



Service Lifecycle Management Solution



Business Situation

Providing Aftermarket services have become the differentiator that draws customers in for repeat purchases, be it business to business relationship or business to consumer relationship. Cutting edge Aftermarket service solutions that can simplify customers' complex aftermarket services, streamline their operations and achieve sustainable improvements in total product lifecycle cost efficiency would result in sustained customer satisfaction.

In the current scenario it is critical to fulfill the customer service request at the first point of contact itself. In order to achieve this, robust technology that provides multichannel capabilities is required. The technology should provide 360 degree view of the customer in a unified platform which has the capability to fulfill all customer requests with automation capabilities.

Business Challenges

- Incapability of organizations to enhance customer service delivery and simultaneously provide the flexibility to rapidly build processes that can meet the organizational service strategies
- Lack of integrated solution to monitor the requests in realtime and enable quick decision making
- Absence of a 360 degree view of the customers to provide the right Next Best Action for the requests

Solution overview

Tech Mahindra has built a customer experience transformation solution titled Service Lifecycle Management that leverages Pega's process driven CRM and Case Management capabilities. As Pega's technology is based on Smart BPM it works with existing assets to revitalize and transform them. It can also dynamically automate back-end processes and fulfill customer requests.

The solution utilizes Pega's unified platform and addresses the customer service delivery area for a profitable customer relationship management

Solution Components

Multi channel capabilities to capture service requests

Built in decision management capabilities for right diagnostics and suggesting the right Next Best Action(NBA)

Case based automation to dynamically build backed processes

Real time monitoring to know the statuses of service requests with SLA driven rules for accelerating closure

Feedback loop closed by integrating key measures such as NPS(net promoter score) for improvement

Solution Benefits

- Turning customer service group to a revenue generating unit
- First/Near time resolution for a customer service request
- Providing actionable NBA to address customer needs by leveraging their recent history and interactions using Pega's decisioning capabilities.
- Provide a personalized experience in real time no matter what the channel it by using the decisioning model can bring up the best possible response in the context of the process.

Solution



Industry Scenarios

Application in Manufacturing & Hi-tech Industries

Service Lifecycle Management solution can be implemented for a day in a life scenario of manufacturing and hi-tech industries where incidents are reported for repair, service and/or part replacement. Rule based diagnostics typically provide a guided approach for contact centre to handle the incident effectively and suggest the best recommendation. The backend process* (Eg repair request) arising out of this could be automated by leveraging Pega's case management capability.

About Tech Mahindra – Pega Alliance

Tech Mahindra is a leading global Pega practice with strategic alliance relationship with Pegasystems since 2003. It has won multiple awards from Pegasystems including the latest one on Thought Leadership. Tech Mahindra has successfully delivered hundreds of Pega based business solutions across a wide range of industries.

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 2.7 billion company with 84,000 professionals across 49 countries, helping 540 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to derive tangible business value.

We are part of the USD 16.2 billion Mahindra Group that employs more than 155,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership.

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