

# TCS Social Business Solutions

Digital Enterprise Unit

With a large fraction of the customer base engaging in conversation, expressing preferences, and voicing opinions on social media, organizations can no longer afford to overlook this communication channel. A transparent and cost effective channel, social media offers enterprises the opportunity to grow the customer base and ensure brand loyalty. However, effectively leveraging this platform to extract crucial insights that deliver business value and improve customer engagement is a challenge for most organizations.

Tata Consultancy Services' (TCS') Social Business solutions provide customized and comprehensive solutions to address your enterprise's social media requirements. From connecting with customers through multiple channels and mediums, to analyzing these interactions and generating actionable insights for you to take informed decisions, we help you effectively and innovatively engage, listen, and respond to your customers on the social platform.

## Overview

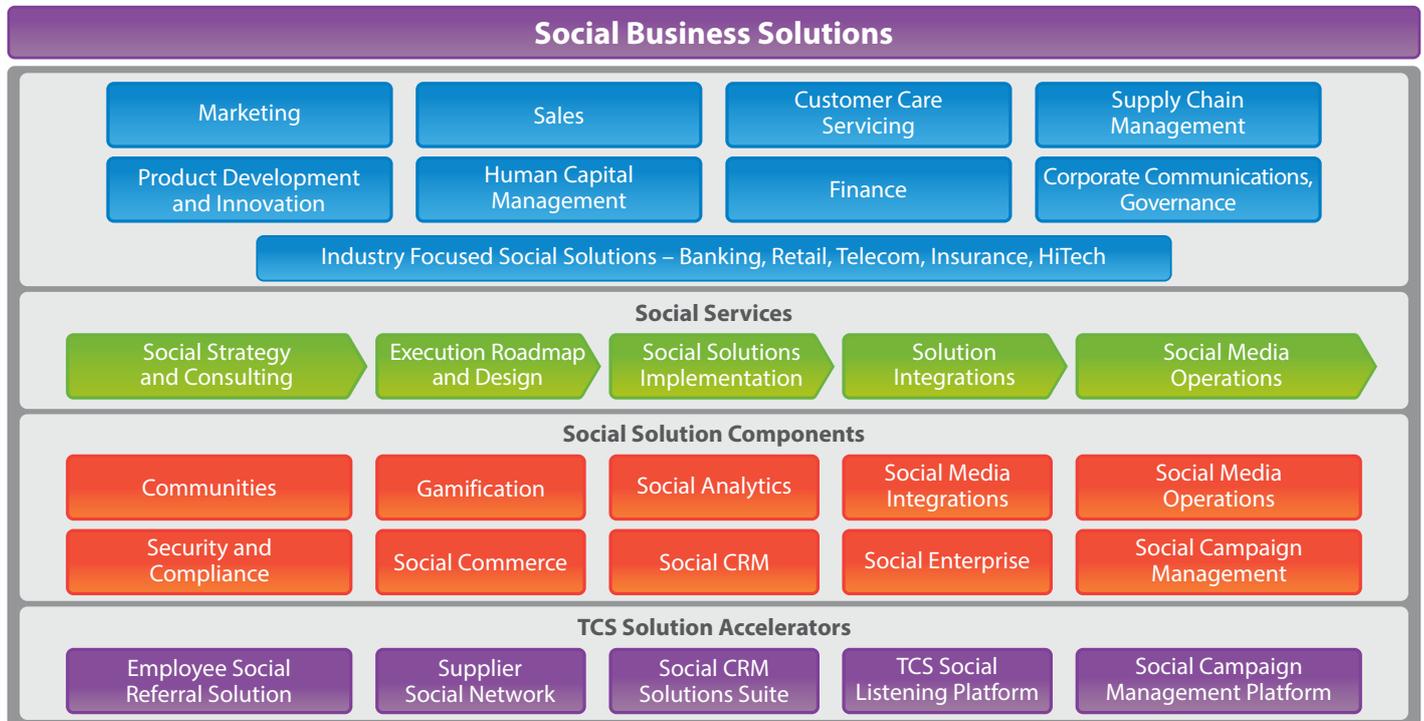
Most businesses, in spite of the awareness of the potential of social media, are yet to harness its full potential. The ability to identify new opportunities for engaging customers—understand behavior, retain attention, and influence opinion across demographic and economic divides—is the most important factor for success in the social media landscape. As customers increasingly discuss brand preferences, grievances, and requirements across online communities, forums and blogs, organizations need to harness this wealth of information to drive improvements across key organizational functions. From initiating new product or service planning and development to promoting effective sales and marketing to improving after sales support and services, social media offers several avenues for driving growth and competitive advantage.

TCS' Social Business solutions are agile, innovative, scalable, and integrated, enabling enterprises to align their brand strategies with customer expectations. With our expertise in the field of digital technology, we help you capture relevant customer insights, effectively engage customers, and understand customer sentiment. By enabling closer collaboration across departments—marketing, business development, and product development—we help you drive unified customer interactions, and enhance the complete product or service lifecycle.

## Benefits

With TCS' customizable Social Business offerings, you can:

- **Effectively engage customers:** Promote two way interactions on multiple channels and mediums, listen to Voice of Customer (VoC), measure interaction effectiveness, and analyze participation and feedback. Improve brand loyalty and advocacy with a holistic multi-channel customer engagement strategy.
- **Enhance strategic business processes:** Leverage a 360 degree view of social business objectives delivered by channels that manage, automate and optimize social operations. Gain actionable insights and understand customer sentiments to improve brand, product, or service positioning. Realize internal efficiencies and closer alignment to strategic objectives with improved inter-departmental collaboration.
- **Generate higher revenue:** Increase revenues through innovative business models - gain competitive intelligence and leverage crowdsourcing to develop products. Personalize customer care, and ensure tighter integration across departments to improve your contact strategy, increasing your reach at reduced costs.



## The TCS Advantage

TCS works with several Fortune 500 companies, helping them make the most of social media platforms to drive sustainable growth. We offer:

- **A comprehensive solution portfolio:** Our hosted and ready to deploy platforms, along with superior services, cater to all aspects of social media. Our Insight Solutions provide analysis of social voice covering brand mentions, conversations and feedback. Our Customer Intimacy Solutions improve customer reach and engagement on social media. Additionally, our Collaborative Solutions facilitate dialogue and cooperation within the organization and or between organizations and customers.
- **Domain consulting capabilities:** Backed by our domain expertise and extensive marketing experience across verticals, our consulting services help maximize the value of social business initiatives.
- **Innovative solutions:** We enable businesses to harness innovative social trends and solutions to drive better engagement with consumers through our onsite offshore delivery model.

## Contact

To know more about TCS Social Business Solutions, please write to [digital.enterprise@tcs.com](mailto:digital.enterprise@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™, 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 StockExchange in India.

IT Services  
Business Solutions  
Consulting