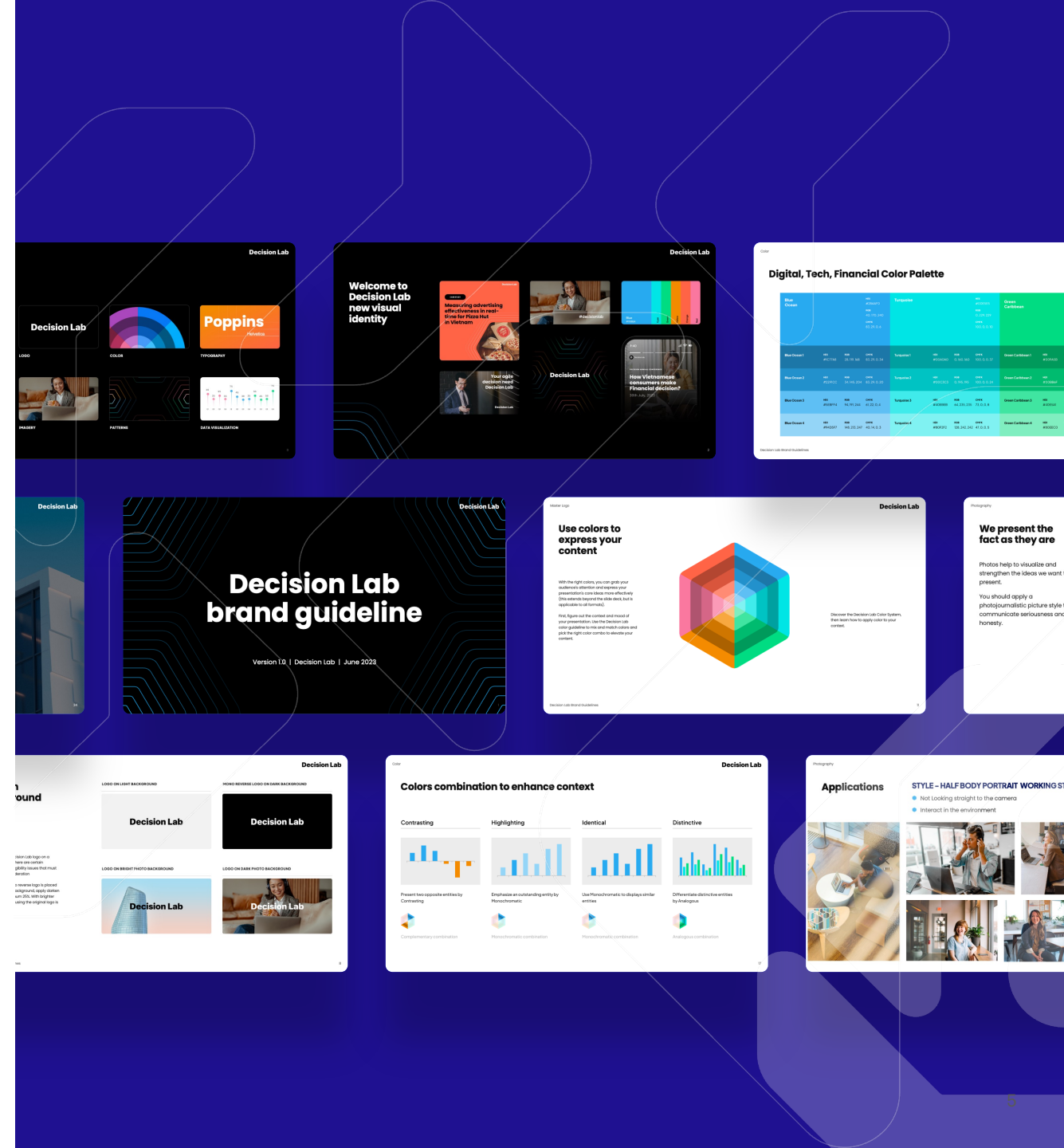
## Pragmatic

A pragmatic B2B tech brand balances vibrancy and simplicity, allowing for future enhancements while considering your marketing long-term operational practicality and limited resources.

To maximize your brand's potential, our final step involves simplifying design and communication to focus on essential elements. We offer easily reusable templates accessible for everyone within the marketing team.

# What We Do

- Brand Discovery
- Market and Competitor Analysis
- Brand Attributes, Personas / ICPs
- Brand Identity
- Brand Story
- Tone of Voice
- Overarching Messaging

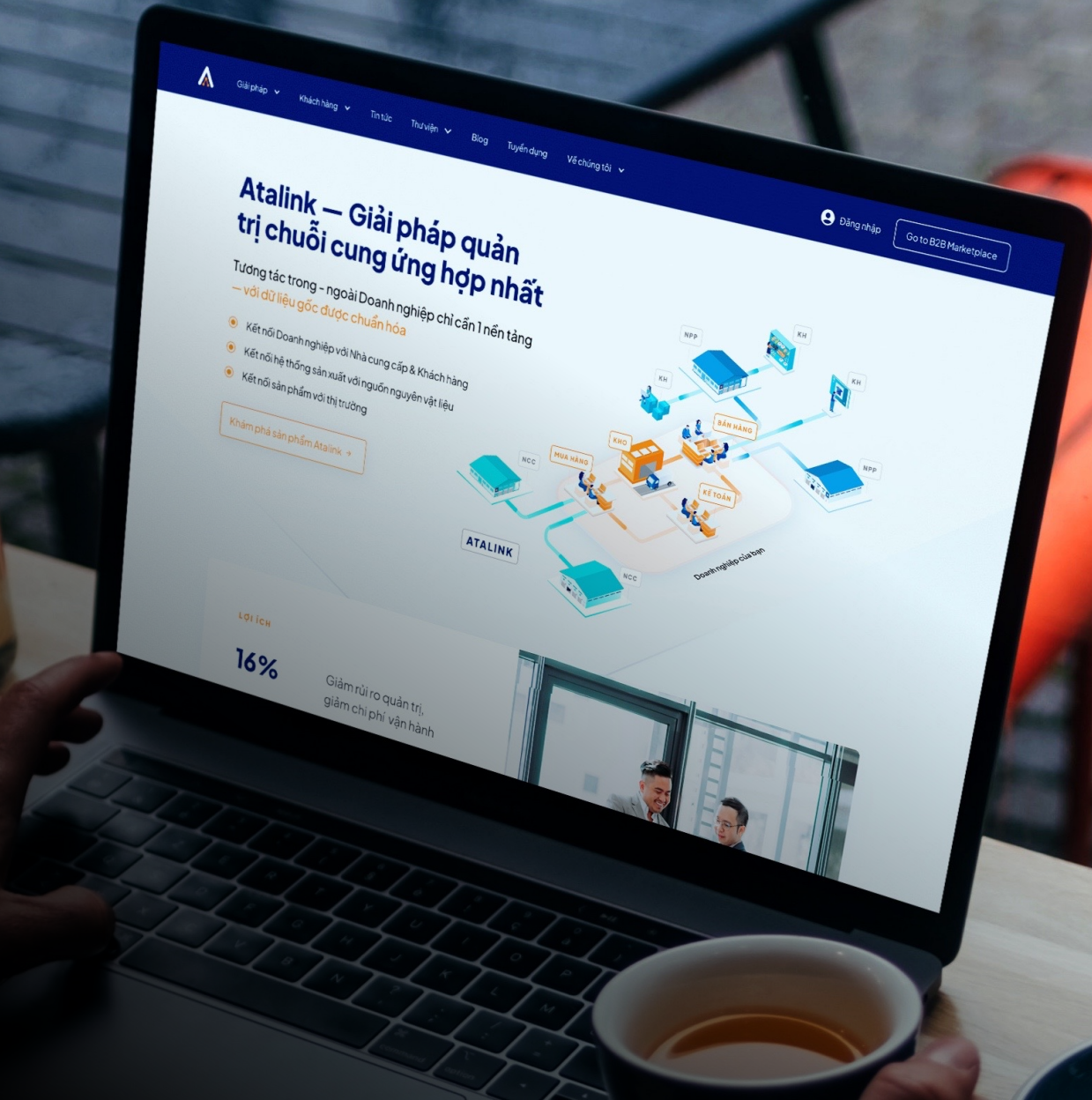




ATALINK

# Revitalizing the corporate and product website, with impactful marketing materials

Majoris revamped Atalink's brand through a dynamic website, delivering a comprehensive visual design system for consistent and sustainable brand growth while accelerating sales quality.





# Atalink's website

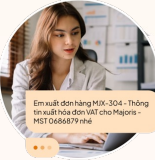
Visit Atalink's website

**GIẢI PHÁP XỬ LÝ HÓA ĐƠN ĐẦU VÀO**

## Dùng ngay, sao phải nhập tay!

- Tự động hoàn toàn
- Không cần đào tạo, hướng dẫn
- Liên kết xuyên suốt với nền tảng Atalink

[Dùng miễn phí ngay](#) [Liên hệ tư vấn](#)



Em xuất đơn hàng MXX-304 - Thông tin xuất hóa đơn VAT cho Majoris - MST 0668879 như

**HÓA ĐƠN BÁN HÀNG**  
#MXX33-243 / PO MXX-304  
Ngày HĐ: Ngày 18/01/2024

**Từ: TH**

4.8 triệu

4.8 triệu

**Từ: TH**

Atalink giúp xử lý hóa đơn có sẵn trên toàn bộ hệ thống nội bộ và ngoạiại

- Không thao tác phức tạp, chỉ cần cung cấp MST và thông tin DN cho người bán!
- Không cần nhập liệu lại hóa đơn - tiết kiệm thời gian, giảm sai sót
- Triển khai nhanh, đơn giản, hiệu quả ứng dụng ngay tức thì
- Giá cả linh hoạt, phải chăng, phù hợp với mọi quy mô doanh nghiệp

Bên Mua chỉ cần đưa MST và thông tin doanh nghiệp cho Bên Bán

Bên Bán xuất hóa đơn điện tử cho Bên Mua, đồng gửi dữ liệu xuất hóa đơn vào

## Atalink — Giải pháp quản trị chuỗi cung ứng hợp nhất

Tương tác trong - ngoài Doanh nghiệp chỉ cần 1 nền tảng — với dữ liệu gốc được chuẩn hóa

- Kết nối Doanh nghiệp với Nhà cung cấp & Khách hàng
- Kết nối hệ thống sản xuất với nguồn nguyên vật liệu
- Kết nối sản phẩm với thị trường

[Khám phá sản phẩm Atalink](#)



**LỢI ÍCH**

- 16%** Giảm rủi ro quản trị, giảm chi phí vận hành
- 32%** Giảm độ trễ, tăng hiệu quả công việc giữa các phòng ban, bộ phận và với NCC, NPP và KH
- 128%** Trải nghiệm công việc và gắn kết tốt hơn cho đội ngũ, NCC, NPP và KH



**Invoice** **GIỚI THIỆU ATALINK INVOICE**


Tự động nhập, kiểm tra, đối soát hóa đơn đầu vào trong nháy mắt

[Dùng ngay](#)

### SẢN PHẨM

**4 dòng sản phẩm giúp doanh nghiệp quản trị chuỗi cung ứng hợp nhất và hiệu quả**

Quản lý Mua hàng Quản lý Kho Quản lý Đơn bán hàng B2B Sản Giao dịch TMDT B2B



**Cung cấp kênh mua hàng TMDT B2B nhiều chọn lựa, giá tốt**


DN nâng tầm năng lực mua hàng từ khâu tìm kiếm, đánh giá sản phẩm, NCC; gửi yêu cầu báo

**Cung cấp kênh mua hàng TMDT B2B nhiều chọn lựa, giá tốt**

DN nâng tầm năng lực mua hàng từ khâu tìm kiếm, đánh giá sản phẩm, NCC; gửi yêu cầu báo


## Nắm bắt sâu hơn về Hóa đơn đầu vào và Quản lý Thu mua

**Bài viết mới nhất**



**TÀI NGUYÊN**


**Nắm bắt sâu hơn về Hóa đơn đầu vào và Quản lý Thu mua**



**GIỚI THIỆU BÀI VIẾT**

Nâng cao hiệu suất của nhân viên kinh doanh

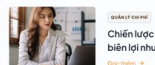
[Đọc thêm](#)



**GIỚI THIỆU BÀI VIẾT**

10 vấn đề cần trả doanh nghiệp triển khai giải pháp SCM thành công


[Đọc thêm](#)



**GIỚI THIỆU BÀI VIẾT**

Chiến lược quản lý chi phí để tối đa hóa biên lợi nhuận

[Đọc thêm](#)



**GIỚI THIỆU BÀI VIẾT**

Giảm thiểu rủi ro trong Chuỗi cung ứng: Hướng dẫn cho các Chuyên gia Mua sắm

[Đọc thêm](#)

**Tư duy mới trong Quản lý Mua hàng trong Doanh nghiệp Nhỏ**

Tối ưu hóa quy trình kinh doanh Tiết kiệm chi phí và gia tăng lợi nhuận. Một tổ chức vận hành trơn tru, hiệu quả luôn là mục tiêu của bất cứ nhà lãnh đạo doanh nghiệp nào.

[Đọc thêm](#)

### Bài viết phổ biến nhất



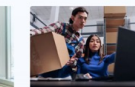
**GIỚI THIỆU BÀI VIẾT**

Chiến lược hiệu quả để cải thiện Quản lý Mua hàng trong Doanh nghiệp Nhỏ



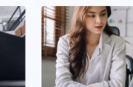
**GIỚI THIỆU BÀI VIẾT**

Tối ưu hóa quy trình xử lý Hóa đơn với Atalink 10 Lợi ích trong ngắn hạn và lâu dài



**GIỚI THIỆU BÀI VIẾT**

Kế hoạch Mua sắm Chiến lược: Chia khóa để giảm chi phí và hiệu quả



**GIỚI THIỆU BÀI VIẾT**

Chiến lược quản lý chi phí để tối đa hóa biên lợi nhuận



**GIỚI THIỆU BÀI VIẾT**

Mua sắm Chiến lược: Đánh giá và quản lý rủi ro liên quan đến Nhà cung cấp trong Chuỗi cung ứng: Hướng dẫn cho các Chuyên gia Mua sắm



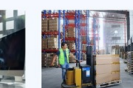
**GIỚI THIỆU BÀI VIẾT**

Mua sắm Chiến lược: Đánh giá và quản lý rủi ro liên quan đến Nhà cung cấp trong Chuỗi cung ứng: Hướng dẫn cho các Chuyên gia Mua sắm



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"Atalink là công ty công nghệ hàng đầu nên tôi đánh giá rất cao những giá trị mà Atalink Invoice mang đến cho Doanh nghiệp và phòng kế toán chúng tôi"



**Anh Tuấn Nguyễn**  
Kế toán trưởng Công ty TNHH Laron

#### ATALINK

Atalink is a unified supply chain management (SCM) platform which seamlessly connect your business, suppliers and distributors - with standardized master data

#### HEADQUARTERS

Ho Chi Minh City, Vietnam

#### INDUSTRY

SaaS, Supply-chain Management

#### COMPANY SIZE

51 – 200 employees

#### FUNDING

\$1 –3M

#### SERVICES WE PROVIDED

- Branding Strategy
- Brand Identity & Expression
- Brand Guidelines
- Website Design Development
- Marketing Materials

## Client

Atalink, headquartered in Vietnam, operates as a comprehensive SCM platform featuring modules for purchasing management, sales order management, warehouse & inventory management, and a B2B Marketplace.

Established in 2017, the company has grown to over 100 staff members and, in 2023, undertook a brand renewal to solidify its position as a leader in the Vietnamese supply chain management sector.

## Problems

Having faced challenges in marketing and reaching their target audience for five years due to an outdated brand image, Atalink urgently needs to refresh their brand identity to convey their vision of supply chain management and establish their brand position in the market they aspire to.

## Solutions

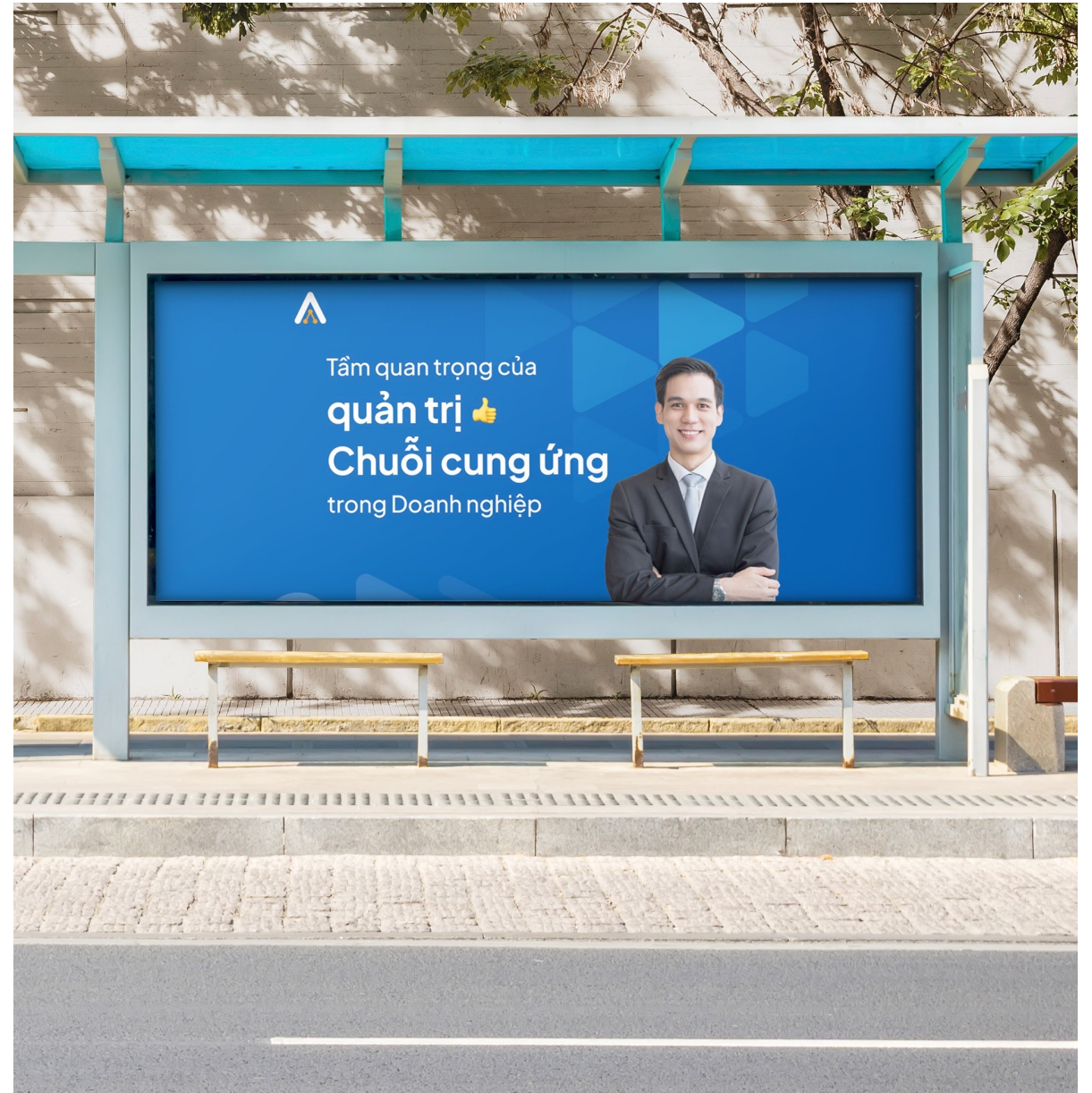
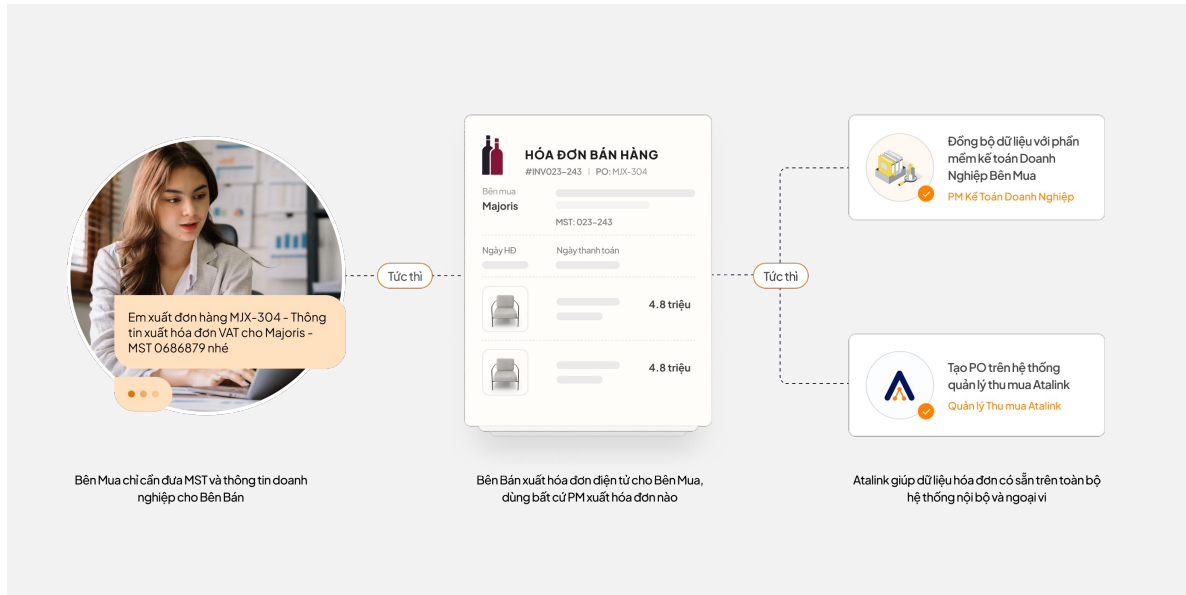
We executed a comprehensive rebranding initiative for Atalink, including the development of a new website with enhanced user experience.

Collaborating closely with their marketing team, we established a scalable and consistent design system covering modules, components, spacing, color schemes, and typography guidelines.

## Impacts

As a result, Atalink not only gained a refreshed and modern brand image but also a powerful toolset to communicate their expertise effectively. The rebranding efforts positioned them as a leading authority in the supply chain management sector, reinforcing their credibility and attracting new opportunities in the market.







GROVE HR

# Building and developing a scalable brand with a holistic go-to-market strategy

Majoris crafted a brand strategy for Grove HR, delivered the initial website, executed result-driven inbound marketing activities, and established a comprehensive product-led growth model.





## GROVE HR

Grove HR is an all-in-one HR platform for modern companies who want to centralize all their HR tasks, automate repetitive procedures and empower employees to bring their true selves at work and express their full potential.

## HEADQUARTERS

Atlanta, US

## INDUSTRY

SaaS, HR Tech

## COMPANY SIZE

51 – 200 employees

## SERVICES WE PROVIDED

- Research
- Branding Strategy
- Brand Identity & Expression
- Brand Guidelines
- Design System
- Website Design & Development
- Build CMS on HubSpot

## Client

Launched in 2018 under the umbrella of KMS Technology, Grove HR is not just reliable and secure but is also guided by a team of HR experts known for developing top-notch technology solutions.

The core vision of Grove HR is to make work inspiring and fulfilling, aligning with the evolving landscape of work environments.

## Problems

Facing the challenge of aligning their brand identity with their Global Go-to-Market strategy and addressing the changing landscape of HR trends, including hybrid work setups, remote staff management, agile organizational structures, and shifting HR expectations, Grove HR sought solutions to enhance their customer understanding and develop a marketing operation that responded adeptly to these emerging needs.

## Solutions

In response, Majoris undertook the task of revamping Grove HR's brand identity, improve digital experience, and optimizing conversion. Our efforts resulted in the creation of a new website with a streamlined user experience and seamless CMS integration, bolstering their inbound marketing activities and supporting their Product-led Growth model.

This revitalized brand identity permeates digital and offline engagements across numerous touchpoints, ensuring consistent and impactful interactions with their audience.

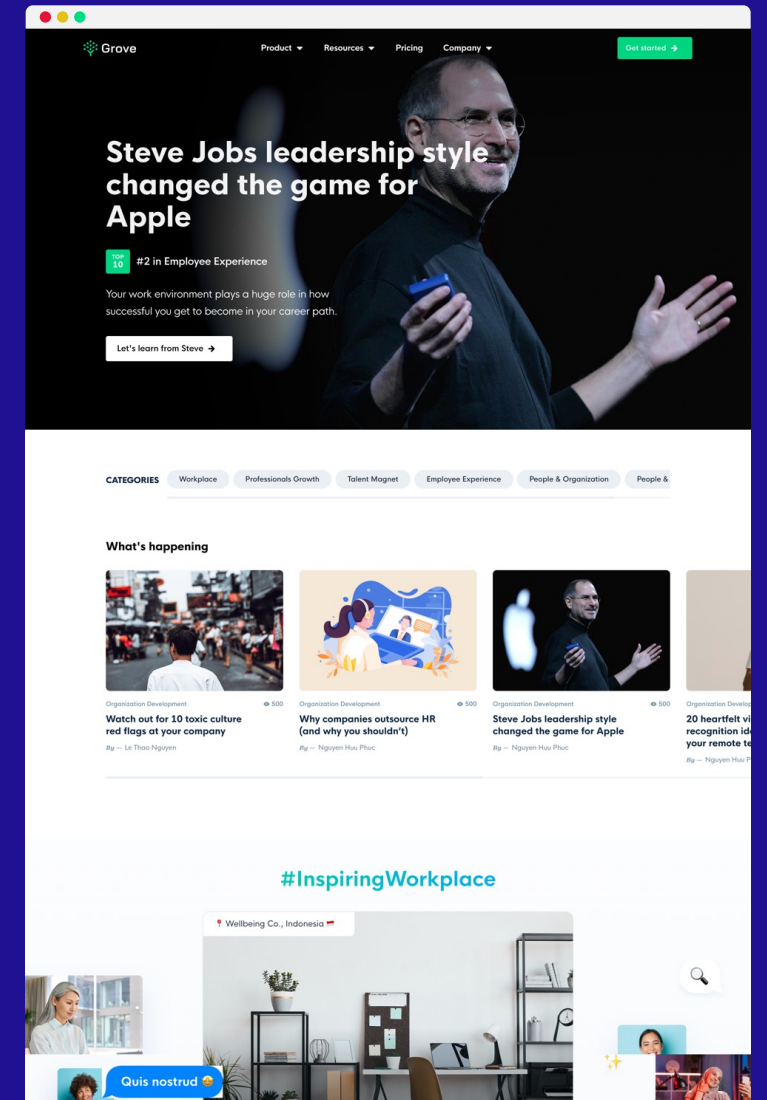
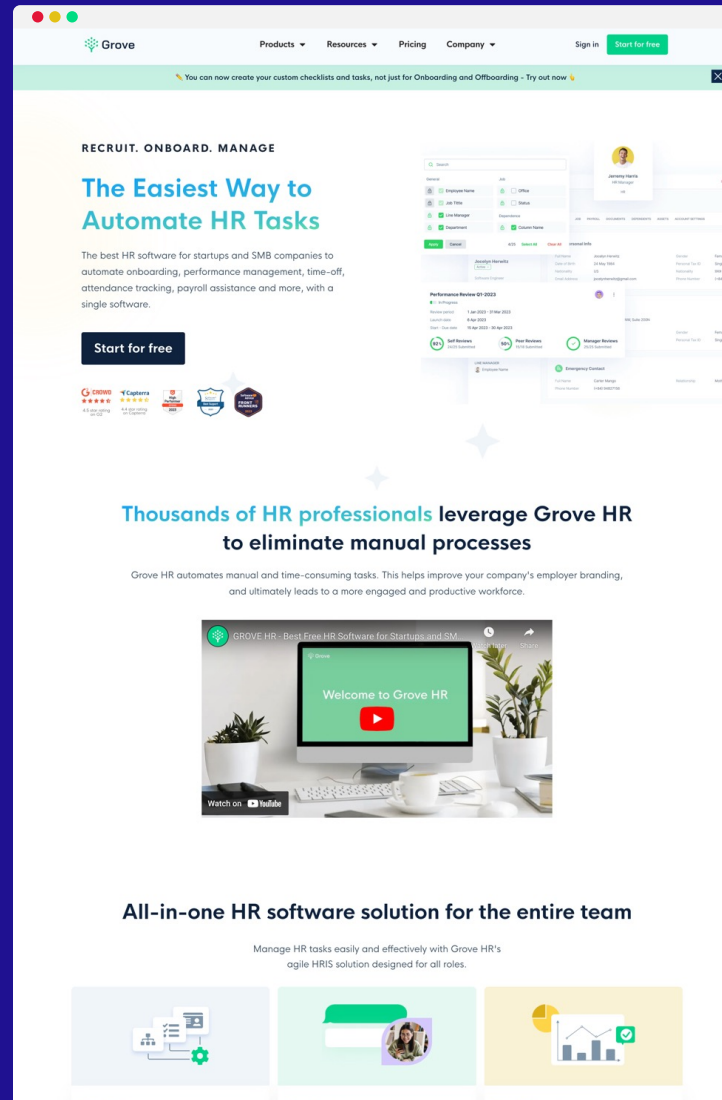
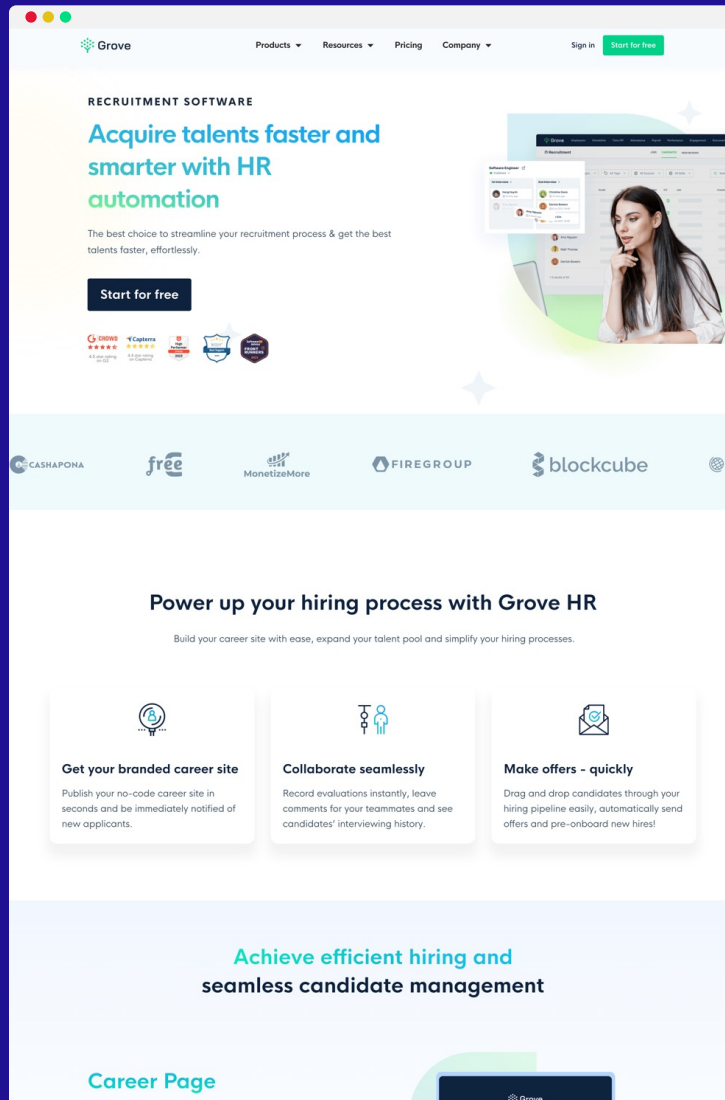
## Impacts

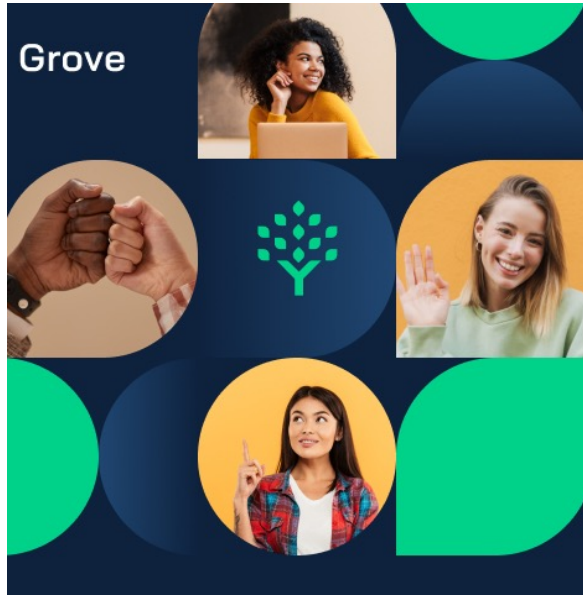
Through our collaboration, Grove HR is now better positioned to meet the challenges of the contemporary HR landscape in Asia, while delivering an exceptional digital communication experience to their customers and users.



# Grove HR's website

[Visit Grove HR's website](#)





Grove


“

**Best one stop HR tool**

Easy onboarding of employees, easy to customizing the forms. Attendance makes very easy to track employees

★★★★★

Sanju B.  
Solutions Architect

AS SEEN ON 

5 MINUTES SURVEY

**Multigenerational Workforce in Post-Pandemic Workplace research** by Rachele Focardi

[Take survey →](#)

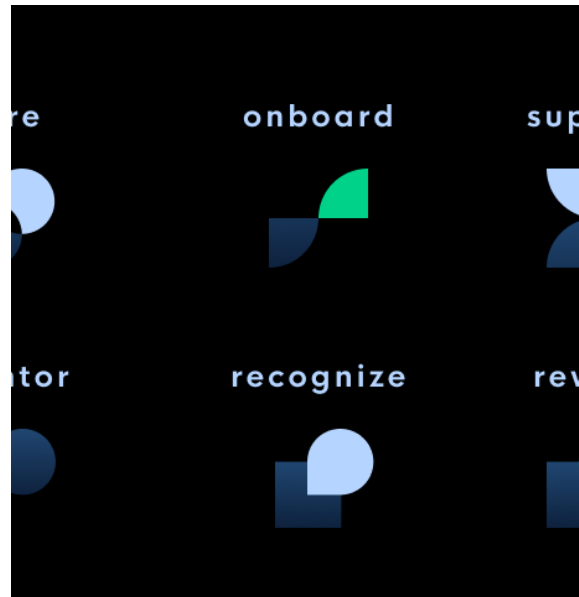
Access to the **full report**  
A chance to **win \$50**

Grove

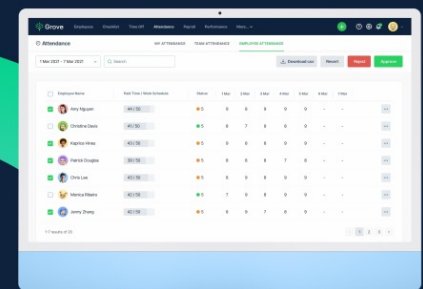
**The essential Employee Handbook template**

Employee Handbook Template

↓ 1,536



Grove



**The new HR Software for the new generations**

As reviewed on G2  
★★★★★



 **Grove** LIVE SPECIAL

Thursday, May 27th | 1:30pm IST / 3pm ICT

HR FOR STARTUPS

# How to build scalable HR & Culture for startups



**Bao Nguyen**,  
GM at Grove HR




**Aayush Jain**  
CEO at Cliff.ai




**Viel Merck Carillo**  
Former HRD at LAUNDRAFÉ

STREAMING ON  
**facebook**  **YouTube**




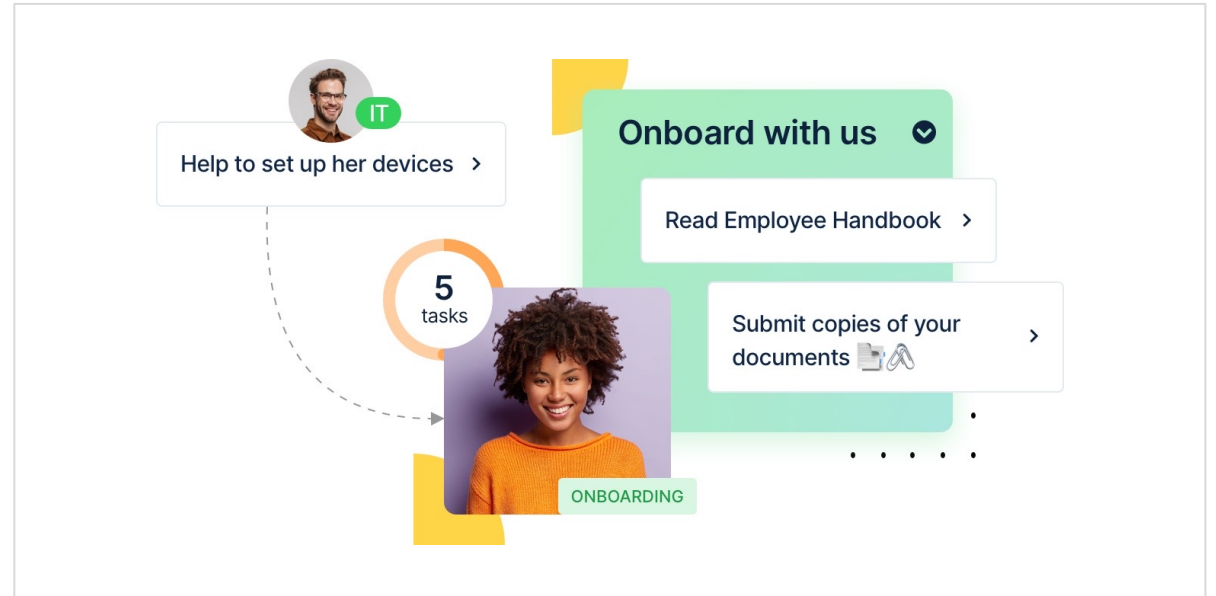
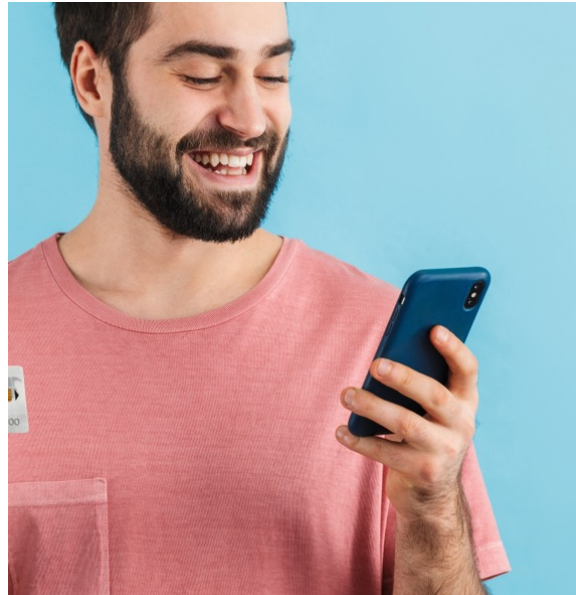
 **Grove**

## The essential Employee Handbook template



**Employee Handbook Template**

 **1,536**





YOUNET GROUP

# Transforming Vietnam's leading social intelligence group with a new brand identity

Majoris refreshed YouNet Group's brand with a forward-looking strategy, creating a powerful visual and verbal identity for scalable regional expansion.



## YOUNET GROUP

YouNet is the leading SocialTech Group creating value for enterprises by applying Social Technologies in a variety of business areas including sales, marketing, and operations.

## HEADQUARTERS

Ho Chi Minh City, Vietnam

## INDUSTRY

Data Intelligence & Social Listening

## COMPANY SIZE

501 – 1,000 employees

## SERVICES WE PROVIDED

- Branding Strategy
- Brand Identity & Expression
- Brand Guidelines & Playbook

## Client

Since its inception in 2009, YouNet Group has been a trailblazer in leveraging social intelligence and technology to optimize sales, marketing, and operations, delivering comprehensive business solutions for Vietnamese and FDI clients in Vietnam

## Problems

Having spearheaded the realms of data intelligence and social listening for 14 years, the YouNet brand faced challenges in articulating its vision effectively. Compounded by numerous M&A deals, the brand became fragmented across subsidiary companies, hindering consistent communication.

Recognizing the need to unify their brand identity and convey their vision of Data & Social Tech consistently, especially in anticipation of regional expansion, YouNet Group in partnership with Majoris embarked on a mission to revamp their brand identity with.

## Solutions

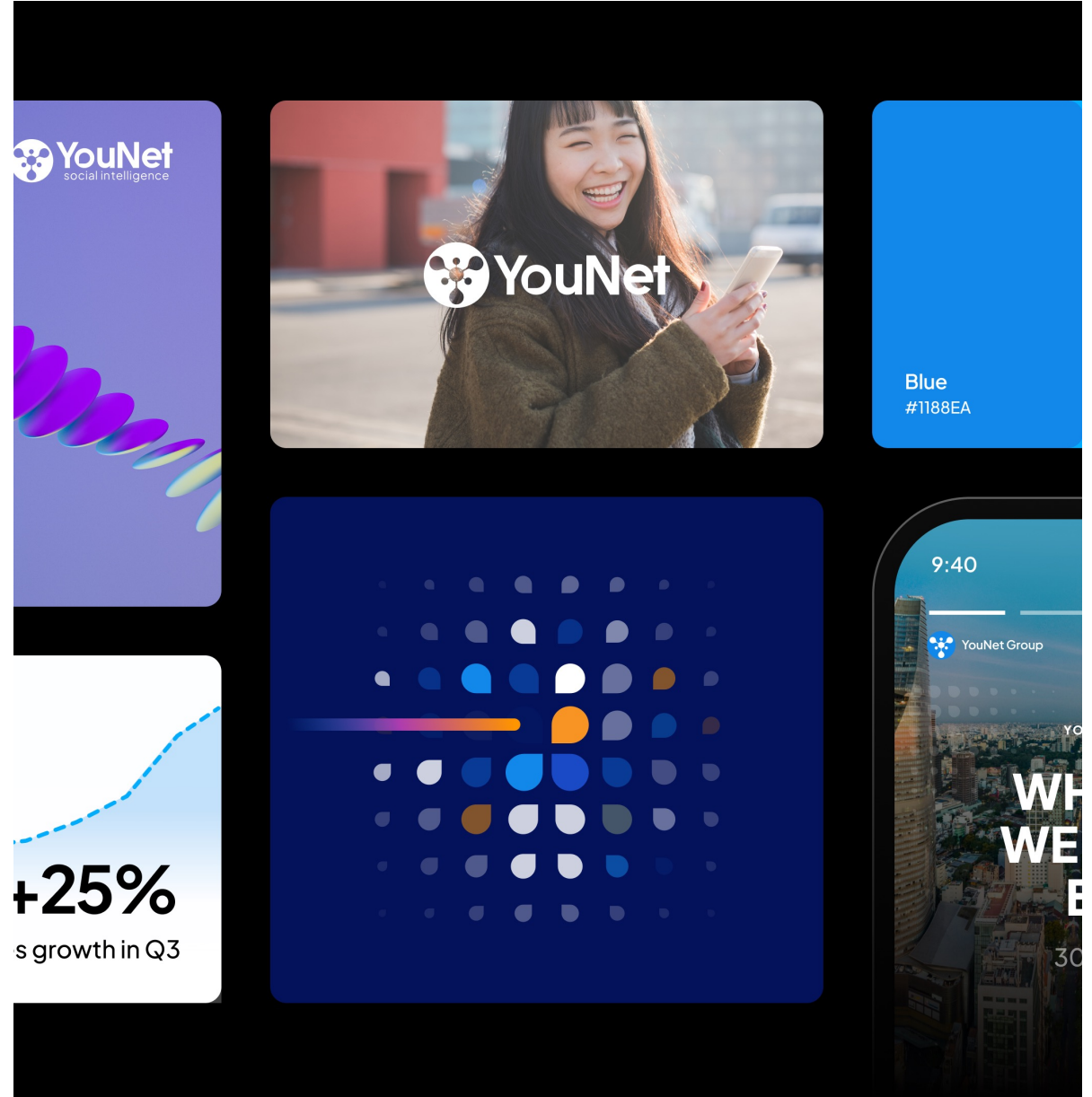
Our solution involved a comprehensive rebrand, updating the logo, color scheme, UI, and verbal identity. We also created a flexible brand strategy for their regional expansion, ensuring cohesive communication across subsidiaries, establishing YouNet Group as a unified global presence in Data & Social Tech.

## Impacts

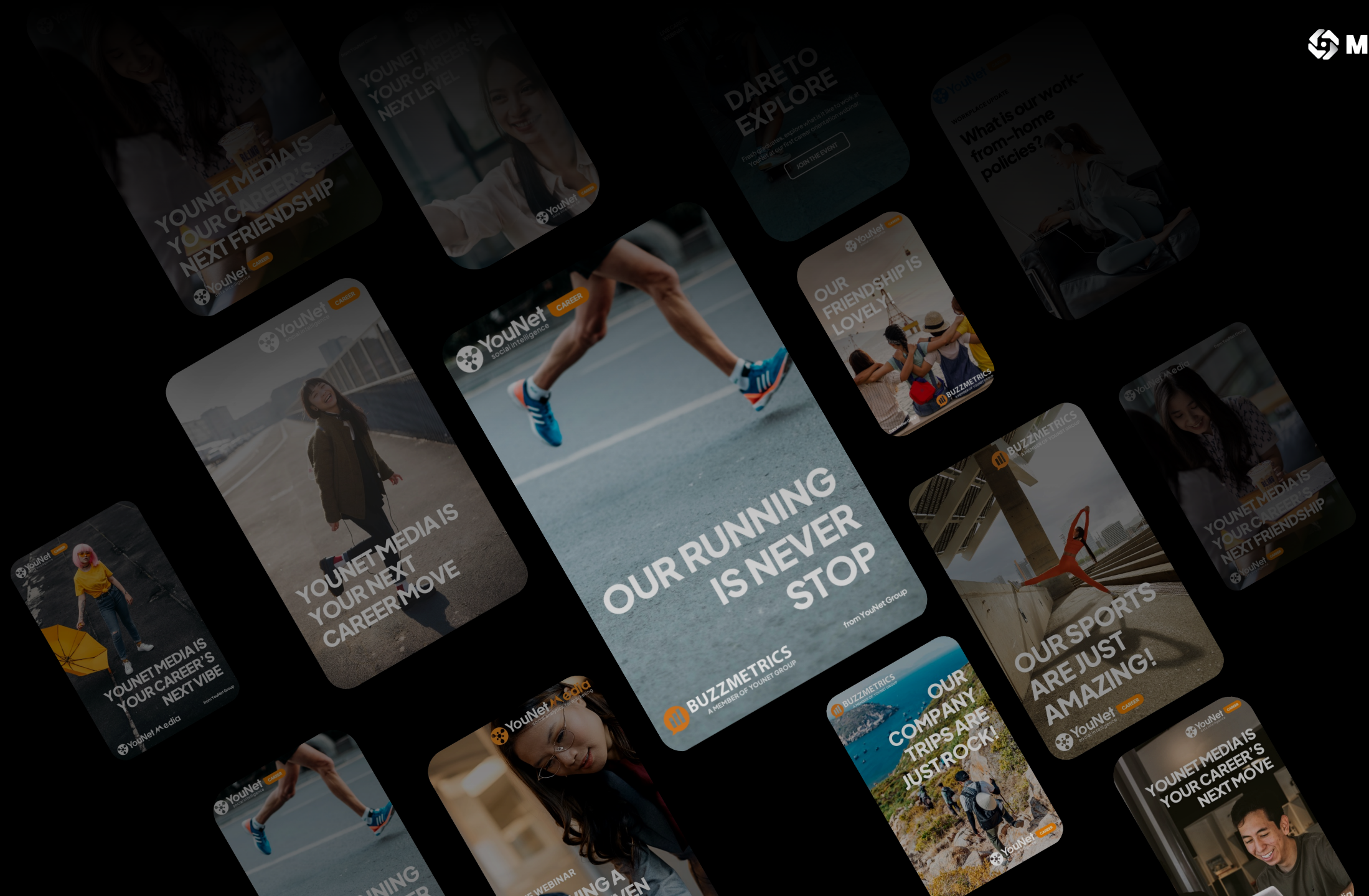
The revamped brand identity of YouNet Group fostered a unified company culture, boosting employee morale and productivity. Externally, consistent messaging enhanced customer recognition, attracting new clients and deepening existing relationships.

The flexible brand strategy facilitated seamless global expansion, solidifying YouNet Group's credibility and reinforcing its reputation as a trailblazer in Data & Social Tech, driving growth and meaningful industry connections.

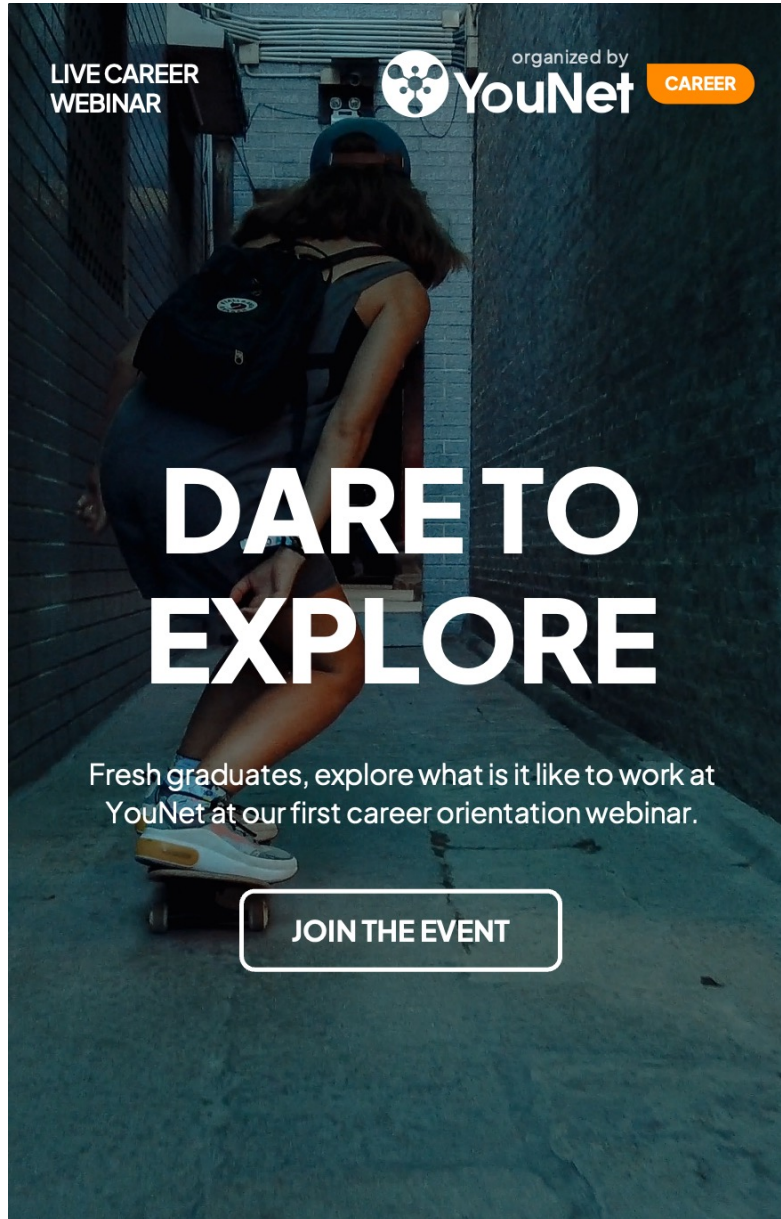












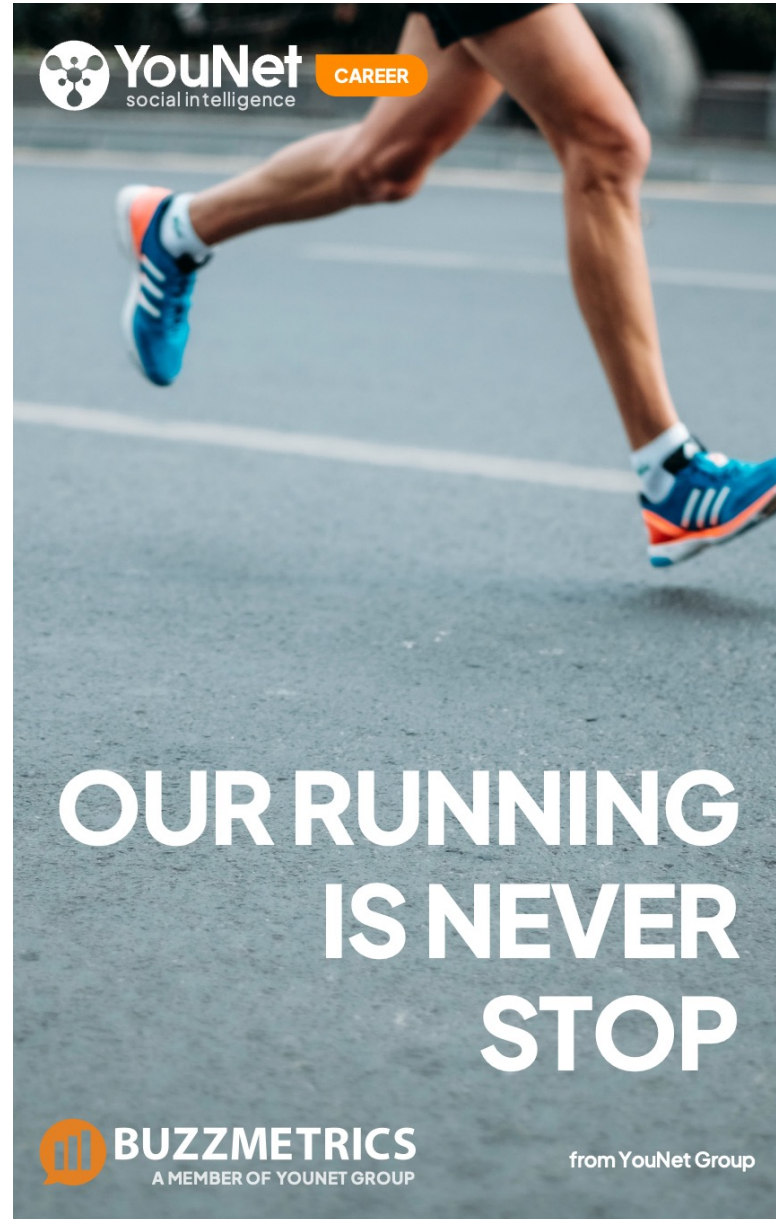
LIVE CAREER WEBINAR

organized by **YouNet** CAREER

# DARE TO EXPLORE


Fresh graduates, explore what is it like to work at YouNet at our first career orientation webinar.

[JOIN THE EVENT](#)

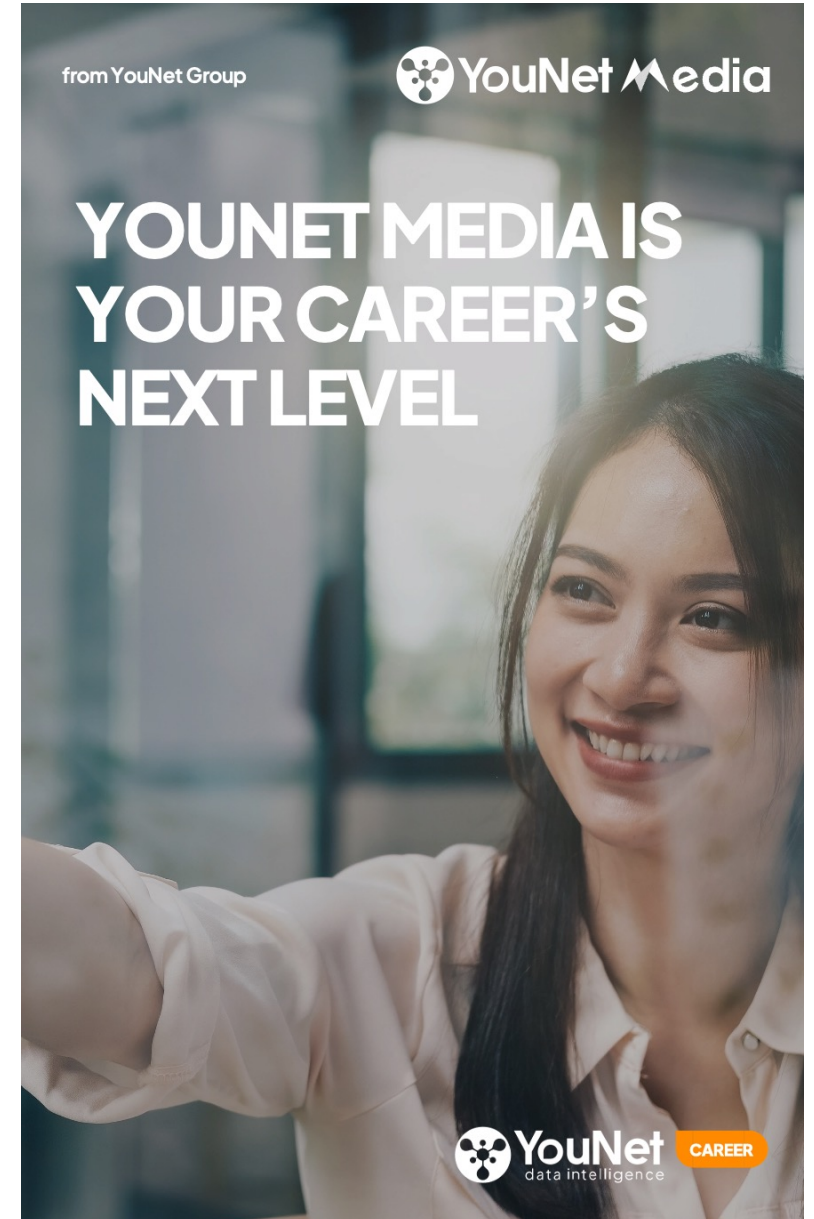


**YouNet** social intelligence CAREER

# OUR RUNNING IS NEVER STOP


 **BUZZMETRICS**  
A MEMBER OF YOUNET GROUP

from YouNet Group



from YouNet Group **YouNet** Media

# YOUNET MEDIA IS YOUR CAREER'S NEXT LEVEL

 **YouNet** data intelligence CAREER



#### OMNI HR

Omni is an All-in-One HR Software for growing modern teams in SEA which helps hire, onboard, manage, and pay employees with one easy-to-use platform.

#### HEADQUARTERS

Singapore

#### INDUSTRY

SaaS, HR Tech

#### COMPANY SIZE

11 – 50 employees

#### FUNDING

~\$3M

#### SERVICES WE PROVIDED

- UI design for Conversion Rate Optimization
- Product visualization

## Client

Omni HR, a Singapore-based HR tech company with a global presence, sought to optimize their brand for increased conversions and expand their reach in regional and global markets.

## Problems

As the company grew, Omni HR faced the challenge of optimizing their brand to boost conversions and expand into new markets. Their goal was to present their next-generation employee management platform in a clear, compelling way that resonated with a global audience.

## Solutions

Majoris Digital conducted a thorough audit and research of Omni HR's products and marketing materials. We introduced a new set of Landing Pages and upgraded the overall branding for Go-to-Market activities.

Additionally, Majoris Digital implemented strategic Ads Management and continuous Conversion Rate Optimization, ensuring the marketing efforts were precisely targeted and highly effective.

## Impacts

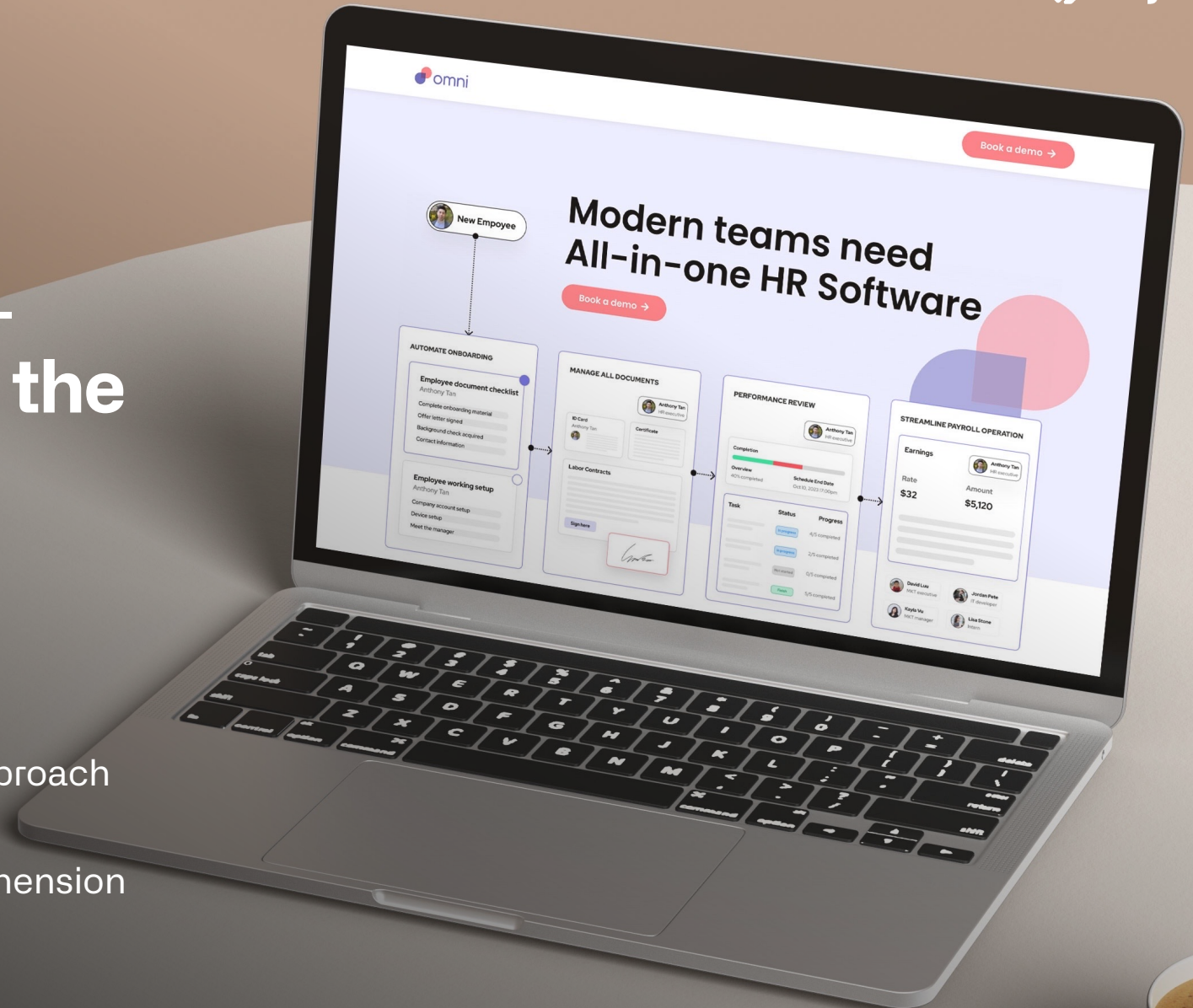
The collaborative efforts led to a transformative shift in Omni HR's market approach. The newly designed Landing Pages not only simplified their offerings but also significantly increased conversion rates. Strategic Ads Management and Conversion Rate Optimization techniques further maximized their reach and impact.

Omni HR is well heading to expand its global footprint, establishing a robust market presence and achieving remarkable business growth.

OMNI HR

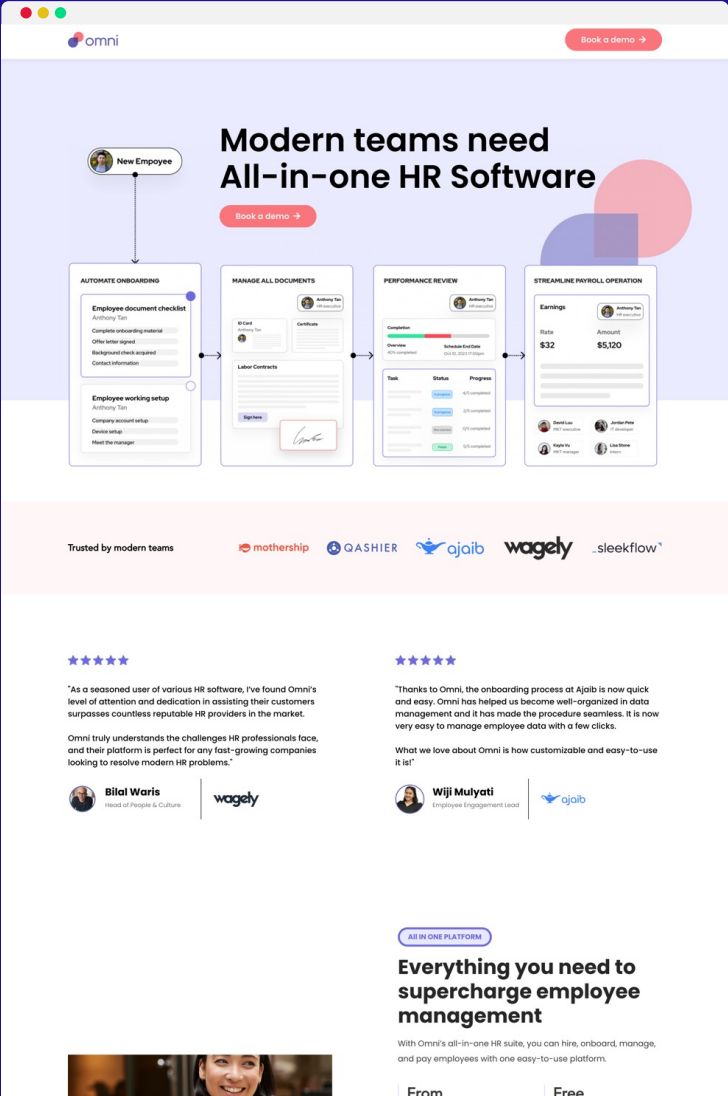
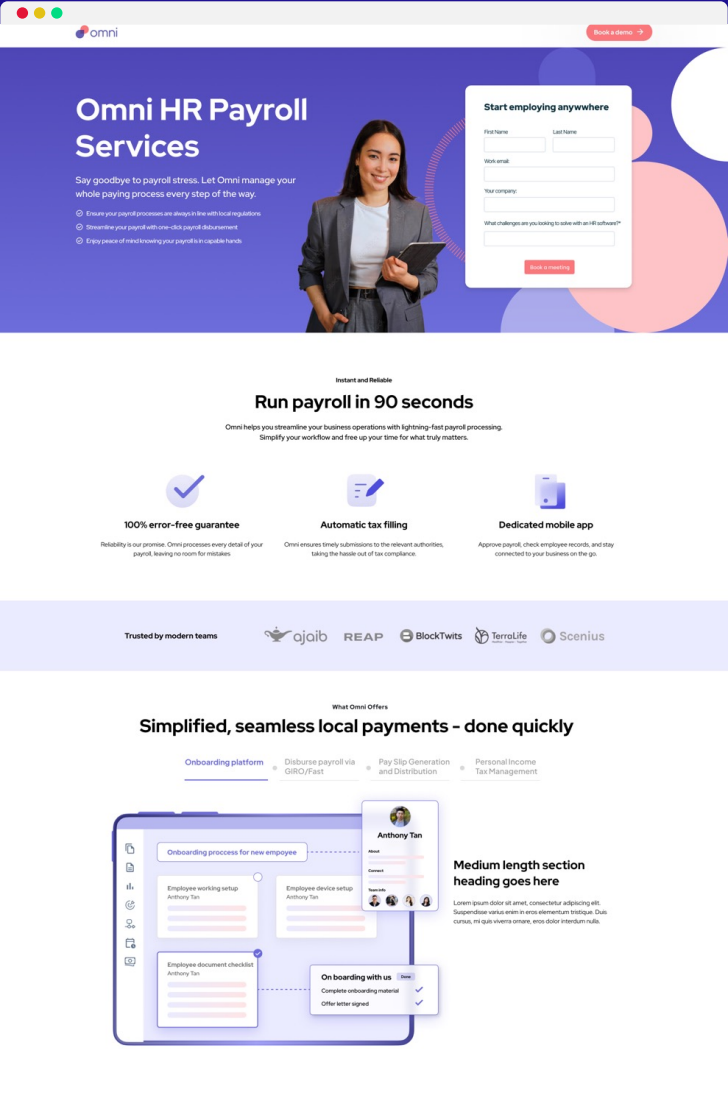
# Leveling up the go-to-market activities with the upgrading brand experience

Majoris enhanced Omni's go-to-market approach with holistic UI design for conversion rate optimization, simplifying customer comprehension and facilitating global expansion.

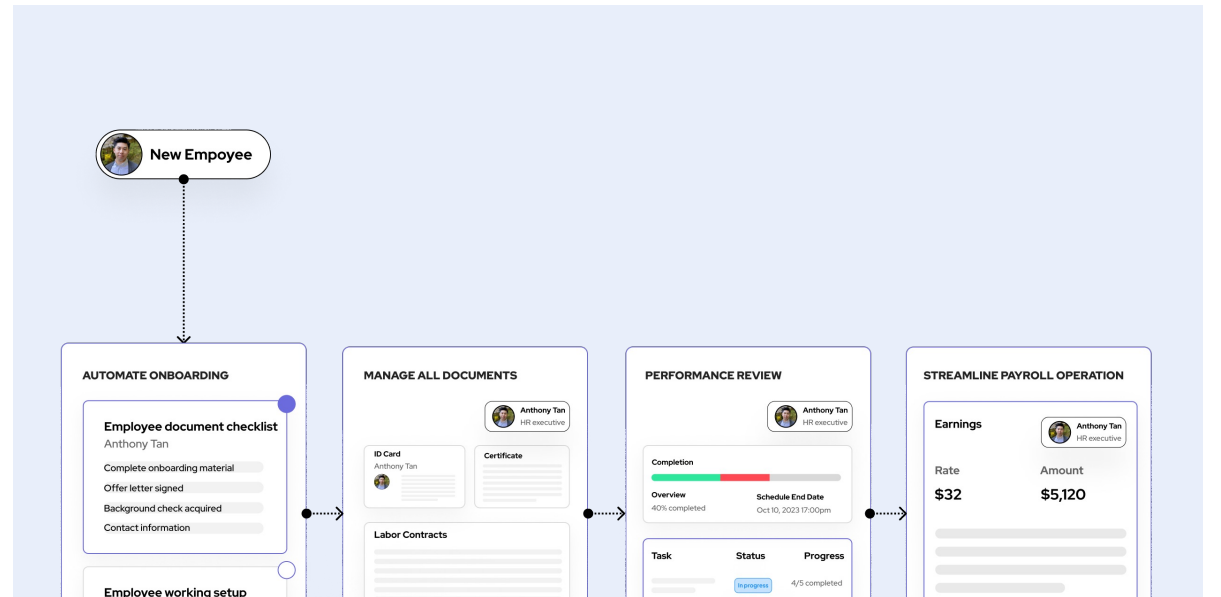
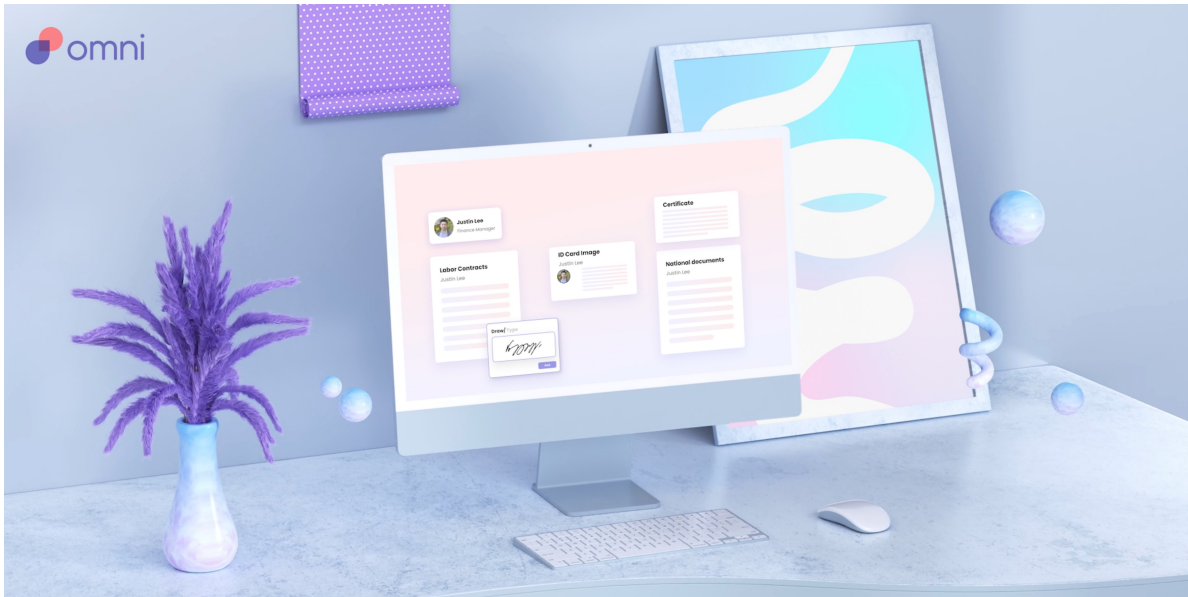
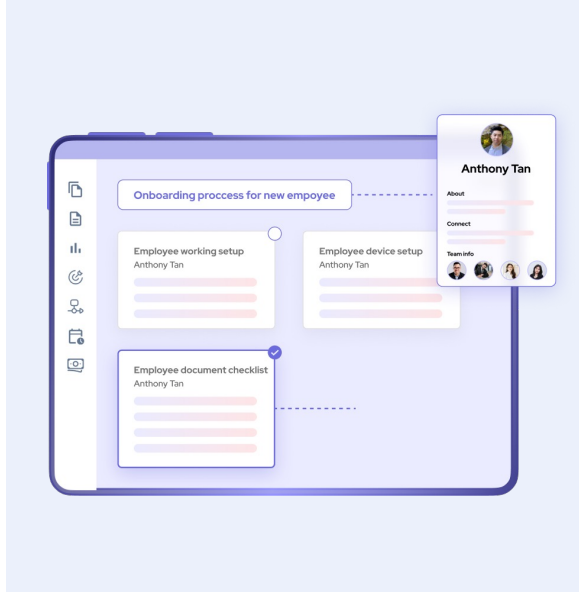
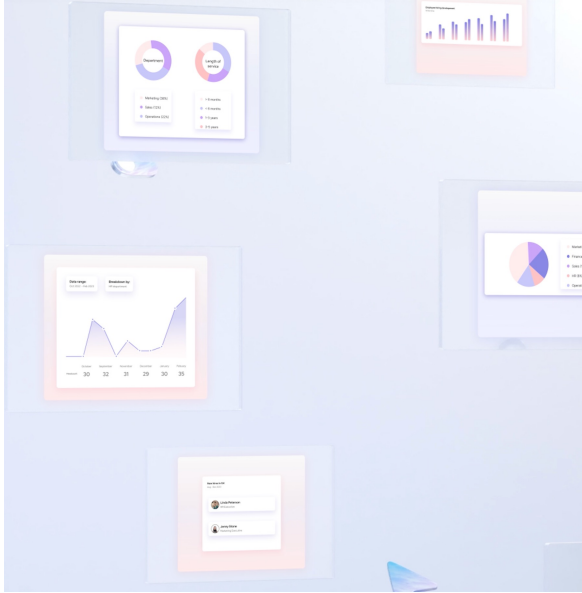


# Omni HR's Landing Page

[Visit Omni HR's website](#)







## DECISION LAB

# Elevating the brand identity in reshaping the future of agile market research

---

Majoris transformed the existing visual identity and simplified its application on various touchpoints to tie in the visual storytelling of the new Decision Lab brand.



#### DECISION LAB

Decision Lab is a market research firm that making marketing more data-driven, agile, and connected with new thinking and technology.

#### HEADQUARTERS

Ho Chi Minh City, Vietnam

#### INDUSTRY

Market Research

#### COMPANY SIZE

11 – 50 employees

#### SERVICES WE PROVIDED

- Branding Strategy
- Brand Identity & Expression
- Website Design & Development
- CMS Integration

## Client

Decision Lab pioneers innovative marketing strategies in Vietnam, blending cutting-edge technology with market research expertise. Their unique approach combines thought leadership, problem-solving skills, and robust data solutions, making them the top choice for transformative brands adapting to market changes.

## Problems

Decision Lab aimed to modernize its brand identity and digital presence. Specifically, they sought a premium and reliable image tailored for leading brands, especially in the banking and finance sector.

## Solutions

Majoris collaborated closely with Decision Lab's management and marketing team to undertake a comprehensive brand transformation.

This involved redefining their brand identity, creating a visually engaging website, and developing impactful marketing materials. Majoris simplified the existing visual identity, ensuring its seamless application across various touchpoints. The goal was to align the brand's visual storytelling with the forward-thinking ethos of the new Decision Lab brand.

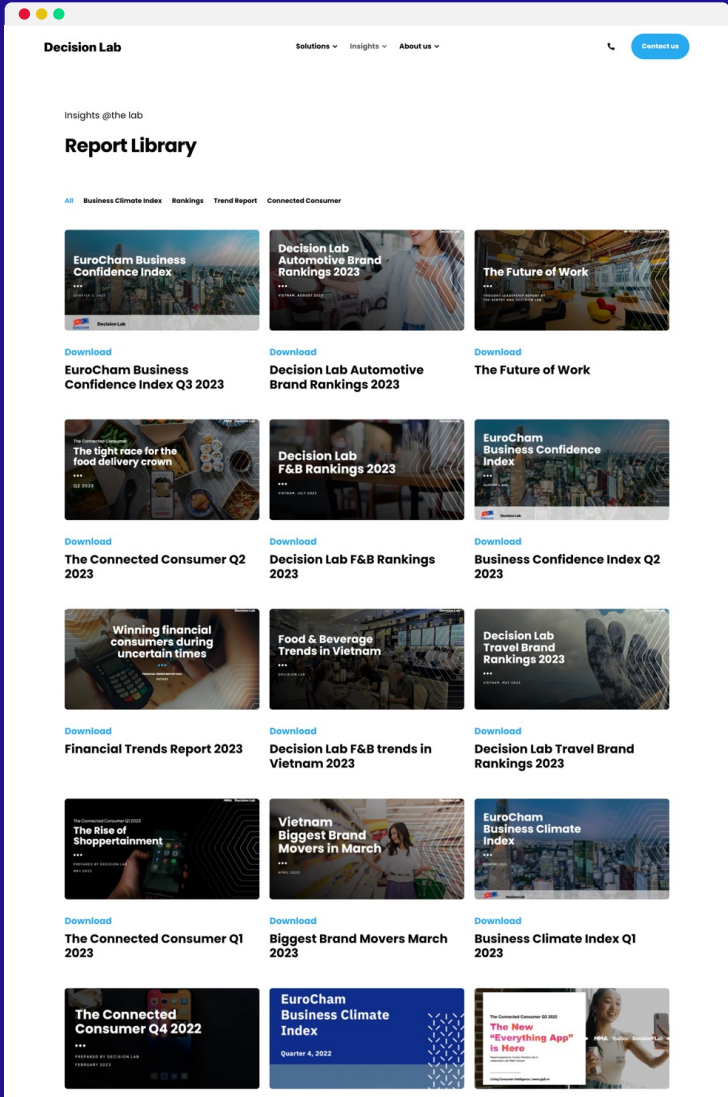
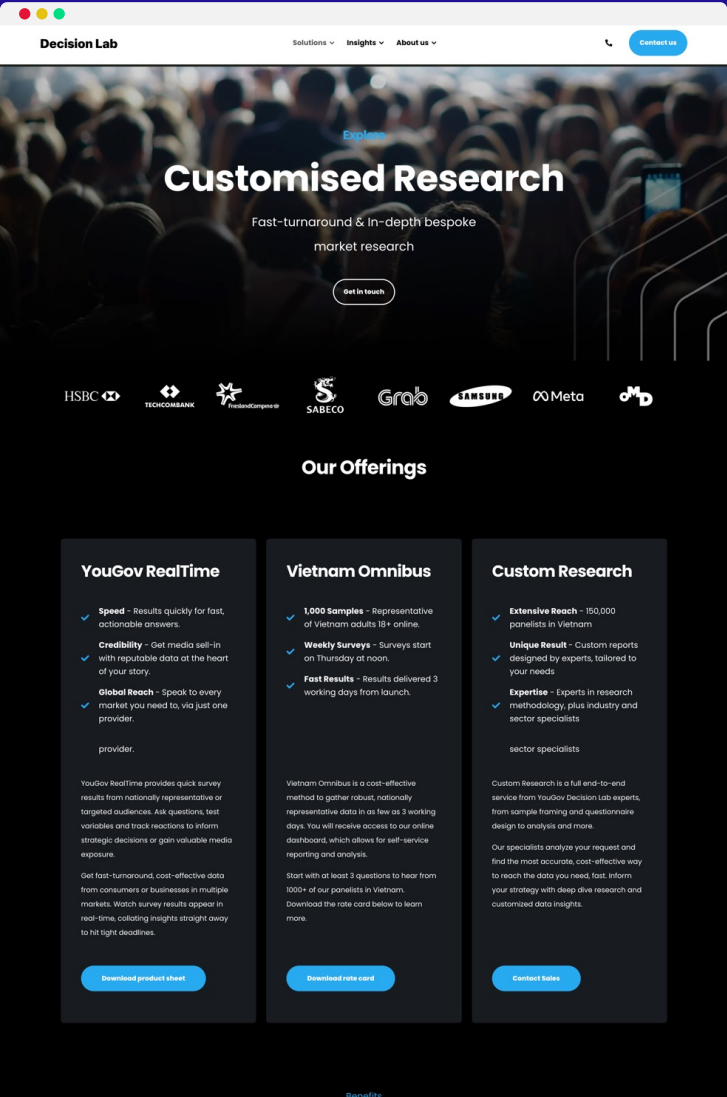
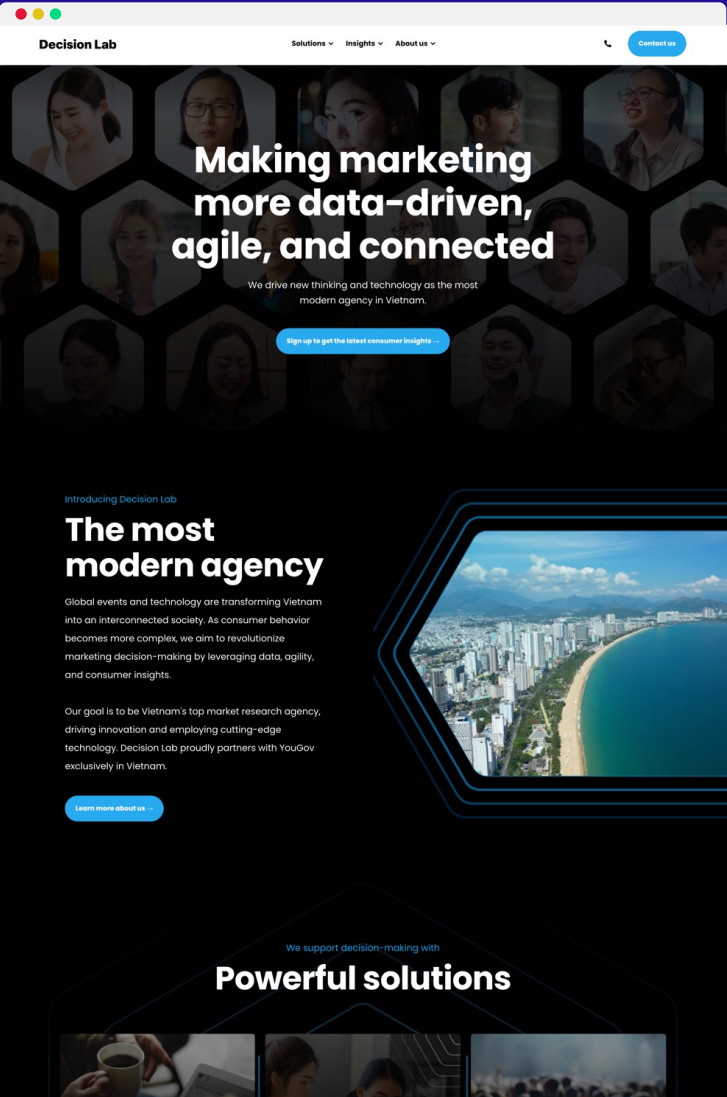
## Impact

The collaboration led to a potent rebrand, elevating Decision Lab's market presence. Their modernized brand and user-friendly website boosted credibility, attracting a broader clientele, especially in banking and finance.

Leveraging thought leadership and appealing visuals, Decision Lab became the preferred market research firm for innovative brands, driving growth, expanding their client base, and cementing their status as a leader in agile market research.

# Decision Lab's website

[Visit Decision Lab's website](#)









**Decision Lab**

Associate Director & Director

empower you to increase your complex business problems and gain experience for future entry

**Agenda**

**Introduction**

This report was reviewed and audited by the following project team members. For further questions or inquiries please contact:

**THAI QUET THAMASIR**  
CEO  
tqt@decisionlab.co.uk | +44 844 270 280

**TRIAN MINH HOANG**  
Manager  
tmh@decisionlab.co.uk | +84 988 529 888

**Key financial trends**

AN INCREASE OF CAUTIOUS OPPORTUNITY-SEEKERS  
LINES ARE BLURRING BETWEEN FINANCIAL PROVIDERS  
IT IS BECOMING INCREASINGLY DIFFICULT TO RECRUIT CUSTOMERS

**Helping brands navigate the market**

**Winning financial consumers during uncertain times**

FINANCIAL TRENDS REPORT 2023  
06/2023

**Decision Lab**

**Critical success factors for financial institutions that provide savings/time deposits**

The list of consideration factors is getting bigger. A brand for savings must be trustworthy and provide high interest rate, but it also needs to have fast process and be present online, burdening customers with tedious offline paperwork means losing your competitive edge.

**Top 5 factors considered when choosing an institution to open a savings/time deposit account**

Trustworthy, established brand	72%
High interest rate	56%
Quick process to withdraw the fundings	54%
Cybersecurity	47%
Online access to the savings/time deposit account	39%

Source: Decision Lab Financial Trends Report January 2023

What factors do you value the most when you consider an institution to open your savings/time deposit account?

**Decision Lab**

**Mastercard's BNPL service**

**THE ISSUE**

BNPL use is on the rise. In the United States, the number of users is expected to increase from 48.1 million this year to 74.6 million in 2025, posing a significant threat to credit volume due to its relatively simple model of operation.

**THE APPROACH**

In late 2022 Mastercard launched its own BNPL service, Mastercard Installments. By using its huge global acceptance network and the strengths of its existing credit card user base, it created a seamless BNPL experience between the consumers, Mastercard, the banks, the lenders and the merchants.

**THE IMPACT**

Mastercard's global acceptance network allows it to reap benefits from users, merchants with ease and even BNPL's service portfolio without worrying that the rise of BNPL, or the expense of card spending can affect the company's revenue.

**Methodology**

The purpose of this study is to collect the consumer opinions about their current financial priorities, financial activity choices, brand evaluations and the drivers & motivations behind that behaviour to help the financial services marketers identify any potential changes in the Vietnamese financial landscape.

The data was collected from:

**FINANCIAL TRENDS REPORT SURVEY**

The survey is conducted using an online questionnaire, scripted and managed by Qualtrics. The surveying and data management platform with specifications as below:

- Sample size: N = 1,027
- Survey period: 4th April 2023 - 10th April 2023
- Population representation: Vietnamese national online, aged 18+

**Decision Lab**

**Our People**

Decision Lab because I am about bringing insightful data to businesses and working with coworkers dedicated to the company's mission.

**Thanh Cao**  
Associate Director  
MC in MSc Business Analytics, HEC Paris

**Linh Dan**  
Senior Consultant  
MSc in Economics, London School of Economics and Political Science, UK

Derives a degree in Economics and a deep interest in research. As part of the 2022 HEC study, Thanh Dan learns the ropes to ensure that company needs are properly addressed, and actionable insights are well delivered.

**Decision Lab**

**Decision Lab**

**Key highlights**

**01. AN INCREASE OF CAUTIOUS OPPORTUNITY SEEKERS**

- Prioritising financial safety, but still looking for high-gains opportunities
- Financial products that can balance these factors will win in 2023

**02. LINES ARE BLURRING BETWEEN FINANCIAL PROVIDERS**

- Consumers will look into financial providers across segments to find the best available deal
- Financial brands should not be limited by their category and provide best solutions possible that target the market's need

**03. IT IS BECOMING INCREASINGLY DIFFICULT TO RECRUIT CUSTOMERS**

- The brand consideration standards are getting higher
- Financial providers must use customer-centric thinking to provide customers a holistic brand solution for their needs

**Decision Lab**

**To be competitive in the payment market a brand needs to strike a balance between the trustworthy reputation, digital presence & functionality with an excellence in customer service. Meeting the customers' expectations for your category only won't be enough.**

**Top 6 factors considered when choosing a financial provider to make payments/transactions with**

Digital Wallet	Traditional Bank	Digital Bank			
Easy to register & connect with the bank account	67%	Trustworthy, established brand	65%	No transaction fees	68%
Availability of multiple financial services	65%	Cybersecurity	55%	Cybersecurity	66%
No transaction fees	60%	Low account fees	52%	Trustworthy, established brand	56%
Cybersecurity	50%	Fast & effective customer service	46%	Fast & effective customer service	44%
Benefits, discounts & promotions	44%	No transaction fees	40%	Good user experience on the app	38%

Source: Decision Lab Financial Trends Report January 2023

What factors do you value the most when you consider a brand as a traditional bank, digital wallet, credit card provider to make payments/transactions with?

**Decision Lab**

**Weak economic growth, significant decline in exports & imports, along with business leaders' skepticism in economy's performance indicate that the consumers' financial status is still challenging.**

**GDP growth in Quarter 1 (2018-2023)**

**Cumulative Vietnam's trade-In goods (first 4 months of 2023 vs. 2022)**

**Business Climate Index - Vietnam**

**Decision Lab**

**Who we are looking for**

Sample marketing material

**Decision Lab**

**Consumer brand tracking for the Financial Times in Southeast Asia**

Established in 1884, the Financial Times is recognized as one of the world's leading publications and an authoritative source of financial news, commentary, and analysis.

**ADDRESSING THE ISSUE**

A reader survey track and conducted brand preferences in Southeast Asia. The Financial Times engaged Decision Lab to conduct a brand tracking study twice a year across Southeast Asia to monitor brand awareness and loyalty. An online survey of 4,000 participants is now conducted annually in five countries, in five different languages.

**THE APPROACH**

Decision Lab conducted the Financial Times throughout the whole process, from the questionnaire design through to target group selection - giving critical feedback and guidance based on our experience and local insights. An online survey of 4,000 participants is now conducted annually in five countries, in five different languages.

Proposed by DB Group

**Decision Lab**

**Securities companies are still the go-to platforms for trading, however younger generations are starting to use the alternative options too, like digital wallets & retail investing platforms.**

**Type of institutions used to trade securities (stocks, bonds, index funds, ETFs, investment packages...)**

Securities	74%	70%	68%
Digital wallet	9%	8%	8%
Retail investing platforms	12%	15%	14%
Other	5%	7%	10%

Source: Decision Lab Financial Trends Report January 2023

What type of institutions do you currently trade stocks/bonds/index funds/ETFs?

**Decision Lab**

**A few of our selected finance clients**

**+40**

Financial institutions and Services Companies across Vietnam have optimized their go-to-market speed and efficiency with Decision Lab.

**Reach out to us**

2nd Floor - Sonatus Building,  
15 Le Thanh Ton, District 1,  
Ho Chi Minh City, Vietnam

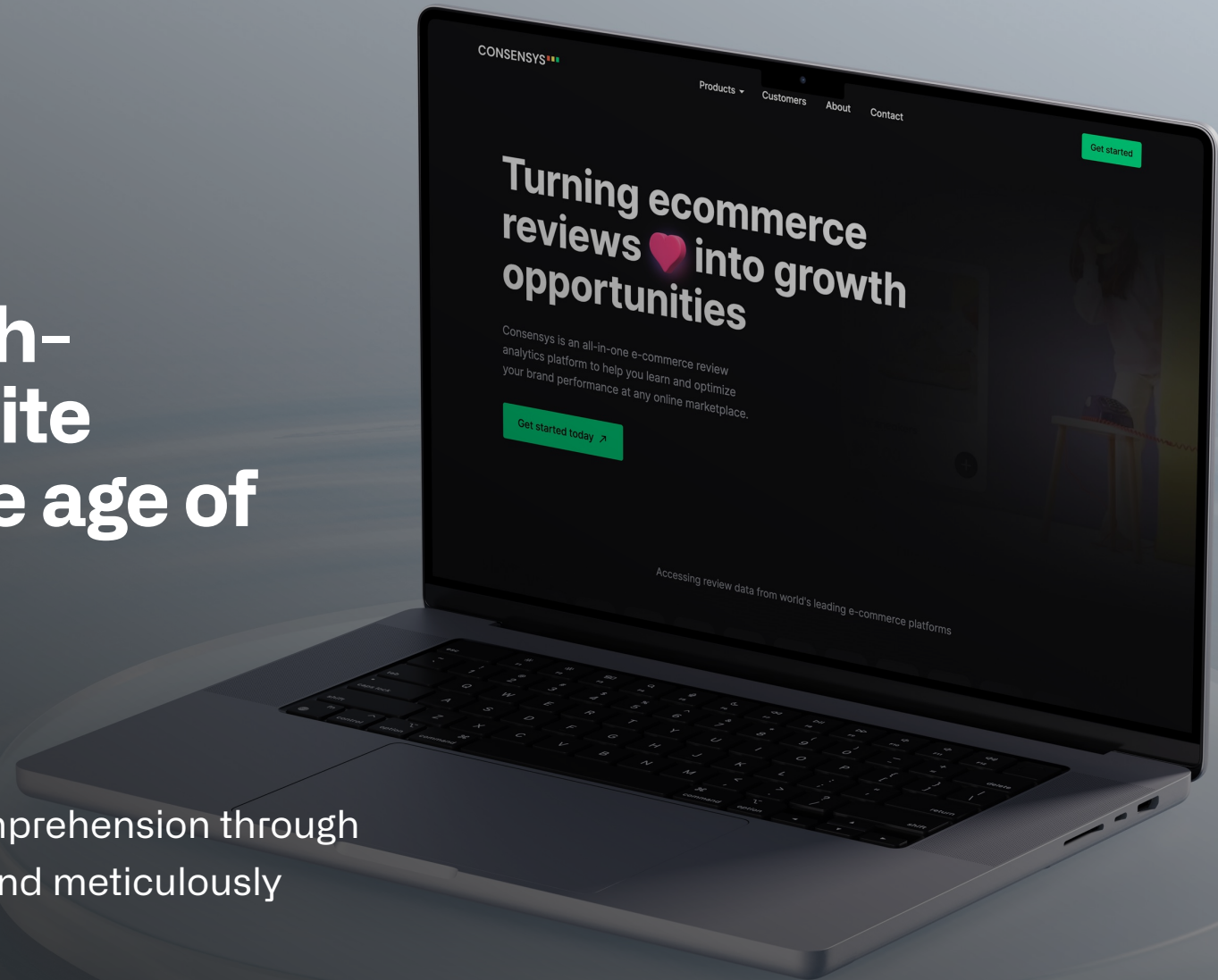
+84 28 7101 0189  
decision@decisionlab.co  
www.decisionlab.co



CONSENSYS

# Accelerating high-converting website experience in the age of data analytics

Majoris empowered product comprehension through people-friendly website design and meticulously crafted sales materials.



#### CONSENSYS

Consensys is an all-in-one e-commerce review analytics platform to help you learn and optimize your brand performance at any online marketplace.

#### HEADQUARTERS

Singapore

#### INDUSTRY

Market Research, E-commerce

#### COMPANY SIZE

11 – 50 employees

#### SERVICES WE PROVIDED

- Branding Strategy
- Brand Identity & Expression
- Website Design & Development

## Client

Consensys is your go-to e-commerce review analytics platform, offering all-in-one solutions to optimize your brand performance across online marketplaces. With advanced analytics, we empower businesses to adapt, learn, and excel in the dynamic digital landscape.

## Problems

Consensys, a team of insightful technology experts, aimed to enhance their brand identity and digital presence to better serve their e-commerce clients.

They faced challenges in effectively communicating the unique value of their Machine Learning and Natural Language Processing solutions, as well as articulating the intricacies of their services to potential customers.

## Solutions

In collaboration with Consensys, Majoris became an integral extension of their marketing and design team. Through a meticulous process of design, testing, and iteration, we crafted a wide array of product visualizations for their website and company sales kit.

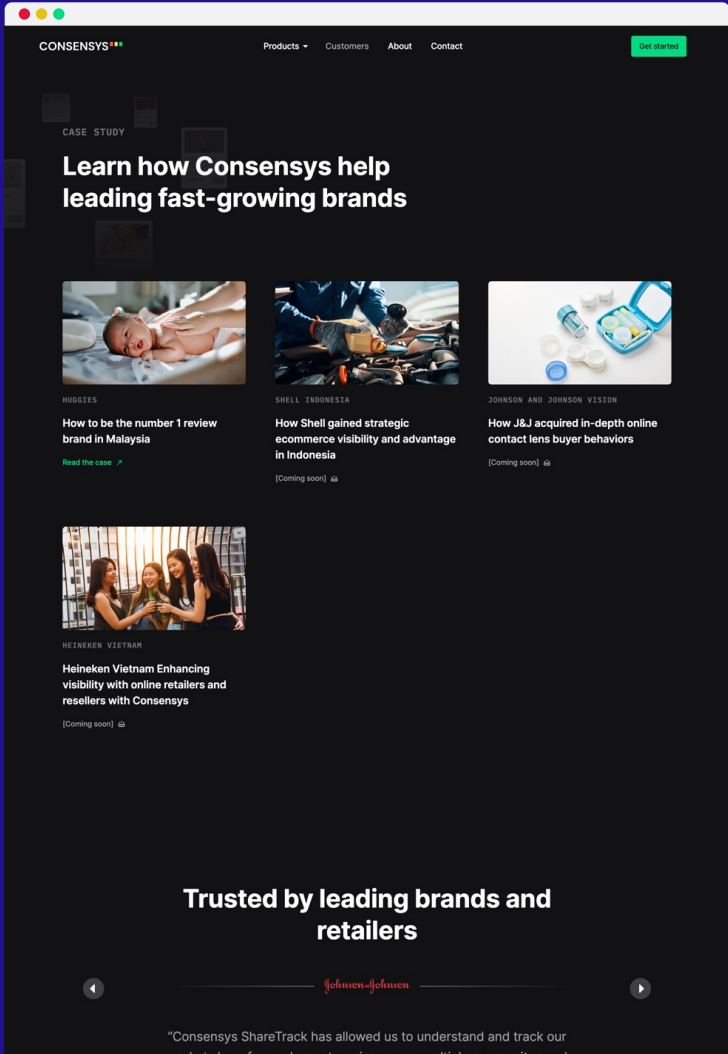
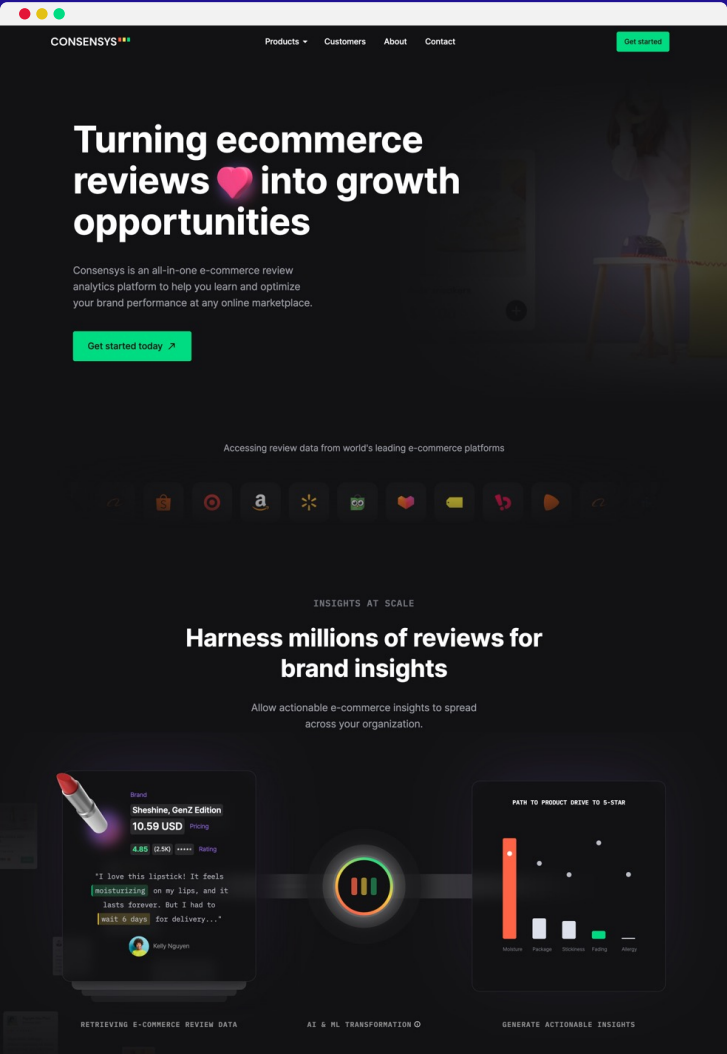
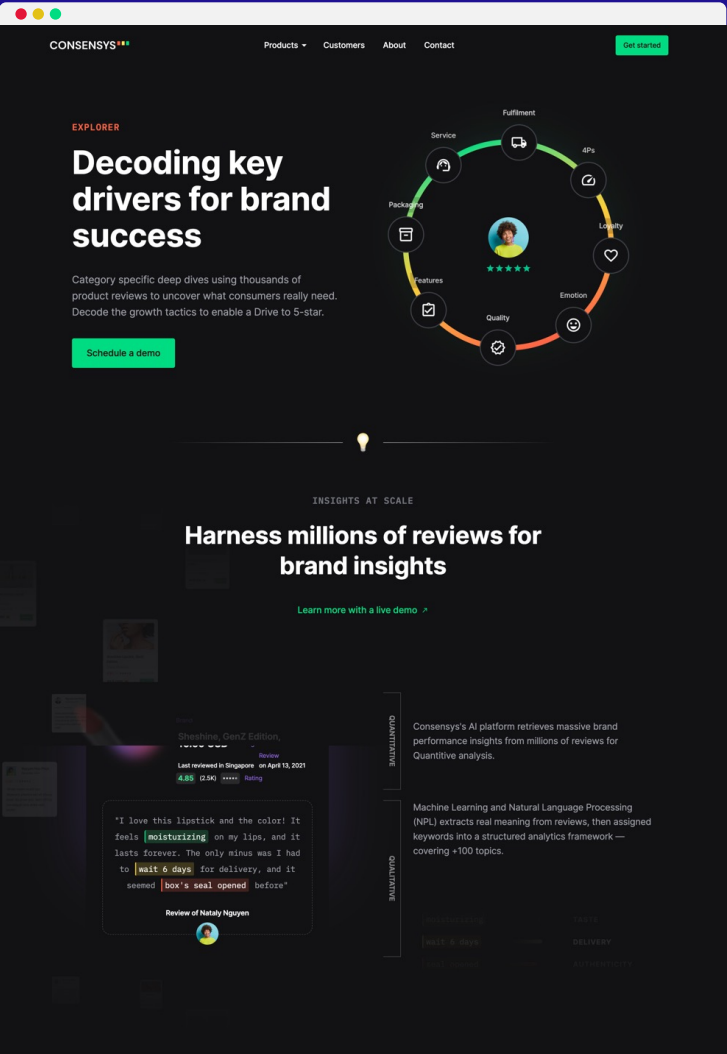
Our goal was to create a visually compelling narrative that effectively communicated the depth and scale of Consensys' offerings.

## Impact

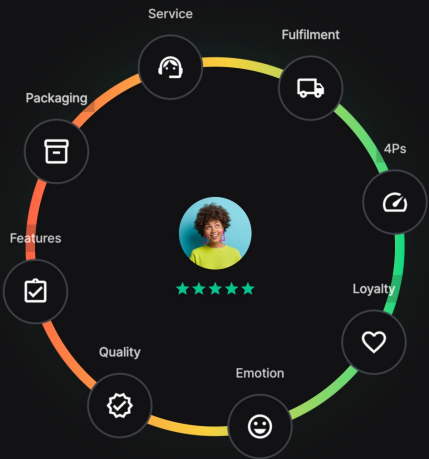
The collaboration transformed Consensys, led to increased visitor engagement, higher customer trust, driving business growth, establishing them as a prominent player in e-commerce technology.

# Consensys website

[Visit Consensys's website](#)







Brand  
**Sheshine, GenZ Edition,**  
 Lipstick, 0.17 oz.  
**10.59 USD** Pricing  
Review  
 Last reviewed in Singapore on April 13, 2021  
**4.85** (2.5K) Rating

"I love this lipstick and the color! It feels **moisturizing** on my lips, and it lasts forever. The only minus was I had to **wait 6 days** for delivery, and it seemed **box's seal opened** before"

Review of Nataly Nguyen

**BESS Merchandize**  
**3.65** (2K) ★★★★★



"I ordered two boxes but received only a box . At 6/2 stated show shipped but till today 12/4 I still not yet received it . Complaint 3x, but no response. "

TOPIC WATCHED:

- Delivery Speed
- Wrong Product
- Customer Services



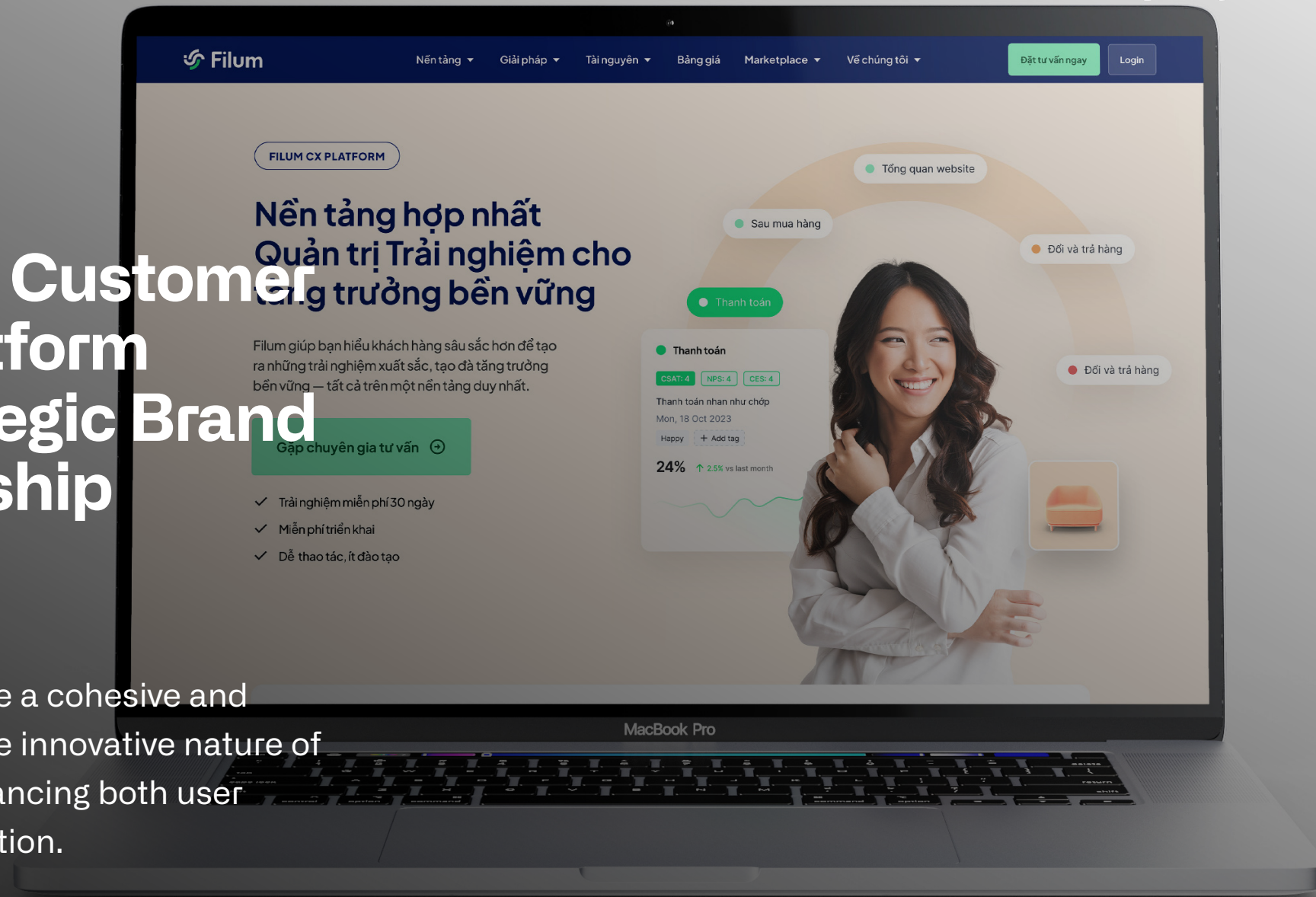
BRANDS PERFORMANCE REPORT

Segments	Brand	Sub-brand
Grayon	Sheshine	GenZ
		C-Thru
	Amor	Vivid Pink
		Burning
Gel	Golden	Lumina
		Alicia

FILUM

# Revolutionizing Customer Experience Platform through A Strategic Brand Design Partnership

Majoris's enhancements ensure a cohesive and modern look that aligns with the innovative nature of Filum's AI-driven services, enhancing both user engagement and brand perception.



## FILUM

Founded in 2020, Filum aimed to build data solutions that helped businesses leverage technology in their operations.

After 4 years, Filum recognized businesses needed more practical solutions to enhance competitive advantage and ensure sustainable growth. To truly partner with businesses and grow alongside with them, Filum is adopting “a new identity” that reflects its development goals and commitment to generating sustainable revenue from satisfied customers.

## HEADQUARTERS

Vietnam

## INDUSTRY

Technology & IT Services

## SERVICES WE PROVIDED

- Market Research
- Branding Strategy
- Brand Identity & Expression
- Website Design

## Client

Filum is a comprehensive experience management platform powered by GenAI. It enables businesses to gain deeper customer insights, create exceptional experiences, and drive sustainable growth, all within a single platform.

## Problems

With the urgent timeline for the new product launch campaign involving customers and investors, Filum needed to update its brand identity.

This change would lay the foundation for communicating new features and advanced solutions to customers and the community. Brand assets, including the website, landing page, and other media publications, needed to be updated to reflect the new identity.

## Solutions

Building an identity that conveys both the dynamism and reliability of an established tech brand, while resonating with the business sector, our brand identity changes include:

- Logos
- Color palette
- Fonts
- Design language
- Unique brand elements

We created a symbol – the smile and journey – which combines three images: a satisfied smile, connection, and the journey of experience.

## Impact

The collaboration transformed Filum, led to increased visitor engagement, higher customer trust, driving business growth, establishing them as a prominent player in experience management technology.



# Filum's website

[Visit Filum's website](#)

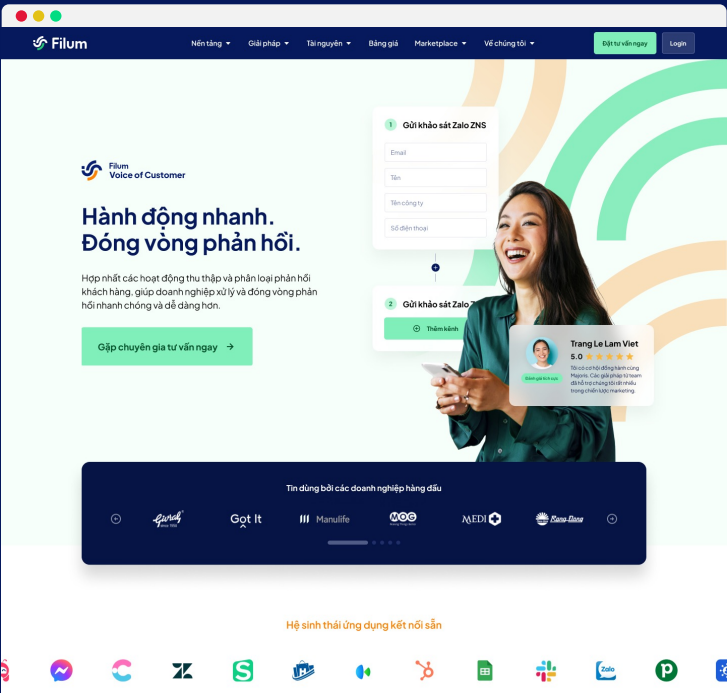
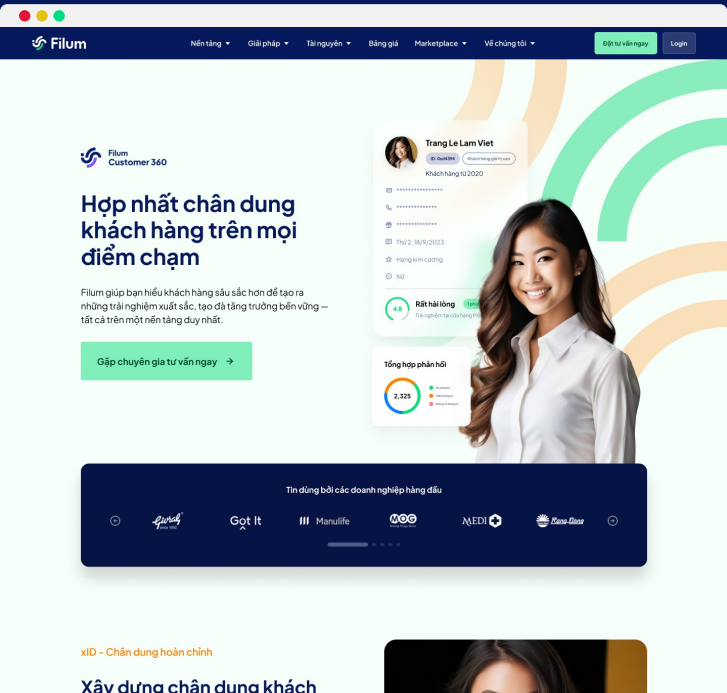


### Nền tảng Filum CX Platform

### Giúp bạn thấu hiểu khách hàng toàn diện



Nền tảng quản trị trải nghiệm từ Filum hợp nhất dữ liệu của khách hàng trên mọi điểm chạm, giúp doanh nghiệp thấu hiểu khách hàng sâu sắc, đem lại trải nghiệm xuất sắc và tạo ra các cơ hội tăng trưởng bền vững hơn cho doanh nghiệp.



### Voice of customer

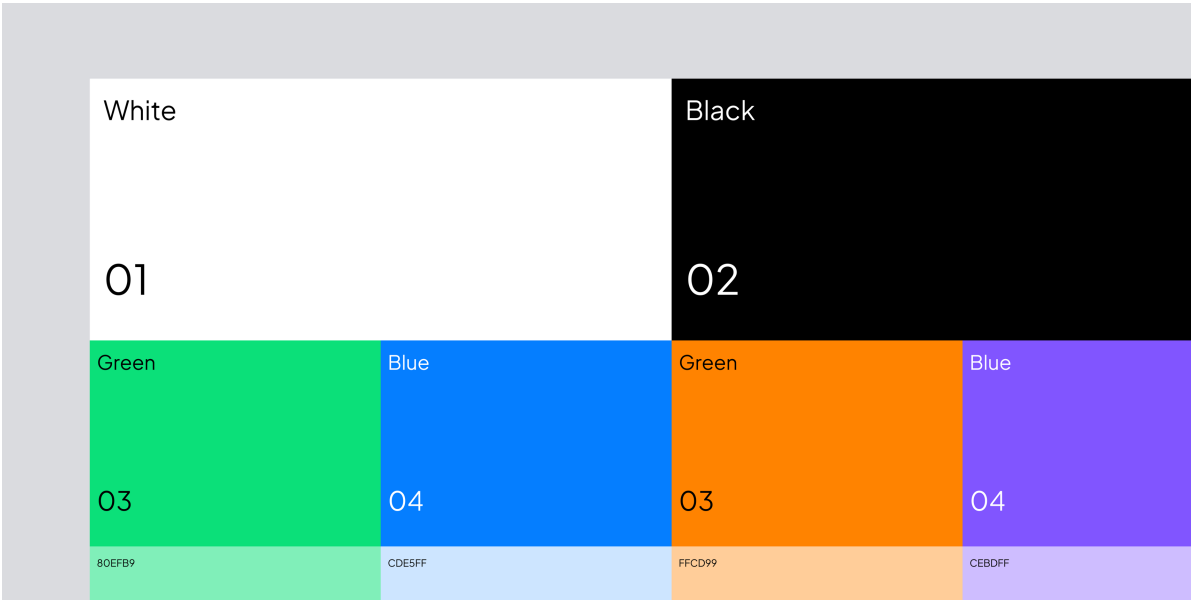
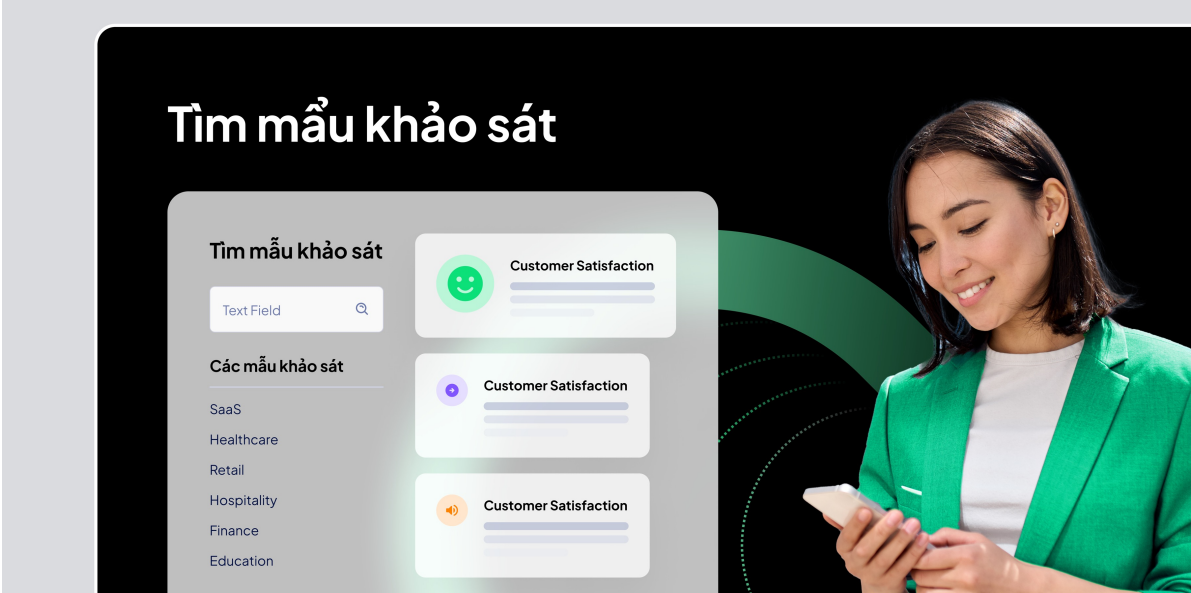
### Mô hình xử lý phản hồi cho mọi quy mô của doanh nghiệp

- Thu thập phản hồi trên mọi điểm chạm**
- Phân tích & phân loại phản hồi thông minh**
- Phản hồi tự động - Hành động nhanh chóng**
- Xử lý phản hồi linh hoạt với hồ sơ KH hợp nhất**









**Filum**

Nền tảng hợp nhất Quản trị Trải nghiệm cho tăng trưởng bền vững

WWW.FILUM.AI



**Filum**

Nền tảng hợp nhất Quản trị Trải nghiệm cho tăng trưởng bền vững

Tổng quan

Sau mua hàng

Thành luận

CSAT - Score

24%

↑ 2.5% vs last month



Plus Jakarta Sans

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Filum**

Thấu hiểu sâu sắc trong từng trải nghiệm

“Chạm” tới trái tim khách hàng

Thang điểm cảm xúc

25

**Filum**

Customer Experience Resources

www.filum.ai

**Filum**

Voice of Customer

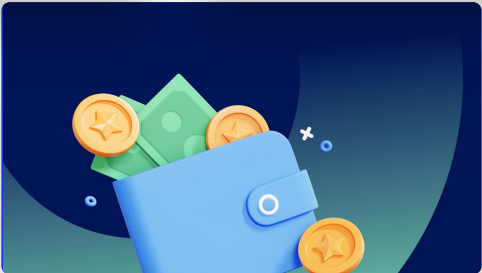


**Filum**

Thấu hiểu sâu sắc trong từng trải nghiệm

**Filum**

Thấu hiểu sâu sắc trong từng trải nghiệm



Top 3 Workflow nuôi dưỡng khách hàng không thể thiếu

Khám phá ngay →








REWORK.COM

# Launching Rework.com on the World Stage with a Sleek, Scalable Brand Identity



Majoris's foundational design elements not only align with Rework's productivity goals but also position the platform for a significant global impact, ensuring a uniform and engaging presence worldwide.





#### REWORK.COM

Rework.com by True Platform is the leading work management platform for high-output teams in Asia.

#### HEADQUARTERS

Singapore

#### INDUSTRY

Work Management

#### COMPANY SIZE

11 - 50 employees

#### SERVICES WE PROVIDED

- Brand Identity & Expression
- Product Screenshot Design

## Client

Rework.com helps businesses simplify work, boost productivity, and cut costs, all in one intuitive platform. Thousands of companies already trust Rework.com to streamline their processes and achieve their goals.

## Problems

Rework.com approached Majoris with the challenge of establishing a brand identity that could seamlessly transition from a minimum viable product (MVP) to a globally competitive platform.

They needed a brand that was not only simple and quick to implement but also adaptable enough to resonate with diverse international markets. The absence of a cohesive brand identity was hindering their ability to effectively communicate their value proposition and appeal to high-output teams across different cultures.

## Solutions


Majoris redefined Rework.com's brand by aligning with their core values and understanding global market demands. We developed a sleek, scalable brand identity, crafting a modern logo, a versatile color palette, and comprehensive brand guidelines.

Additionally, we introduced unique design elements and redesigned product screenshots to enhance visual appeal and functionality. This strategic branding ensured Rework.com was primed for global recognition and user engagement.

## Impact

The revamped brand identity significantly boosted Rework.com's market position, priming them for a successful global launch. The clear and consistent branding enhanced international recognition and trust, leading to increased user engagement and higher platform adoption rates. The unified brand experience also strengthened Rework.com's reputation, making it a preferred choice for businesses seeking efficient work management solutions.





## Customer Management Process

Welcome to the documents about customer management process in Sales

This documents will help you:

- Find the summary information of our customers and their contract progress
- Guideline to customer process
- Tools to collaborate

List of customers ...

Table View | Kanban View

Customer Name & Code	Type of contract	Collection Progress	Address
CC031/ SecureNet Systems	PRODUCT	<div><div></div></div> 55	191 Green Ave, Gr
CC016/ GreenScape Solutions	OTHER	<div><div></div></div> 31	331 Wellness Ave
CC021/ Tech Innovations Inc.	SERVICE PRODUCT	<div><div></div></div> 77	161 Innovation Street
CC027/ Data Dynamics Inc.	OTHER SERVICE	<div><div></div></div> 55	404 Data Drive, t
		<div><div></div></div> 0	

+ New Record

### Analyze requirements

- Analyze project requirements to determine key specifications and deliverables



Tracy Lottie  
VP of Sales & MKT

+ CREATE REQUEST

HUMAN RESOURCES

- Leave of Absence
- Overtime Authorization
- New Employee Onboard...

FINANCE DEPARTMENT

- Budget Request
- Vendor Payment
- Expense Reimbursement
- Purchase Order
- Salary Adjustment

PROJECT MANAGEMENT TEAM

- Change Order Approval
- Project Proposal Review

## Requests

ALL REQUESTS | ON MY TURN | OVERDUE | PENDING | APPROVED | REJECTED

☐

Time Away Request 08/02

Type: Leave of Absence Reason: Family emergency requiring my immec

☒

Vendor Payment Approval for IT Services

Type: Vendor Payment Vendor Name: IT Solutions

☒

Expense Reimbursement Portal

Type: Budget Request Total Budget (USD): 20000 Description: KI

☐

Request for Monthly Marketing Budget

Type: Budget Request Total Budget (USD): 20000 Exp

☒

Salary Adjustment Request for High-Performing Employee

Requesting a salary adjustment i

☒

Application for Leadership Development Program

Expressing interest in the Leadership Devel

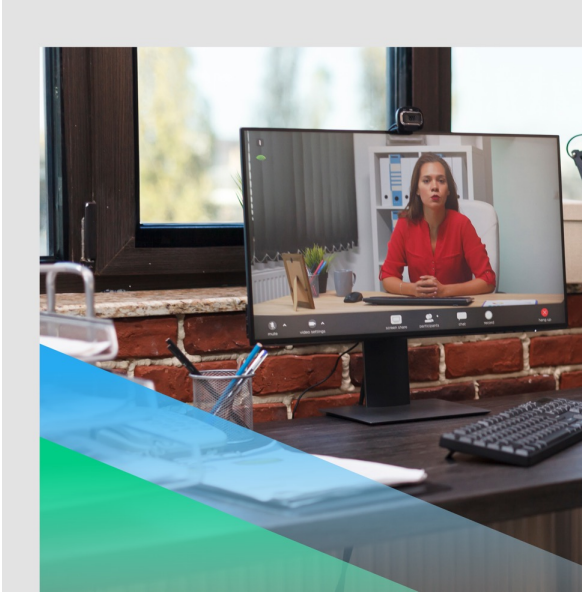
☐


Onboarding Request for Marketing Specialist

Initiating the onboarding process for our new M

Page 1





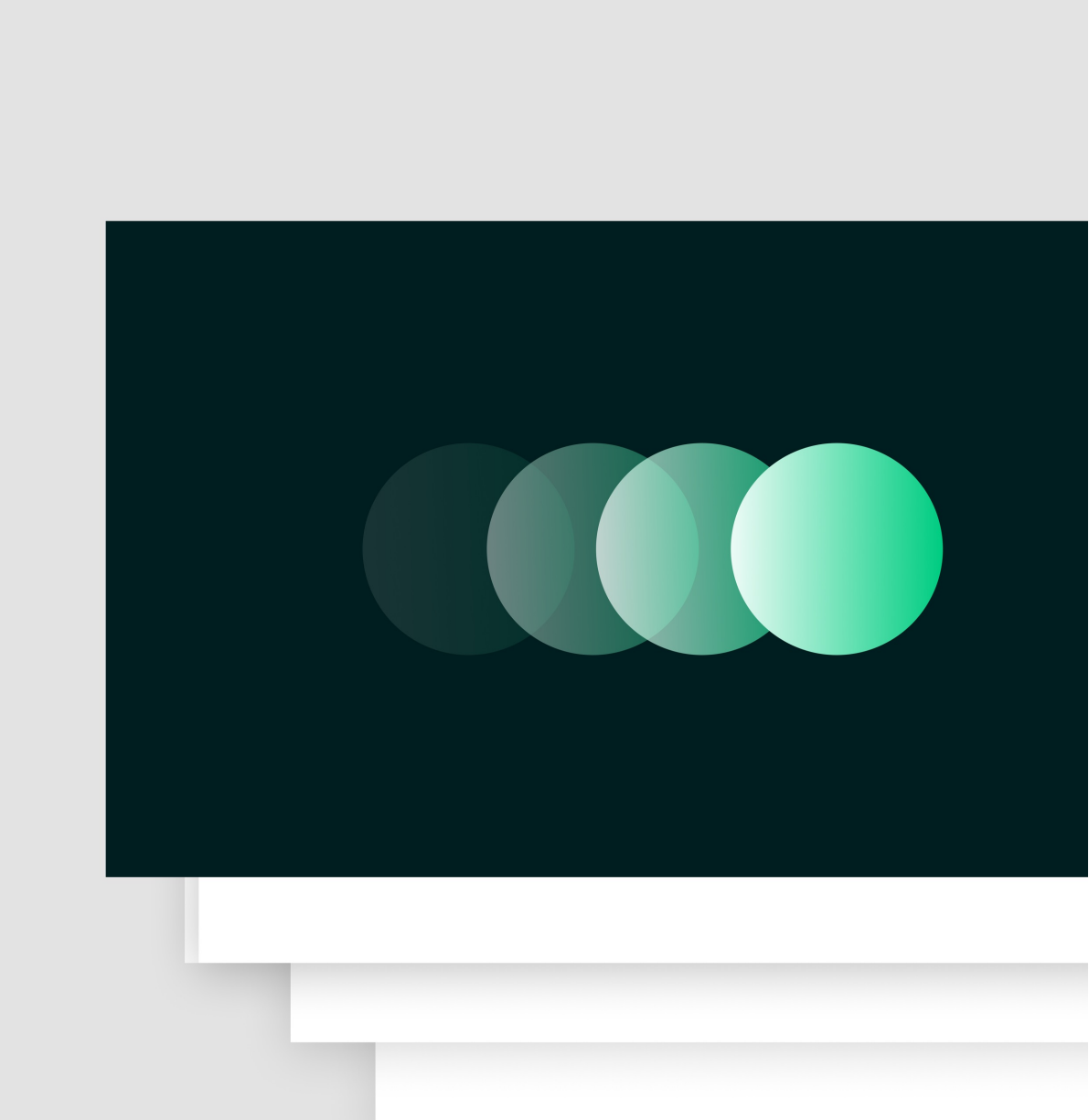
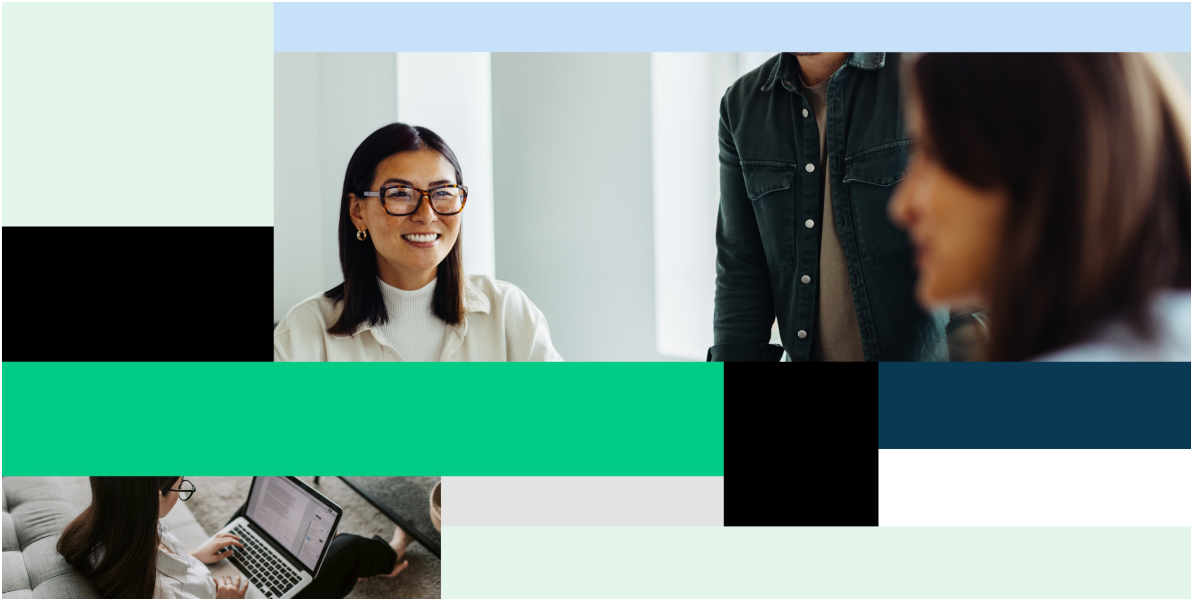
 Rework.com

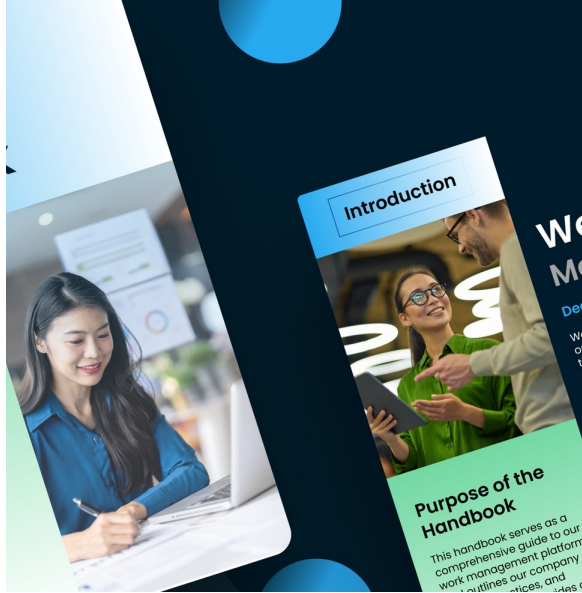
Workflow Management


## CONTENT MARKETING WORKFLOW MANAGEMENT CHECKLIST TEMPLATE

Boost marketing efficiency with streamlined content creation, ensuring consistent messaging and measurable outcomes.

[Download now](#)





**Rework.com**

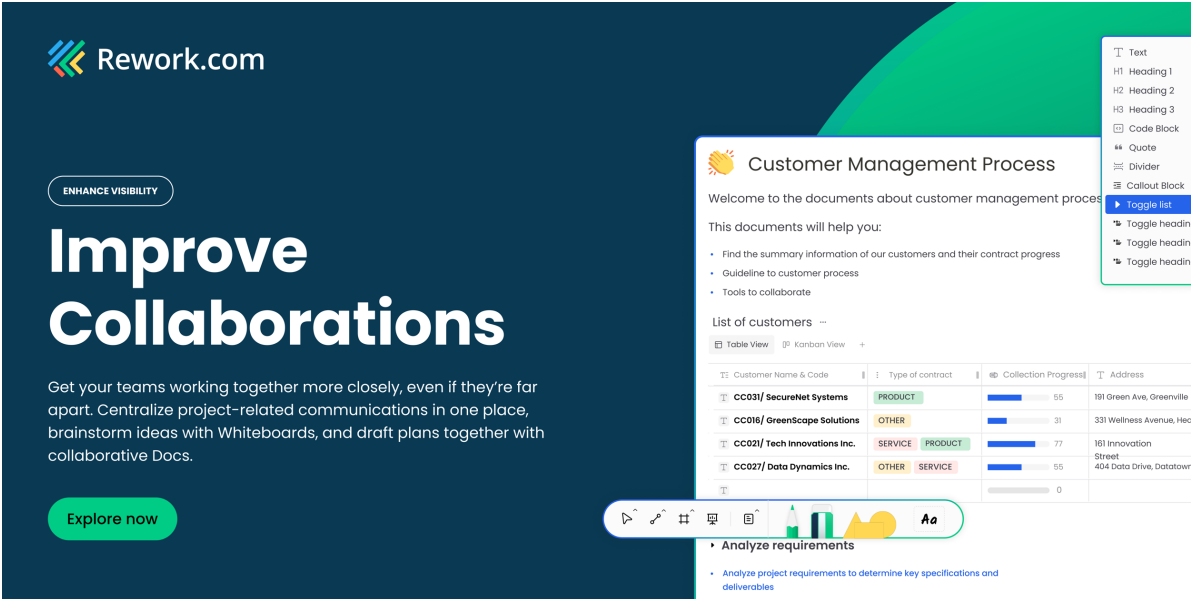
Navigating the Path to a Productive Workplace

# EMPLOYEE HANDBOOK TEMPLATE

Inform your employees about the essential aspects of working at our company by using this complimentary employee handbook template.

[Download now](#)**Employee Handbook**

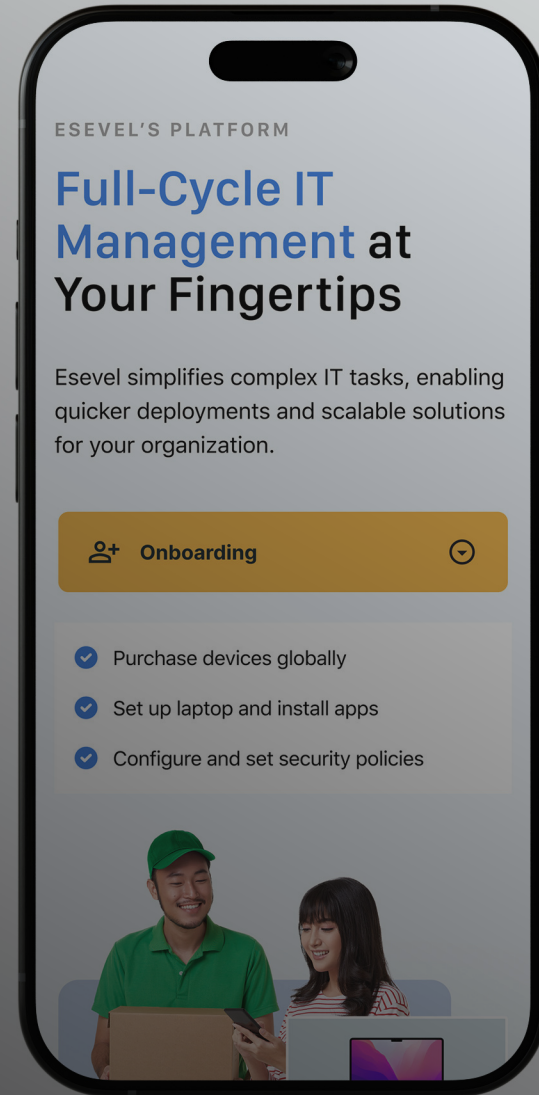




ESEVEL

# Crafting a Digital Gateway for Esevel to Streamline Global IT Operations

Designed to highlight Esevel's offerings, the website features a clear layout that guides visitors through the platform's capabilities in managing devices, apps, and personnel.





## ESEVEL

Esevel is a powerful IT management platform that enables businesses to centralize control over their devices, apps, and personnel.

## HEADQUARTERS

Singapore

## INDUSTRY

IT Management

## COMPANY SIZE

11 – 50 employees

## SERVICES WE PROVIDED

- Website Design & Development

## Client

Esevel streamlines onboarding processes, enhances security, and provides comprehensive IT management, all from one user-friendly platform. Supporting operations in up to 88 countries, Esevel not only cuts IT expenditures by over 60% but also doubles the speed of IT task completion, making it an indispensable resource for managing distributed teams efficiently.

## Problems

Esevel faced significant challenges with their initial website, which was ineffective at communicating the comprehensive nature of their IT management platform.

The website's single-page layout lacked sufficient details and failed to convey the full scope of Esevel's capabilities, leaving potential clients with a poor understanding of what the platform offered. Additionally, the absence of product screenshots made it difficult for users to visualize the platform's interface and functionalities.

## Solutions

In collaboration with Esevel, we restructured the site into multiple pages for a clearer, more organized presentation.

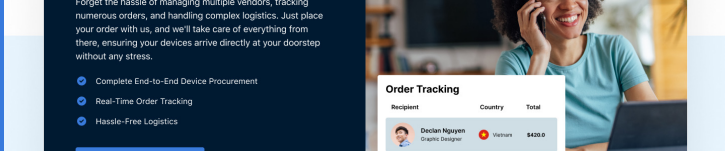
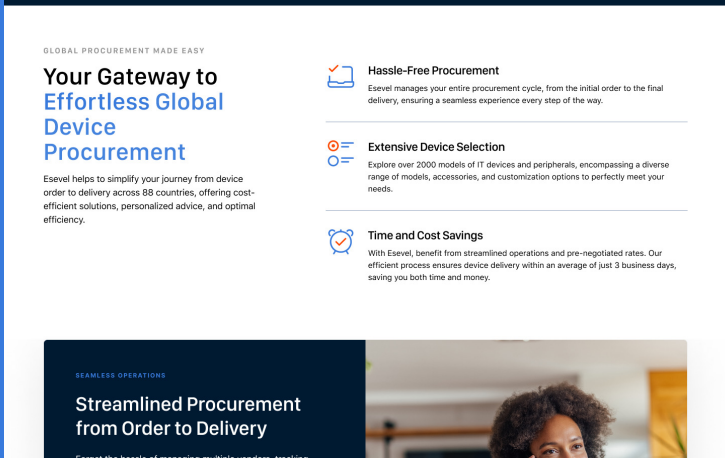
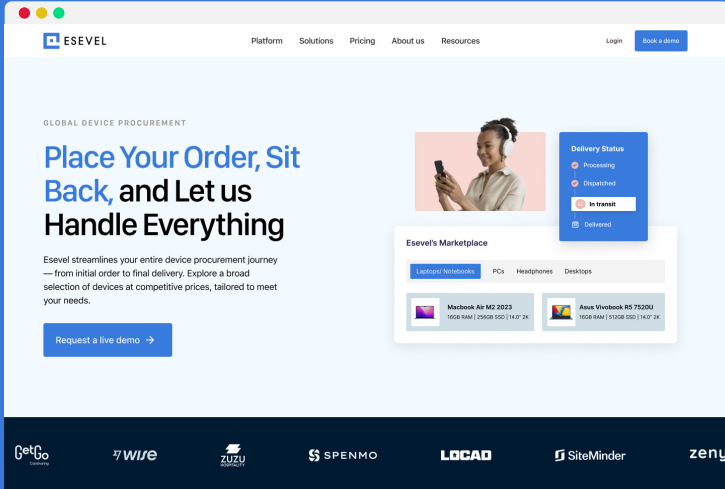
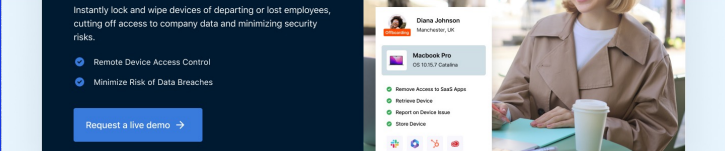
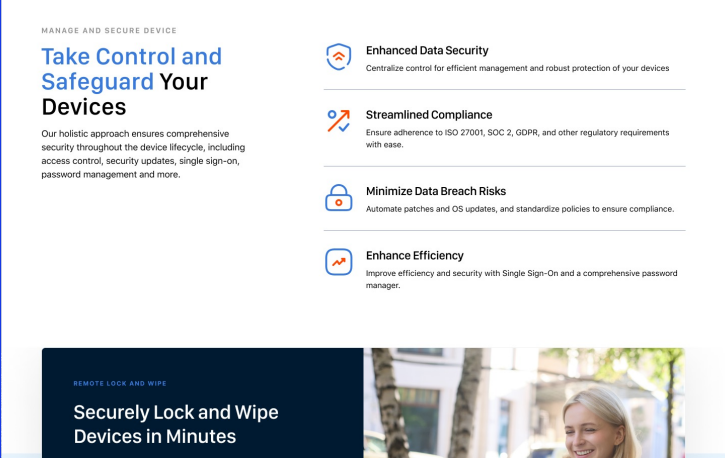
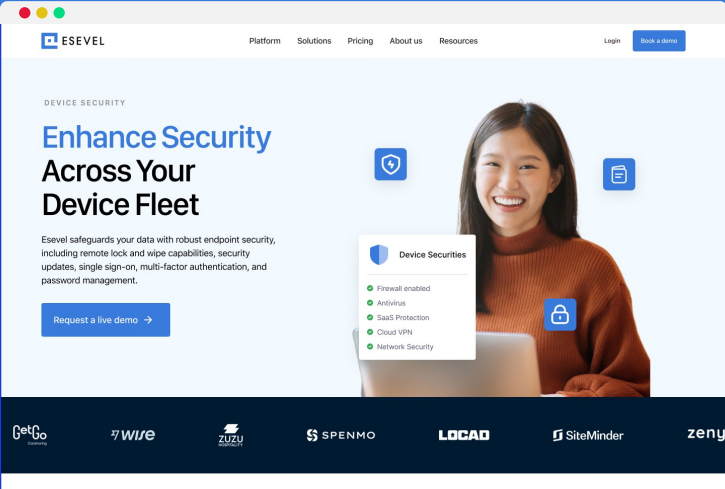
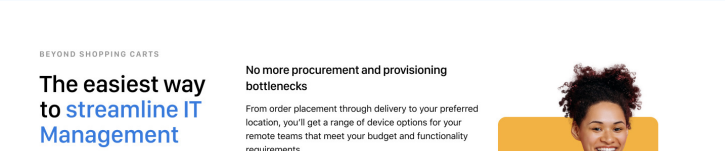
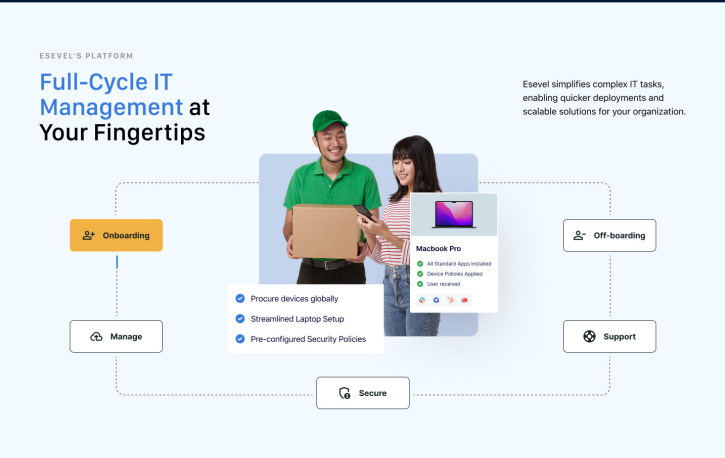
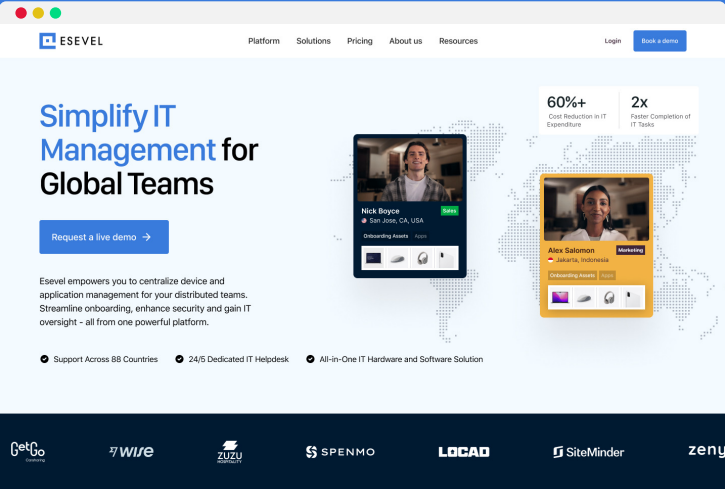
Each page was tailored to highlight different facets of the platform, incorporating high-quality screenshots and interactive elements for a tangible user experience. We also developed clear, accessible content that effectively communicated Esevel's value propositions to a global audience.

## Impact

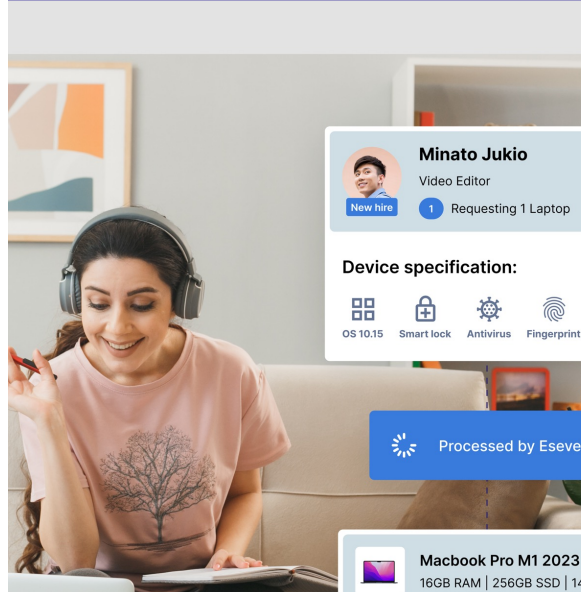
The redesigned website clearly presented Esevel's offerings, enhancing potential clients' understanding and increasing their confidence. Detailed screenshots and an intuitive layout demonstrated the platform's effectiveness, boosting engagement metrics. This also expanded Esevel's reach into international markets, attracting a diverse client base and significantly growing its global presence.

# Esevel's website

Visit Esevel's website





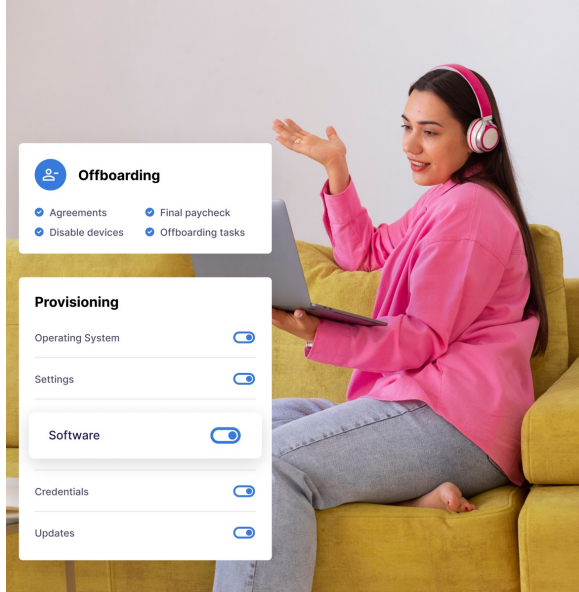


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