

A man with dark hair and glasses is looking intently at a tablet. The image is overlaid with various digital graphics, including a line graph, a network diagram, and a bar chart with human icons. The background is dark and blurred, suggesting an office or tech environment.

**Tech  
Mahindra**

Solutions for the  
**DIGITAL CUSTOMER**

**DiGiCOM**

**DIGITAL COMMERCE IN A BOX**

POWERED BY TECH MAHINDRA

**78% of consumers have  
bailed on a transaction  
or not made the intended  
purchase because of a  
poor service experience**

This is just one of the metrics  
keeping business owners up at  
night. Here is where **DIGICOM**  
can help.

Connected World.  
Connected Experiences.



### Advantage: Tech Mahindra

Extensive experience in consulting-led transformational engagements  
Tech Mahindra has a successful track record of enabling online channel experiences for 100+ customers (top global brands) and most of these are consulting-led engagements.

### World class design
























Great experiences don't just happen – they are designed. The future calls for Digital Change Agents. We help create models and frameworks that will lead enterprises to a new, customer-centric state of being, through our two decades of in-house experience as well as our industry-leading agencies.

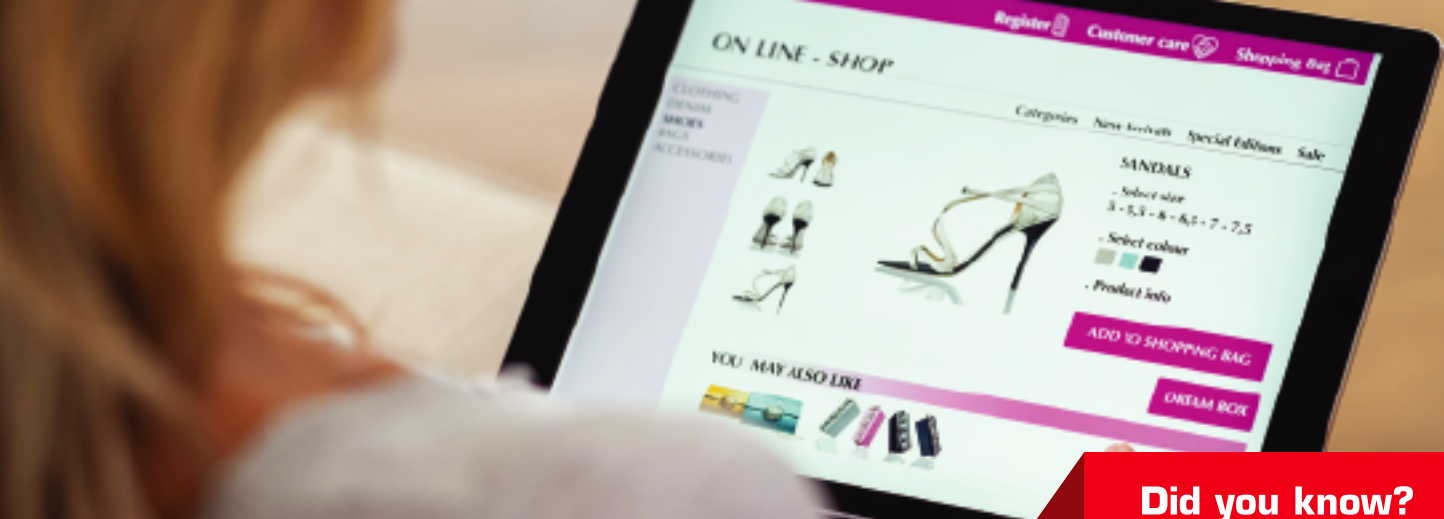


### State-of-the-art technology

Our alliances and tie-ups with numerous external platforms enable us to deliver an enriching performance. With the use of impactful behavioral models, big data and advanced predictive algorithms, brands will experience an impactful and transformative connect with their target/user base.

### Comprehensive industry experience

 <b>8 OF TOP 10</b> in Automotive	 <b>6 OF TOP 10</b> in Conglomerates	 <b>4 OF TOP 10</b> in Discrete-E&E and Others	 <b>1 OF TOP 5</b> in Health Insurance
 <b>3 OF TOP 3</b> in ISV's	 <b>2 OF TOP 6</b> in Tech Infra	 <b>2 OF TOP 6</b> in Discrete Industry	 <b>3 OF TOP 10</b> in Process Manufacturing
 <b>5 OF TOP 10</b> in Communications Services	 <b>3 OF TOP 7</b> in Chemicals	 <b>4 OF TOP 10</b> in Banking	 <b>3 OF TOP 10</b> in Media and Entertainment
 <b>7 OF TOP 8</b> in Communications Equipment	 <b>4 OF TOP 10</b> in LifeScience	 <b>1 OF TOP 4</b> in Payer	 <b>18 iGREENFIELD</b> Implementations in Communications
 <b>5 OF TOP 10</b> in SemiConductors	 <b>4 OF TOP 10</b> in Healthcare Equipment	 <b>2 OF TOP 10</b> in Insurance	 <b>2 OF TOP 10</b> in Oil and gas
 <b>6 OF TOP 10</b> in Consumer Goods	 <b>3 OF TOP 10</b> in Financial Services	 <b>2 OF TOP 5</b> in Aerospace & Defence	



## Did you know?

72% of European and US customers research products on e-commerce sites before making a purchase.

Studies show that buyers demonstrate an increasing tendency to research and collate product information online before making their purchases. Consequently, the focus on customer experience is heightened by how companies connect and engage with potential buyers. This not only decides their growth prospects, but also questions the very sustainability of their business model in this digital age.

While the internet is becoming indispensable to the new-age shopper, brands are getting increasingly competitive for customer attention. The result? Products are taking on new shapes, not only by design but also by marketing models. It's no wonder then, that the digital era is sweeping the globe and is drastically reshaping businesses.

As new buying patterns evolve and new entrants penetrate local markets, your business needs to be 100% insightful of consumer behavior to stay ahead of the curve.

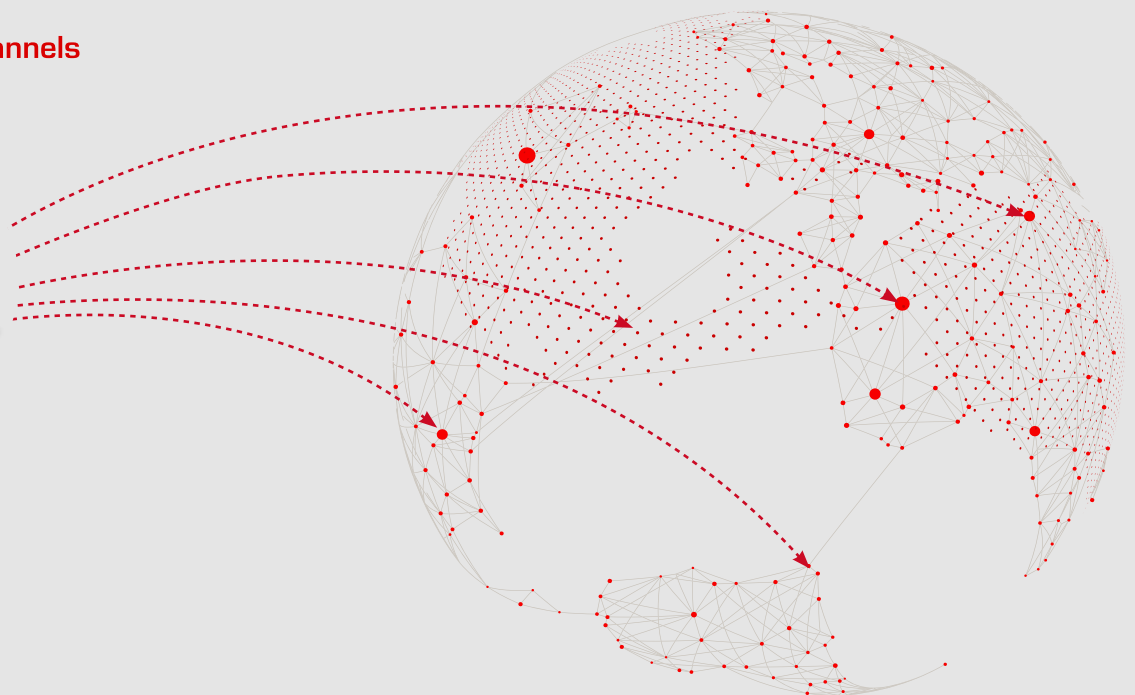
45% of consumers prefer a cross-channel combination comprising online, mobile and in-store shopping.

By the time you read this sentence, an average of 63,000 queries were received on Google's internet search engine. Do you want to know what your customers are searching for?

## The State of Channels



Business



01

The only way to remain relevant is by connecting directly with customers

02

Channel experience is key to protecting businesses from third party aggregators

03

Digital channels provide great opportunities to reach new markets

04

Even well built & effective channels require continuous innovation





## Introducing DIGICOM

DIGICOM is a comprehensive consulting-led offering powered by a unique framework that you can leverage to optimize and deliver a best-in-class digital experience for your customers and business users. Delivered by a pool of digital CX consultants by leveraging innovative frameworks and methodologies and drawing on our global experience across sectors, DIGICOM will improve your cross-platform connectivity and equip your business with more meaningful customer insights and predictive capabilities, thereby enhancing your brand performance and positioning.

The end-result is an unmatched business performance, with numerous tangible and intangible benefits, including better customer experience, and increased revenues, market share and margins.

## How we work

Our pool of consultants, market influencers, domain experts and industry veterans will bring enhanced value-addition to your customer experience arena by drawing on their deep field expertise and account-based knowledge.

Tech Mahindra's unique 360-degree audit and assessment framework analyzes and measures the efficiency of your digital channels, while providing recommendations to improve customer experience and make your business future-ready.

## Future-proof your business. Stay ahead of the curve.



As part of our tried-and-tested methodology, we begin by **collecting** comprehensive background and operational information about your business, through extensive workshops, operation probes, surveys and interviews.

**Timeframe: 2-3 weeks**



By using a unique combination of statistical, graphical and industry benchmarking tools and technologies, we **analyze** your business models, identifying what has been working in your favor; the gaps in your processes and potential pitfalls to avoid.

**Timeframe: 2-3 weeks**



A thorough assessment helps us arrive at a **quick-wins roadmap** – a series of recommendations focusing on helping your business increase leads and conversions, while reducing drop-outs, improving Net Promoter Scores (NPS) and bringing sustained profits – all through a proven strategic approach tailored to your unique requirements.

**Timeframe: 1-2 weeks**

## Areas we cover:



### Usability

Competitive analysis  
Heuristic analysis  
Information architecture



### Analytics

Traffic analysis  
Competitor analysis  
Customer analytics



### Customer journey

Personalization  
Search  
Next best action



### Customer centricity

360 view  
Social sentiment  
Self-care



### Omni-channel

Physical  
Social  
Contact center



### Architecture

Capability  
Extensibility  
Security



### Operations

Online campaigns  
Email marketing  
Affiliate marketing



### Market analysis

Demographic analysis  
Warehouse integration  
Partner network



### Return on Marketing Investment

Asset management  
Cost mapping  
Usage tracking



### Performance

Testing & benchmarking  
Optimizing & tuning  
Scaling



### Mobility

App optimization  
Usage analysis  
IoT



### Release mgmt.

Design review  
Code review  
DevOps

## Potential Recommendations for improvement:



360°customer data management



Refreshing user experience



Redesign of CMS or e-commerce systems



Optimization of marketing operations, campaigns and customer outreach



Integration of CMS with e-commerce and campaign management



Channel performance enhancement



Redesign of product information management (PIM)



Integration with order management and ERP systems



Enriching customer journeys through analytics and targeting



Next best action through predictive modelling



Faster release cycles through improved automation



Loyalty management



Integration of CPQ



Marketplace implementation



Advanced partner management



Conversational commerce



Customer community development



Redefining self-care and self-service



Integration with contact center



Sales enablement through mobile platforms



Advanced executive decision support



Social marketing and commerce



Omni-channel implementation

## Success Stories:

### Securing new leads monthly and conversion rates above industry average for a global manufacturer

A global manufacturer and distributor of high-pressure laminates and other engineered composite materials, wanted to consolidate their in-house brands and sister-concern brands under a single website. This was expected to lead to a 'One Brand' experience and promote their consolidated services across the globe. In addition to the above features, the client also wanted to build a visualizer to provide an interactive product experience to their B2B and B2C customers, as well as allow them to sample orders online.

Tech Mahindra led an extensive consulting assessment on the client's requirements, covering their One Brand strategy, technology architecture, product range and online studio requirements – all in perspective of their intended multi-country rollout.

**Outcome:** The solution resulted in 130%+ growth in new B2B leads, high yearly growth in online bulk orders and a healthy conversion rate of 15%, far above the industry average.

### Doubling revenues, reducing maintenance costs and enhancing NPS scores for leading telecom provider

The telecom provider in the UK wanted double their Net Promoter score (NPS). But they were being bogged down by their complex legacy applications and technology landscape, which provided an inconsistent user experience, and was resulting in poor satisfaction levels and NPS.

Tech Mahindra followed a full-agile User-Centered Design (UCD) discovery process to understand customer goals and needs, gaining a clear picture of the client's pain points in the process. Following this, Tech Mahindra proposed an end-to-end integrated solution built on Adobe stack, that would identify innovation opportunities, enable frictionless service delivery, and provide a more organized and controlled flow of customer data.

**Outcome:** The solution has been exceeding set expectations, resulting in doubled revenues, improved NPS and a 66% reduction in maintenance costs.

Want to know more how Tech Mahindra worked with other brands to innovate and transform their businesses?

Tech Mahindra is a leading provider of digital transformation, consulting and business reengineering services and solutions. We provide trusted advice backed with industry insights and robust data, addressing key strategic issues to help CXOs make informed decisions. Whether the end-goal is to lead in innovation or to safeguard from disruption, we help our customers excel in what they do and how they do it.

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**Tech  
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