Tech Mahindra
REIMAGINING EXPERIENCES
RITESH IDNANI

INVESTOR DAY

# WE HAVE SPENT A DECADE BUILDING AN ORGANIZATION OF THE FUTURE,

# the time is NOW

Connected World. Connected Experiences. + 3-4-3 Run.Change.Grow + EXPERIENCE TECHMNXt

2014 2017 2018

NXT.NOW Experience the future, now

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# MARKET TRENDS FOR EXPERIENCES

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Hyper personalization

Elastic Enterprise

Longitudinal book of record

The speed of the human mind

Resilience

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# THE MARKET FOR EXPERIENCES IS LARGE AND GROWING

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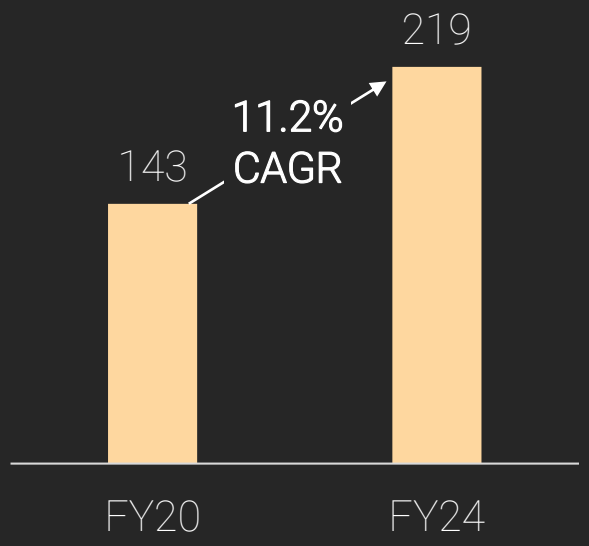
In US$bn




*Includes Software, Services, AI, CCO, BPaaS, RPA and Analytics.

## Communications Sector 360 degree experiences

| Digitized customer journey | CRM call center modernization & customer support | Digital self serve portal across multiple channels to cater to 30 | Digitization of fixed line field force |
|---|---|---|---|
| B2B/B2C customer Journey design & implementation focused on "zero touch" operations across order placement, provisioning and fulfillment. | voice & non voice BPM support coupled with RPA/AI enabled solutions for B2C and B2B business | 60% of customer requirements incl features like 24*7 intelligent chatbot, query resolution through experts etc | e.g. introduction of dispatching tools, workflow management |

*Source: Industry Research Growth in US$ terms*

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But the market is
**disparate and dis-aggregated**.

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NXT.NOW Experience the future, now

# Natural Progression + Adaptive Evolution:
# The New NXT is all under one roof

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CX CUSTOMER EXPERIENCE

SX SERVICE EXPERIENCE

PX PHYSICAL EXPERIENCE

TX TECHNOLOGY EXPERIENCE

DX DATA EXPERIENCE

IX INDUSTRY EXPERIENCE

OX OPERATIONS/ PROCESS EXPERIENCE

BORN

mad*pow A Tech Mahindra Company

BIO A Tech Mahindra Company

pininfarina

ZEN3 TECH A Tech Mahindra Company

Target A Tech Mahindra Company

HCIgroup A Tech Mahindra Company

comviva

## HUMAN CENTERED EXPERIENCES

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# WE CONSIDER ALL ASPECTS TO DELIVER HUMAN CENTERED EXPERIENCES

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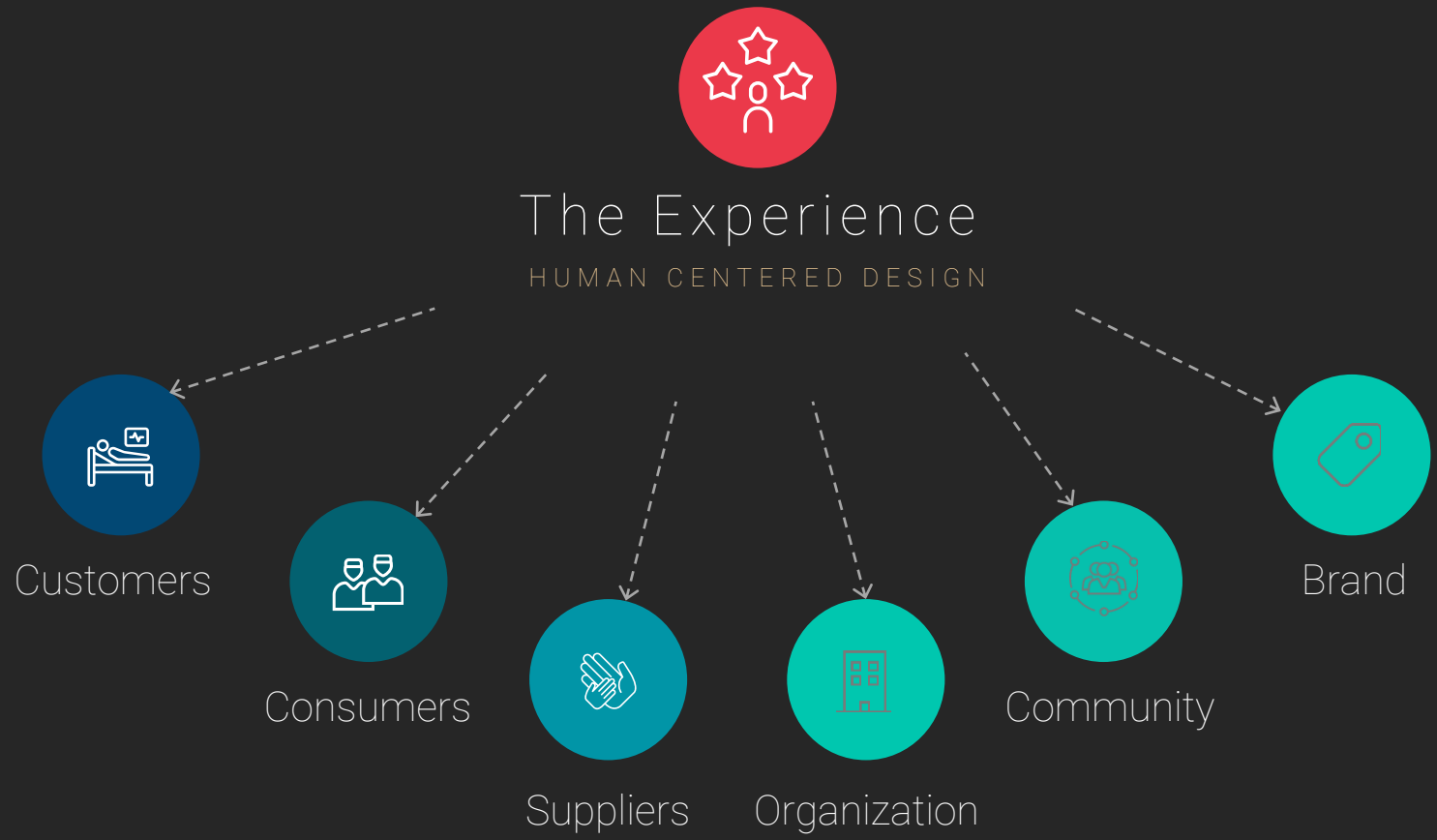


Consider just this …

We have built a framework to deliver CX

Agile | Global | Comprehensive | Practitioners | Integrations | Design | Brand | Specialization

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# ..OPERATIONALIZED BY OUR PROPRIETARY STELLA© FRAMEWORK

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BX | Brand Experience

BE | Behavioral Experience

BR | Book of Record

Record behaviour in data vault to improve brand experience

Deliver it through channels

Build an impressive brand experience

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# CX. DELIVERED. BANKING.

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| | | | | |
|---|---|---|---|---|
| A Multinational Banking & Financial Services Company | Focuses on high-quality growth markets in the Americas | | An eHOME app with the best online mortgage experience | |
| Provides Transparency and Rate Opacity Online | | No branch visits required | | Committing to a rate digitally for the customer |
| | 95% would recommend to a friend or family member | | 90% Of customers use the bank's digital mortgage application | |

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# CX. DELIVERED. RETAIL CPG.

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| | | | | |
|---|---|---|---|---|
| A French Luxury Goods Company | Need for engaging customer digitally | Preferred partner of choice | Extremely well received by the audience | |
| Won the prestigious Lovie Award (Europe Webbys) | | Mobile First design and cross-device journeys | | Modular design and supports 8 different languages |
| Adapting framework for graphic and technical support | Refined And Well Crafted User Interface Design | | Carefully animated Front End development | Agile delivery of project amidst pandemic challenges |

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# END TO END CX. DELIVERED. TELECOMS.

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| | | | | |
|---|---|---|---|---|
| Leading telco provider | 15 + years partnership | Preferred partner of choice | Industry leading NPS of 69 points | CX Complete Redesign |
| Winning with TechM | | Award Winning Service | | 20% + operations moved to chat |
| Handling 95% of Ops | 2x customers at 50% cost | | Digital Transformation | End to end customer lifecycle management |

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# IN A NUTSHELL.

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1. Experience the Future, Now

2. Large and growing addressable market.

3. All under one roof.

4. Growing faster than the market.

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