

Digital Commerce Solution for Communications

Digital Software & Solutions



Changing customer demand patterns, and the increasing complexity of supply networks, pose unprecedented challenges for Communications Service Providers (CSPs) and communications device retailers. To stay competitive in a market defined by complex demand supply dynamics, CSPs and device retailers need to ensure that retail operations deliver products when — and where — customers want them. They need to drive operational efficiencies across the commerce lifecycle. They also need to optimize care operations, including returns management.

Tata Consultancy Services' (TCS') Digital Commerce (DC) solution for Communications leverages advanced analytics to give you comprehensive visibility across the buy-market-sell-service stages of the digital commerce lifecycle. DC helps you align supply and demand, enhance vendor collaboration, and streamline operations at every stage. Analytics-driven insights help you optimize transportation and warehouse operations, and lower procurement and customer service costs. With our solution's data-driven recommendations, you can increase overall customer satisfaction with relevant, personalized products and services.

Overview

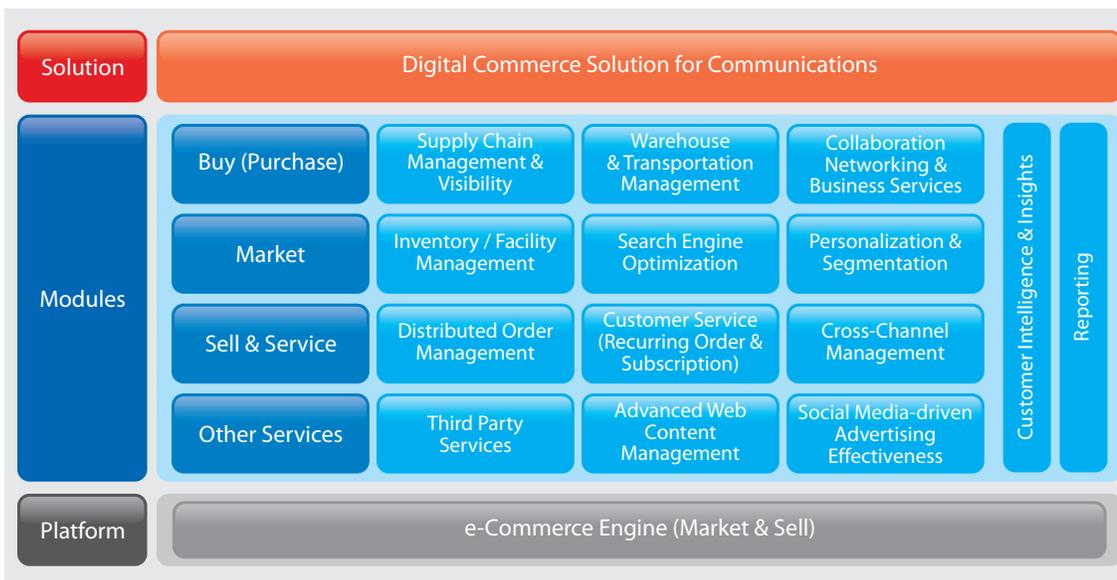
With increasing competition, low net promoter scores, and high churn rates, communications retailers need to deliver an enhanced end-to-end customer experience. Falling revenues and increasing costs of retail functions require that CSPs improve operational efficiencies, identify alternative revenue sources, and increase average revenue per user (ARPU). They need to control operational costs, while ensuring a superior customer experience.

Our Digital Commerce solution for Communications leverages analytics-driven insights to address these challenges. The solution assimilates and analyzes diverse data, including network data and data from social channels to derive insights that help deliver relevant and personalized services, increase up-sell and cross-sell, and optimize procurement and care operations. Our solution helps identify demand supply gaps that enable you to better align to customer demands for products and services. It incorporates modules and functions that help you deliver superior post-purchase customer experience, while driving operational efficiencies at each stage of the commerce cycle. Our DC solution gives you the analytical means to efficiently balance supply and demand, influence customer behavior at every touch point, and improve overall customer satisfaction.

Our Solution

The TCS Digital Commerce solution for Communications is an end-to-end integrated solution that helps you improve your capabilities at each stage of the commerce lifecycle:

- **Buy:** Our solution offers comprehensive supply chain visibility to enhance merchandise sourcing. Dedicated modules promote effective warehouse and transportation management, and drive close collaboration with partners across the supply chain.
- **Market:** The solution offers recommendations that can improve pricing strategies, category and catalog management and inventory optimization. By analyzing customer data, the solution can recommend products and services for each customer, and enhance segmentation and personalization.
- **Sell:** With a 360 degree view of the customer, our DC solution helps streamline distributed order management, enhance customer service, and ensure a unified customer experience across channels - in store, online and mobile.
- **Service:** Our solution enables web content management, helps improve the effectiveness of social media based advertising and facilitates the seamless integration of third party services.



An Overview of TCS' Customer Intelligence & Insights solution for Communications

Benefits

The predictive and prescriptive capabilities of the TCS Digital Commerce solution can help you to:

- **Optimize the digital commerce cycle:**
 - Effectively manage buy, market, sell, and service capabilities by leveraging end-to-end demand and supply chain visibility
 - Improve competitiveness by integrating and expanding your network of partners
- **Maximize customer lifetime value:**
 - Increase service revenue and ARPU by providing products, services, and product mixes when and where customers want them — in-store, mobile, or online
 - Drive customer satisfaction and retention using the solution's customer service, support, and management modules
 - Increase market penetration through targeted cross-channel marketing, data-driven segmentation, promotions, and campaigns
- **Streamline operations to lower costs:**
 - Lower procurement costs and optimize inventories with insights into transportation and warehousing
 - Increase care center efficiency with in-depth knowledge of individual customers
 - Leverage data-driven catalog and category management, including for multi-site, multi-country models

The TCS Advantage

The TCS DC solution leverages our industry expertise to deliver value to CSPs and device retailers, specifically addressing their retail operations. With proven leadership in the analytics domain, we have designed a solution that differentiates itself in the following ways:

Tailored for Communications: Our solution incorporates modules to address the needs of CSPs, including warehouse management and inventory management for communications device retailers. By integrating retail customer analytics and web analytics, our solution affords a complete view of each customer — so you can be more responsive to customer demands.

End-to-end and fully integrated: Our solution spans and integrates the entire digital commerce cycle — buy, market, sell, service. It also incorporates integrated modules within each stage. Its analytical base offers the necessary capabilities to gauge, align and optimize demand and supply effectively.

Analytics-driven: Our DC solution harnesses the analytics delivered by our Customer Intelligence & Insights solution. From demand forecasting to improved warehouse and supply chain management on the buy side, personalization and segmentation within the market cycle, customer behavioral insights for the sell cycle, to enhanced reporting for the service side, our CI&I powered solution enriches the complete digital commerce cycle. In addition, network analytics offers insights on call volumes, call drops, and other industry-specific parameters to help improve operations.

About TCS' Digital Software & Solutions Group

With the rapidly growing influence of new digital technologies, embedding digital transformation in the company strategy has arisen as a key objective across industries. Recognizing this, TCS offers a comprehensive portfolio of software and solutions that helps enterprises leverage these emerging digital technologies to their fullest competitive advantage.

Developed by industry experts, our fully integrated licensed software and solutions are configured to address our clients' specific business pain points within their industry context. Our modular solutions help organizations more effectively respond to the rate of technology change and extend the influence of digital technologies to transform the business landscape.

As a result, our clients can attract and build lifelong relationships with their customers, even as they reduce operational costs across the customer experience and digital commerce cycle. With TCS as a strategic partner, enterprises are empowered to respond with agility to the changing digital environment, achieving certainty in an increasingly uncertain digital world.

Contact

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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™, 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**

IT Services Business Solutions Consulting

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