**Tech
Mahindra**

INDUSTRIAL CX

Industrial CX Cloud brings a unified customer engagement platform for Industrial manufacturing as well as Process manufacturing industry, both for sales & after sales journeys. Manufacturers are dealing with multiple channels of engagement, disconnected customer journeys and fragmented systems resulting in the loss of visibility over the customer-facing functions.

This platform aims to be the control tower for business managers to have a unified view from Contact Centers, Sales and marketing, Quotations Management(CPQ), Partner Management, Aftersales services to facilitate adaptable interactions and to increase customer loyalty.

Industrial CX cloud provides the flexibility and configurability to manage the key aspects of all the customer interactions with prebuilt customer journeys providing Omni channel experience and maximizing customer lifetime value.

With our expertise in physical-digital design (Pininfarina) , experience design for behavior (Mad*Pow) , engineering & digital solutions (Tech Mahindra), we enable a layer of solutions and services and business-agile data model to leverage the power of Salesforce platform.

Business Challenges

- Disconnected user journeys – fragmented systems
- Need for real time updates
- Highly customized products - 20% of Products(MTO) consume 80% of design time
- Long lead time for Quotation process
- 7 - 10% of consistent unfulfilled demand
- Higher inventory carrying cost (5 - 8% of Non-moving Inventory)
- Approx. 12% of marketing schemes don't meet their intent

Tech Mahindra Solution

Industrial CX Cloud is built on industry leading Salesforce CRM platform with prebuilt customer journeys and integrations. Together with our partner firms we enable design for customer behavior through ethnographic research & custom-built user journeys. We bring on the best of physical design as well as digital experience in one seamless offering.

We are merging creative, content, commerce and technology together to transform how brands interact with their customers in presales, sales and aftersales stages and grow a loyal customer base.

Business Benefits & TechM Capabilities

- Differentiated customer journeys with signature moments
- Capture 'Moments of truth' & influence buying behavior
- Guided buying journey & transparency in every step of customer touch points
- Better empowerment and efficiencies for customer facing employees
- Better lead tracking, scoring and reduce lead churn
- Multi format physical-digital i.e. Phygital outlets
- Cloud CX built on cloud data model of Salesforce platform

pininfarina **BORN** **B!O** **mad✶pow**

Case Study →

A leading German chemical company need to own the customer experience and monetize it needs.

We helped the customer by Smart Omni channel notifications for an enhanced customer engagement journey. This resulted in better empowerment and efficiencies for customer facing employees.