

# TCS Analytics and Insights Services

Business Process Services



The global economy compels organizations to operate under unprecedented competitive and regulatory environments. At the same time, many markets are now mature, with shrinking decision cycles and a short time-to-market. In this scenario, organizational decisions need to be based on accurate and insightful data. Analytics, therefore, has become an integral part of the business plan of any organization, helping to assess the business environment accurately and predict future trends.

At Tata Consultancy Services (TCS), our Analytics and Insights Services provide insights into your business and enable you to take data driven decisions across functions. Our services facilitate strategic and timely decisions that positively affect your business. Our expertise and experience with leading global organizations help you address challenges related to utilizing the data that is available in the organization to derive business insights. Our offering also helps you unlock growth potential and be a leader in your market.

## Overview

Organizations today grapple with a complex business environment that stems from shorter product lifecycles and increased competition; the need for globalization and hyper-localization; need for improved customer experience; and an increase in regulatory oversight. Organizations need to capitalize on the vast amounts of data generated within the business to make faster and effective business decisions.

TCS helps organizations meet these objectives through our analytics services that provide customer insights, sales and marketing analytics, risk analytics, supply chain analytics, and financial insights. TCS' analytics services benefit from our industry expertise, making it relevant to each industry's unique challenges. Our analytics services span the entire value chain – data management, reporting, descriptive analytics, predictive modeling, and optimization.

Our analytics services provide you with a holistic view of your customers and their preferences. We offer detailed market analysis to improve your marketing ROI, increase operational efficiencies, measure and mitigate risks, and make prudent financial decisions. We help you analyze large volumes of business data, test various hypotheses against this data, and arrive at conclusions that help define effective business strategies. TCS brings in experience and expertise across a variety of proprietary, third-party, and open-source business intelligence (BI) and Big Data technologies.

## TCS Analytics & Insights Offerings

Our expert statisticians, analysts, and domain experts help you analyze your operational, business, and external data to gain insights that enable you to be more agile and responsive to the market. This analysis spans industries and includes:

- Customer insights, enabling our clients to understand consumption trends, loyalty and customer behavior, and manage the 4Ps (product, price, promotion, and place) better
- Sales and marketing analytics, helping marketing teams deliver the right customer acquisition, growth, retention, and profitability initiatives, and measure brands and channels better across digital, social, and traditional media to increase their return on marketing investments
- Risk analytics, helping risk officers across our banking, financial services, insurance, and healthcare clients effectively prevent fraud, reduce losses, and optimize their response to regulatory reporting
- Supply chain analytics, enabling supply chain teams to effectively forecast demand and manage supply and inventory in a cost efficient manner, thereby improving the bottom line
- Financial insights, helping our clients manage expenditure, cash flow, and investments better for faster revenue growth



### Overview of our Analytics and Insights Services

#### Experience Certainty

##### Experience Leadership

We help you anticipate and respond quickly to the demanding marketplace and take decisive action to gain leadership by ensuring:

- Up to 200% increase in campaign response rates
- Up to 45% increase in products per customer through campaigns based on propensity-to-buy analysis

We also deliver complex bank and holding company level reports and capital plan documents, for submission to multiple regulators such as the Federal Reserve and the Office of the Comptroller of the Currency (OCC).

##### Experience Partnership

We partner with you in your journey towards business excellence and help you build long-term customer loyalty by facilitating deeper understanding of customer needs to improve and customize product development.

##### Experience Results

We enable you to deliver results in demanding business environments, increase revenue, and improve your bottom line by ensuring:

- Over 70% reduction in your cost of customer acquisition
- Over 30% increase in chargeable premiums for maintenance of risky assets
- Over 20% reduction in marketing spend for retailers

#### The TCS Advantage

**Industry Domain Expertise:** We have a highly skilled team of analysts with academic backgrounds in business management, statistics, econometrics, economics operations research, and supply chain management. We also have a team of experts with PhDs, who specialize in analytics across different industries. In addition, two of our robust programs, 'Data Scientist' and 'Academic Interface', help us generate a continuous pool of expert statisticians and industry-ready business graduates with the required domain expertise.

**Analytics R&D:** In addition to 20 R&D Innovation Labs and our Co-Innovation Network (COIN™), TCS has two analytics labs dedicated to building innovative analytics models and solutions and developing new analytics offerings to cater to industry specific requirements.

**Analytics Platform:** Our analytics platform is a comprehensive business intelligence and analytics solution that encompasses sales, marketing, customer interaction management, human resources, finance, supply chain, and procurement. Customized versions are available for industries like retail and manufacturing. The platform comes ready with industry standard key performance indicators (KPIs), role-based dashboards, data models, source data connectors, and an easy-to-use rich user interface.

**Analytics Centre of Excellence (CoE):** We have set up a CoE that acts as a one-stop shop for analytics requirements for organizations across industries. The CoE employs a team of statisticians and domain experts along with dedicated R&D personnel.

## About TCS' Business Process Services Unit

Enterprises are looking to drive sustainable growth and profitability, and stay relevant to their customers in increasingly regulated, competitive, and global markets. TCS fosters proactive and strategic partnerships with its clients to achieve these goals.

Our ValueBPST<sup>™</sup> approach helps enterprises achieve significant and sustained business outcomes by leveraging our deep domain expertise and operations redesign methodologies such as FORE<sup>™</sup>. Our approach also encompasses robotic process automation (RPA), analytics and insights, our unique IT-BPS synergy, Business Process as a Service (BPaaS) models, and business process management (BPM).

TCS' Business Process Services include core industry-specific processes, analytics and insights, as well as enterprise services such as finance and accounting, HR, and supply chain management. Our cross-industry solutions ensure faster realization of business value. TCS has consistently been recognized as the leader in various service lines by leading analyst firms.

### Contact

For more information about TCS' Business Process Services Unit, visit: [www.tcs.com/bps](http://www.tcs.com/bps)  
(<http://www.tcs.com/business-process-services>)

## Contact

To know more about TCS Analytics and Insights Services, contact [bps.connect@tcs.com](mailto:bps.connect@tcs.com)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model<sup>™</sup>, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](http://www.tcs.com)

IT Services  
Business Solutions  
Consulting

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