

TechM BPS Solutions Menu Card

Retails & Consumer Goods



A Menu Card?

Tech Mahindra business process services works with a global, diverse group of clients in the retail and e-commerce industry and enables them to successfully meet the numerous challenges faced in terms of growing customer expectations and changing industry landscape.

We have engaged in multi-year partnerships with some of the biggest and niche client base across all the geographies and helped them deliver industry best customer support along-with CX transformation powered by digital transformation levers like automation, analytics, AI/ML, cloud, social media, and mobility. This menu card provides a glimpse of our capabilities and how we are currently delivering value to our customers.



Professional Services

Customer service solutions that manage the end-to-end customer journeys across various platforms.

#	Solution	Description	Where Executed
1.1	Customer Value Center	Integration of diverse engagement channels to enable customer to connect seamlessly on 'channel of choice' and provide retailers with a unified 360° view of the customer	All retail engagements that include leading e-commerce & supermarket chains across Americas, Europe & Asia
1.2	Service Desk Management	Full suite of ITSM solutions to meet the communication needs of a diverse customer base across multiple channels	U.S. big box retailer and among global top 10 in terms of revenues
1.3	Master Data Management	Processes, governance structures, systems and content in place to ensure consistent and accurate source data for transaction processes	Among the largest health foods & drinks companies globally
1.4	Loyalty Management	Managing customer relationships, loyalty campaigns and business intelligence	Leading retailers & marketplaces across the globe; top sports brand
1.5	Returns Management	Management of product return, replacement or exchange	Leading retailers & marketplaces across the globe; top sports brand
1.6	Seller Support Services	End-to-end seller service helping them to improve their revenue & Commerce platform experience	Global e commerce Company
1.7	Product Information Management	Complete suite for product experience management that sources raw data from multiple platforms, transforms and contextualizes the data and distributes across channels	Among the largest health foods and drinks companies globally
1.8	Yantra.ai	A transformational cognitive artificial intelligence solution for better field service management	Major Australia based telcom and media companies
1.9	Navixus	Navixus equips enterprises with differentiated services and technology to deliver exceptional customer experience and operational performance.	US-based retail company and Canada based retail business group
1.10	Finance & Accounting	Management of critical business processes like order to cash (O2C), record to report (R2R) with best-in-class resources and operations model together with tactical automation deployments	3 of the biggest global consumer food & drinks companies
1.11	AceFin	A Cognitive AI-based Solution designed to provide actionable insights to CFOs from single source of truth, assisting in timely decision making and enabling them to attain best in class standards of their industries.	Emerging capability
1.12	Supply Chain Management	Management of the flow of goods and services, of raw material, of work-in-process inventory, and of finished goods	Leader in energy and utilities sector with ranking in the top 10 Fortune 500 cos
1.13	Work at Home Solution	Enable a fully functional work at home services through a set of capabilities	During COVID 19, successful deployment across almost all our retail engagements
1.14	Robotic Process Automation	Identification of non - value adding steps in business processes and elimination of manual intervention through Bot assisted automation; application across multiple business functions	Leading retailers and marketplaces across Americas, Europe and Asia
1.15	Task Mining	Leveraging task mining capability to accelerate data-led digital transformation. It identifies process automation possibilities and uncovers potential optimization and standardization opportunities	Leading India eCom company and American mid-luxury retailer
1.16	Digital Process Mining	Leverages advanced analytics and data mining algorithms to provide an X-ray of your business processes. It helps discover process gaps and identify optimization opportunities.	Canada-based luxury fashion retailer
1.17	Digital Platforms for Operations	Comprise of customized solutions for client operations like Vibes, Aura, Kornea used across chat channel, quality management, productivity management	Leading retailers & marketplaces across Americas Europe and Asia
1.18	Conversational AI	Complete portfolio of tools and features to empower the customers and enable cost optimization through elimination of volumes and improvement in NPS/CSAT	Leading global players in other industry verticals
1.19	Reporting and Analytics	Intelligent HUB - in house industry best solution for generating reports and rich dashboards; Analytics suite for tracking critical operational metrics and predictive resolution of key operations attributes like NPS and product concessions	Among the oldest and diversified retailer in Americas; Top big box retailer in U.S.
1.20	Populii.ai	Crowdsourcing platform that unites gig workers globally and enables enterprises to build smarter AI-enabled solutions	Hi-tech major

Great Customer Experience Across All Channels

1.1

Customer Value Center

We have a proven expertise in providing outstanding omni-channel customer service including seasonality management, return and refund management, order management, gift card management and revenue generation. Tools like socio, chat-bot, VIVR, intelligent IVR, product recommendation are some of the successfully deployed tools at our major customer service centers.



Service Overview:

Chatbots | Visual IVR | Intelligent IVR | Social Media Management (SOCIO) | Digital CX



Expected Benefits:

Chatbots | Visual IVR | Intelligent IVR | Social Media Management (SOCIO) | Digital CX

- Great Customer Experience and Loyalty
- Increase in Customer Base and Business
- Increased Revenue
- Better Employee Satisfaction and Retention
- Competitive Advantage in the Market



Multi-Channel Digital Service Experience

1.2

Service Desk Management

TechM provides ITIL compliant solutions with fully developed engagement maturity model – Global Desk, Digital Desk, and Next Gen Service Desk.



Service Overview:

Service Desk | Service Mgmt. | Monitoring | Identity Mgmt. | Dispatch Support | Digital Service



Expected Benefits:

- End-to-end ownership and SPOC for end users
- Optimization of critical metrics like FCR, ASA, call abandons
- Industry best performance for customer metrics like CSAT/ NPS
- Streamlined operations along-with reduction in service cycle time
- Detailed trend analysis on incidents during QA audits



Ensuring Consistent and Accurate Product Data

1.3

Master Data Management

Processes, governance structures, systems, and content in place to ensure consistent and accurate source data for transaction processes (such as the management of customer master data, vendor master data, materials, products, services, employees, and benefits).



Service Overview:

MDM Platform | Managed Services



Expected Benefits:

- Clean master data helps in creating reliable actionable insights as all reports and analytics is based on enterprise master data accuracy
- It helps in increase in revenue, margin, and reduction in cost of doing business



Effective and Impactful Loyalty Programs

1.4

Loyalty Management

Customer loyalty is among the most critical functions for any retailer but is often the most ineffectively managed. Our complete suite of services enables 360° program management capability.



Service Overview:

Customer Relationship | Loyalty Campaigns | Business Intelligence



Expected Benefits:

- Increase in revenues through better targeting of customers
- +30% cost savings due to automation of routine admin activities
- Increase in NPS / CSAT scores by 20-30 points
- >50% reduction in TAT for program launch and insights generation



Hassle Free Product Returns and Replace

1.5

Returns Management

Returns management solution suite enhances CX throughout the returns journey right from order placement to refund credit or item replacement



Service Overview:

Policy Management | Customer Engagement | Logistics | Post - Returns



Expected Benefits:

- 25% - 30% reduction in costs due to higher efficiency
- 20 Pts increase in NPS/CSAT levels due to smooth experience
- Increased revenue realization due to faster recirculation of items



Friendly and Robust Seller Experience

1.6

Seller Support Services

Our suite of services enhances seller visibility on social media through listing and domain hosting while providing seller support and IT infrastructure.



Service Overview:

Seller Queries | Payment Queries | Fraud and Abuse Cases



Expected Benefits:

- Smooth and efficient seller on-boarding on the partner e-commerce platform
- 24/7 seller support through voice, email, and chat
- Extensive verification process ensures minimal cases of seller frauds
- Robust payment gateway and IT infra reduces payment dispute



Rich, Accurate, and Personalized Product Data

1.7

Product Information Management (PIM)

TechM PIM services take care of the complete product management lifecycle to streamline the sourcing of data from multiple systems / applications and distribute enriched content to different channel types.



Service Overview:

Data Collection | Standardization | Enrichment | Contextualize | Distribute



Expected Benefits:

- Increased conversion rate due to reliable and gripping content
- > 30% reduction in TAT for content go-live on different channels
- >50% reduction in error rate due to manual inaccuracies



Field Service Management

1.8

Yantr.ai - Field Services Reimagined

A platform powered by AI/ML to provide insights and decision making for better forecasting, planning, and execution of your field services operations. It brings together tech, data, and people to hyper automate, optimize, and improve customer experience for your field services operations.



Service Overview:

End-to-end visibility of demand and supply | AI-based decision making | Cognitive supply chain | Early alert mechanism | Scenario planning | Technician productivity | Process re-engineering



Expected Benefits:

- Increase in technician's productivity by approximately 7%
- Improvement of SLA by approximately 4-7%
- Reduced unmet demand by 4%
- Reduction of FTE across field operations from 20% to 40%
- Improvement in production and efficiency of workflow control center by approximately 15%
- Improved NPS by approximately 5-7%
- Improved brand perception and strategic positioning



Digital Transformation and Optimization

1.9

Navixus - Helping Clients Navigate Digital X-Roads

A suite of capabilities to deliver business value to our clients facing a changing world of increased customer expectations and evolving technologies. It equips enterprises with services and technology to deliver exceptional customer experience and operational performance.



Service Overview:

Consulting | Intelligent Automation | Analytics | Operational Excellence | CX Technology (CCaaS) | Managed Technology



Expected Benefits:

- 60% higher NPS and 25% quicker case resolution for a Canadian retailer
- 18% error reduction for a big-box retailer
- 34% savings through IVR enhancement for a Swedish luxury retailer
- 20% reduction in cost to serve for global fashion e-retailer
- 20% productivity improvement by eliminating manual processes for a UK-based home improvement e retailer
- 12% cost reduction for global nutritional product retailer



Process Transformation across P2P, O2C, and R2R

1.10

Finance and Accounting (F&A)

Standardized processes being managed by industry's best professionals using digital transformation levers like RPA, OCR enabled automation, analytics, and AI/ML.



Service Overview:

Procure to Pay (P2P) | Order to Cash (O2C) | Record to Report (R2R)



Expected Benefits:

- Reduction in daily sales outstanding (DSO)
- Optimization of cost and invoice volumes being handled
- Elimination of open items for reconciliation



CFOs Dashboard

1.11

AceFin - Finance Aced

A cognitive AI-based BPaaS solution designed to provide actionable insights to CFOs from single source of truth, assisting with timely decision-making and enabling them to attain best in class standards of their industries. It has easily accessible company-wide metrics and trends over time, across business units and regions.



Service Overview:

Single source of truth | Persona based dashboards and insights | Generate actionable insights to achieve business objectives | Drive efficiency - process improvement with value propositions | Measure and action real-time



Expected Benefits:

- 15-20% Increased Automated Actions
- 15-20% Improved Compliance
- 10-15% Working Capital Optimization
- 15-20% Reduced Revenue Leakage
- 10-15% Increased Customer Satisfaction



Planning and Support Services Across Value Chain

1.12

Supply Chain Management (SCM)

We provide managed services across different stages in the supply chain like - planning, manufacturing, logistics, and service management. Also provide value add solutions like analytics.



Service Overview:

Planning | Manufacturing | Logistics | Service Management



Expected Benefits:

- Improvement in due date performance by 30 - 40%
- Optimization of inventory levels and increased availability



Lean and Cost-Efficient Contact Center Services

1.13

Work at Home Solution (WAH)

TechM can enable fully functional work at home contact center services through 3 distinct sets of capabilities – distributed recruitment, 100% remote operations, and security and compliance.



Service Overview:

Virtual Talent Acquisition | Remote Training | Work Force Management | Technology Focus | Dynamic Communication | Security and Compliance



Expected Benefits:

- Cost savings due to almost no infrastructure requirements
- Flexible and agile due to quick ramp up and down in line with volumes
- Local talent availability results in higher levels of customer experience and effective operations
- Business continuity is higher due to distribution of operations



Increased Efficiency & Maximization of Productivity

1.14

Robotic Process Automation (RPA)

Ensuring business process excellence through elimination of routine & repeatable manual steps using automation Bots that are industry agnostic and follow light deployment model.



Service Overview:

Unified Desktop | Single Sign On | Non - Value Adds in Business Process Products: UNO |
UIPath | Blueprism | Automation Anywhere



Expected Benefits:

- Increase in agent productivity by 30%
- Cost optimization by 20% - 30% due to reduction of FTE headcount
- Reduction in manual inaccuracies leading to more reliable process output
- 10 - 15 Pts Enhancement in CSAT/ NPS scores leading to lower attrition rate



Accelerate Digital Transformation with Task Mining and Business Process Automation

1.15

Task Mining

TechM leverages a task mining tool for the execution of step-by-step progressive techniques for the digital transformation of a business process. It leverages agent level activity data to identify automation opportunities and highlight process benchmarks to optimize end to end process outcome.



Service Overview:

Transform any process: AR, O2C, P2P, AR, ITSM | Customer Service | Contact Center | Claims Management | Talent Management

Across any Service Line: Business Process Service | Digital Supply Chain | Business Excellence Services | Intelligent Automation



Expected Benefits:

- 25-30% annualized efforts savings E2E cycle time (via RPA automation)
- 20-25% reduction in repeat task/ activity
- 70-80% reduction in manual validation (via RPA automation)
- ~50% reduction in wait time
- ~100% potential automation of the task



Unveiling the Power of Digital Process Mining for Business Transformation

1.16

Digital Process Mining

TechM brings in decades of process expertise along with new-age tools like process mining to deliver continuous superior customer value. We believe in leveraging data to improve business processes and use digital process mining to transform these processes for our customers. TechM's digital process mining (DPM) solution uses existing process data to provide genuine process visualization that aids in identifying process gaps and optimization opportunities.



Service Overview:

Operational Excellence | Internal Audit | Automation | Digitalization |
ERP/ System Migration | Reporting



Expected Benefits:

- Approximately 30-35% OPEX improvement with around 20% improved cost efficiency
- Approximately 35-40% manual effort reduction
- 12-15% improvement in DSO
- 20-30% increase in impact on process optimization
- 15-20% reduction in revenue leakage
- Improvement by 10-15 pts in net promoter score
- 3-5% improvement in cash optimization
- High benefit cost ratio on investment



Maximizing Productivity and Efficiency in Operations

1.17

Digital Platforms for Operations

Customized digital tools and platforms to streamline workflows and resolve challenges across quality management, customer satisfaction, employee productivity, and more.



Service Overview:

AURA | VIBES | Kornea | Escalaide



Expected Benefits:

- Overachievement of defined SLAs for critical performance metrics
- Real-time management of customer experience through VIBES – chat analytics platform
- More effective customer insights through improved quality audits process



Empowering Customers to Self-Serve, Reducing TAT for Resolution

1.18

Conversational AI

Complete portfolio of tools and features deployed across multiple customer engagement channels to enable self-service and issue resolution.



Service Overview:

Visual IVR | Voice Bots | Special Bots | Web Forms | Structured IVR | Email Forms



Expected Benefits:

- Increase in customer engagement, satisfaction, and retention through more control to customers
- Significant reduction in operational cost due to elimination of volumes across all the 3 channels – voice, email, and chat
- Optimization of key operational KPIs like AHT, FCR, and call abandons due to lower levels of inbound volumes
- Higher revenues due to increased agent focus on cross-sell and up-sell



Increased Operational Effectiveness, Improved Decision Making

1.19

Reporting and Analytics

A well-developed platform with complete extract, transform, and load (ETL) capabilities that can generate customized reports and rich dashboards.



Service Overview:

SMART MIS | Operations Analytics | Customer Analytics | Market Analytics | Predictive Analytics



Expected Benefits:

- 90%+ compliance with operational SLAs
- 15 - 20% reduction in issue resolution time
- > 50% decline in cost leakages due to gaps in product concessions process
- Increase in NPS scores due to accurate prediction through detailed analysis of relevant customer metrics
- Higher revenues due to increased agent focus on cross-sell and up-sell



An Enterprise Gig Platform

1.20

Populii.ai

A platform for enterprises and gig workers to collaborate and create faster accurate AI-driven solutions.



Service Overview:

For Enterprises: Data driven Insights | Cost-effective Problem Solving | Rapid Innovation Sourcing | Efficient Task Delegation | Scalable Talent Pool

For Gig Workers: Diverse Online Micro Jobs | User Research Studies | Remote Gig Work | Automated and Fair Payments | Upskilling Opportunities



Expected Benefits:

- Up to 30% reduction in annotation cost
- More than 95% quality on an average across all engagements
- 200,000+ active crowd
- Hiring and retention of multilingual resources (80+ languages)
- Supported requests for 160 countries over 5 years



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