

TRANSFORM CUSTOMER EXPERIENCE

| CREATE VALUE |

BE. TECH MAHINDRA CONSULTING



CUSTOMER EXPERIENCE TRANSFORMATION

Customers today have a choice overload in terms of products, services, brands, touchpoints, information and so on. With rapid pace of technology disruption, short product lifecycles, changing dynamics of interactions between brands & customers and evolving regulatory landscape; keeping pace with customer expectations is like a moving goalpost for most organizations.

Businesses are recognizing the importance of delivering an exceptional customer experience to set themselves apart from competitors and thrive in changing future. Many organizations are prioritizing and investing in CX improvement initiatives to improve customer loyalty, increase lifetime value of customer and drive revenue growth. However, most CX programs are fragmented and fail to adopt a unified approach required for success. To achieve impactful customer experience improvements and intended business benefits, organizations require an integrated and holistic approach to define, measure and prioritize CX initiatives.

At BE. Tech Mahindra Consulting, we have developed a comprehensive, modular and scalable framework to help clients embark on their CX transformations. We enable them to “connect the dots” i.e. align the existing and future CX initiatives to a broader CX vision and also measure the impact on business benefits.



CHALLENGES FACED WHILE TRANSFORMING CX



Lack of a clear and overarching CX vision and strategy



Siloed ways of working between departments and functional teams



Disparate set of Business Metrics or KPIs



Lack of experience centric organization culture and structure



Lagging technology capabilities



Gaps in e2e journeys and inconsistent experiences across channels



Lack of real time customer information and analytics



BUSINESS BENEFITS OF TRANSFORMING CX



Improve NPS at relationship and transaction level



Increase revenue by acquiring new customers



Enhance customer lifetime value through cross sell and upsell



Enhance customer loyalty and retention



Improve margins by reducing cost to serve



Increase marketing effectiveness and RoI

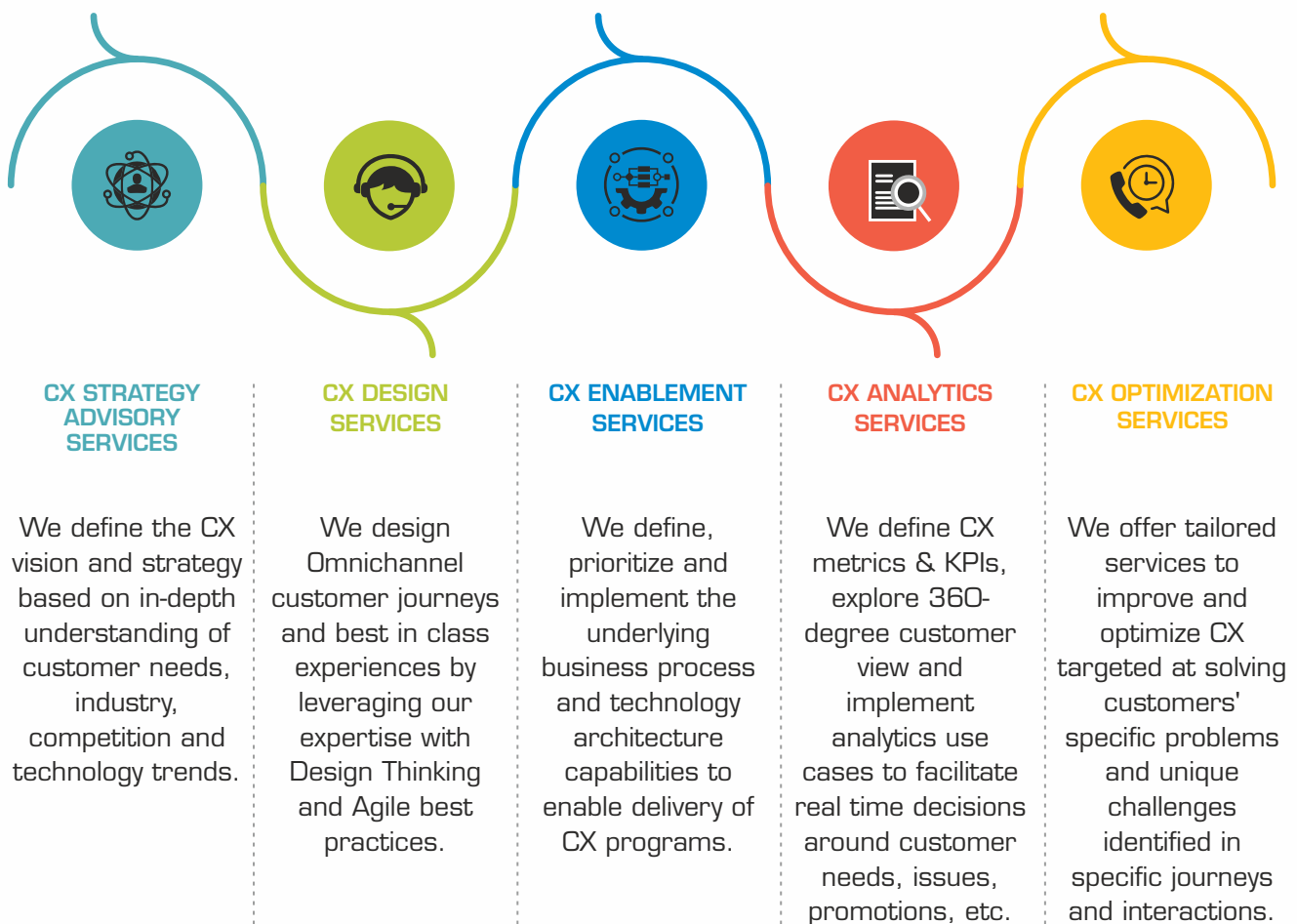


Increase share of market and wallet



OUR CONSULTING CAPABILITIES

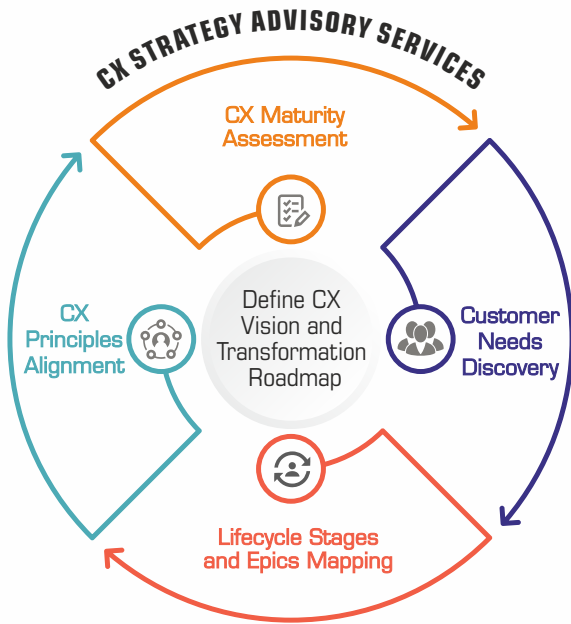
Our holistic CX Transformation methodology and comprehensive set of capabilities help clients significantly improve the Customer Experience. We offer a range of services that reinvents the delivery of differentiated customer experience.



OUR TRANSFORMATION WORKSTREAMS AND ASSETS TO HELP YOU DELIVER UNIQUE CUSTOMER EXPERIENCE

We have broad capabilities and deep expertise to help clients embark on their CX transformation journey. We have developed an end-to-end framework and host of solution accelerators to ensure success of CX programs in achieving intended business benefits. With our experience of what works and what doesn't we foresee potential problems before they start affecting 'Customer Experience' and create new ways to win!





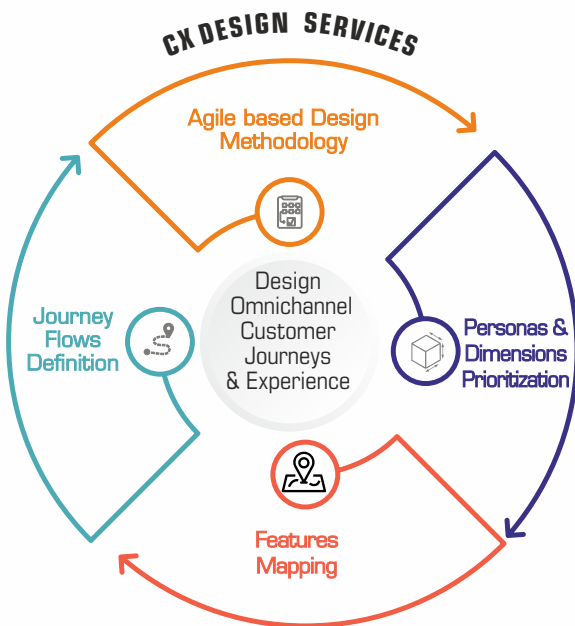
Our Accelerators and Frameworks

Voice of Customer Process and Surveys

Captures As-Is state and customer feedback with the help of due diligence or surveys and prioritizes unmet needs based on business impact

Digital Maturity Assessment Toolkit (DigiMAT)

DigiMAT toolkit helps to assess digital maturity across various tenets including Customer Experience capabilities



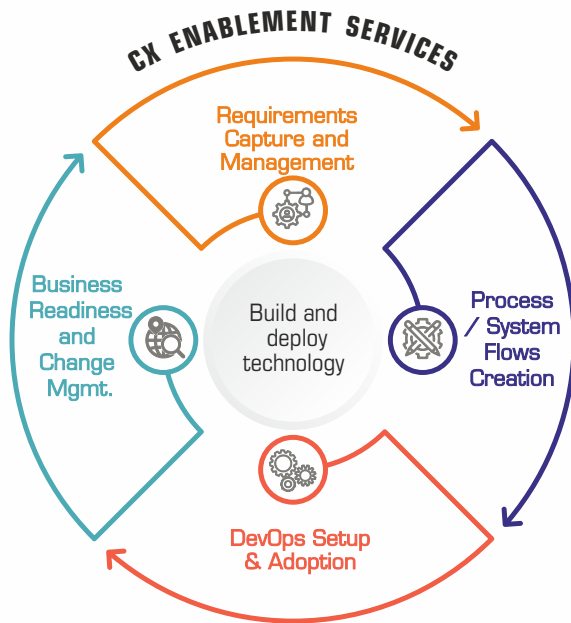
Our Accelerators and Frameworks

Journey Design Methodology

Step-by-step approach to depict comprehensive customer journeys capturing all variations and enabling channel switch

Journeys, Dimensions, Personas & Features Repository

Data analysis to provide actionable business insights, leveraging vertical specific repository of Dimensions, Features and Personas that constitute and impact the journeys



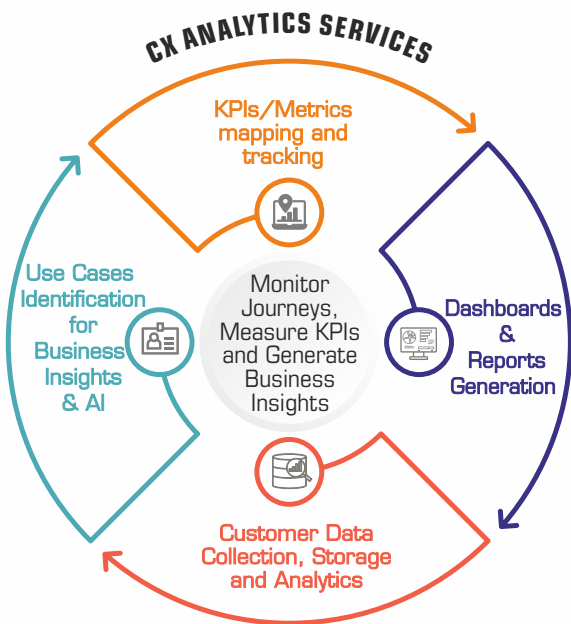
Our Accelerators and Frameworks

Business Process and Requirements Repository

Repository of business processes based on Vertical specific frameworks like eTOM and industry best practices. Catalog of CX use cases and requirements based on our domain expertise

Change Management Framework

Prepares for upcoming change through a comprehensive approach including business engagement, readiness and benefits management



Our Accelerators and Frameworks

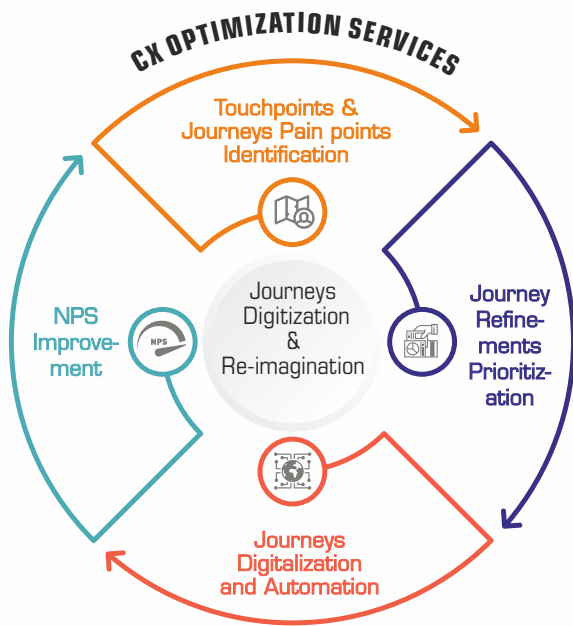
Insights Use Cases Catalog

Vertical specific use cases for leveraging Analytics & Insights to improve CX

Dashboards and Reports Repository

Helps to track different reports and allows managing information





Our Accelerators and Frameworks

Journey Digi-reimagination

Methodology to digitalize and automate journeys

NPS Improvement Framework

Closed loop model for measuring baseline NPS and for identifying improvements

Our comprehensive CX Transformation Framework helps bring together the capabilities of Tech Mahindra and Our Partners – Strategy, Design, Domain, Technology and Tools Expertise to help our clients deliver the right customer experience.



FEATHERS IN OUR CAP

BOOSTING NPS BY 44% FOR A LEADING TELECOM SERVICE PROVIDER

Our Client, a leading telecom and internet service provider in UK wanted to improve their NPS score for which they approached experts at Tech Mahindra to help them study their NPS and identify improvement areas to enhance customer experience and loyalty. The client also wanted to move >60% customer interactions to digital channels so as to provide best in class CX.

We created a comprehensive NPS Framework for the Client to analyse processes across the lifecycle, mapped customer journeys at each stage, determined how they impact NPS, and set up methods to measure satisfaction at each interaction. We helped our Client get a deeper insight into actual aspects affecting Customer Experience and NPS. Our recommendations resulted in a 44% rise in NPS score.

We also continue to lead large digital transformation program for the Client to enable a truly Omnichannel CX, wherein entire legacy IT stack will be replaced with a future ready stack. This will help double the subscriber base for Client.



ENABLING DIFFERENTIATED USER EXPERIENCE FOR A GLOBAL LEADER IN LOGISTICS SOLUTIONS

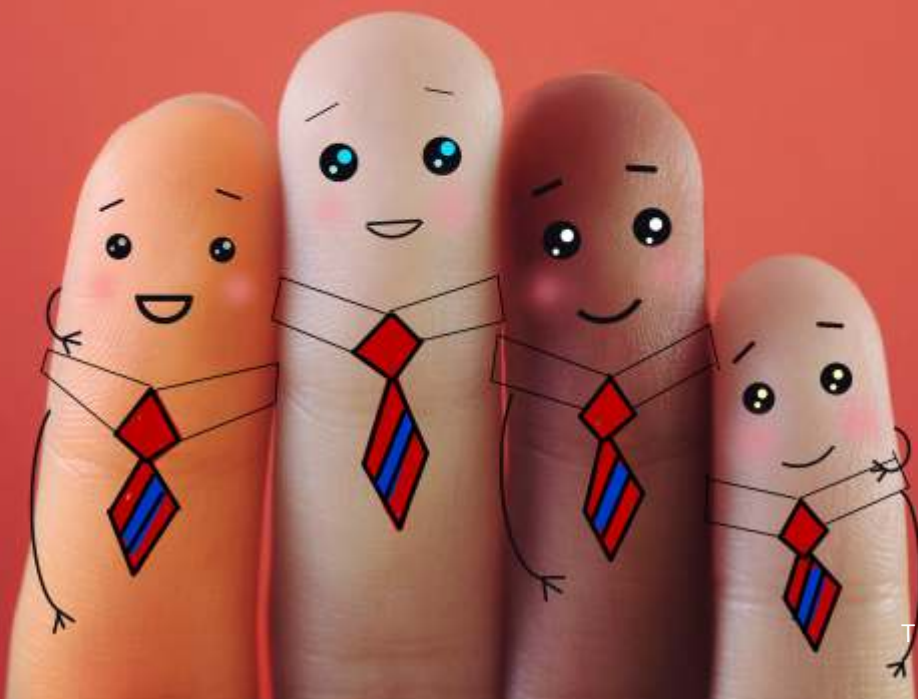
Our Client, global leader in transportation and logistics solutions developed an ambitious business growth plan to double its revenue and boost profitability. Thus, they were looking for an effective technology solution (next-gen logistics platform) to increase operational excellence, generate cost savings and improve customer experience. They wanted to build a new user-centric logistics platform to optimize their performance by eliminating inefficiencies from sub-optimal supply chain processes and focus more on the real value generator – their customers. Client approached our experts to help them carve out a strategy and build a model to conceptualize the next-gen platform. With our unique design thinking methodology, we gathered the requirements of the business stakeholders in relation to end User Experience. Leveraging our comprehensive CX transformation framework and tools, we defined the persona, journey maps and created interactive prototypes that helped demonstrate and validate the idea to the Client. We also created a UX Product Backlog to help the client prioritize list of solutions to be delivered that focus on user outcomes. We helped them visualize the solution without writing a single piece of code!

CONTACT US

Are you ready to transform your Customer Experience?

Take the CX Maturity Challenge today.

Write to us at befutureready@techmahindra.com



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 4.9 billion company with 117,200+ professionals across 90 countries, helping over 903 global customers including Fortune 500 companies. Our innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2016 List.

We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

ABOUT BE. TECH MAHINDRA CONSULTING

We are the Business Excellence team, Tech Mahindra's consulting unit. We help clients achieve business objectives in the digital era

- We work with clients to develop and implement digital transformation strategies that impact their products and business models
- We help our clients transform their operations and processes in line with this strategy
- We also help them build a key enabler for achieving these objectives: agility and automation in the technology function
- Our program and change management services ensure on-track implementation of the various transformation initiatives

All of these services are underpinned by proven methodologies, frameworks and tools. These are based on design thinking approaches that ensure stakeholder buy-in at each stage. Our clients find our global experience, collaborative approach, and the ownership we bring to ensure outcomes in every one of our engagements, as a key differentiator.

