

# TCS PeriVista

Digital Enterprise Unit

Explosive growth in data is revolutionizing the way businesses store, process and leverage critical information. The advent of social media has opened up access to powerful information such as customer preferences, sentiments and lifestyle choices, but this customer intelligence is available in silos. To enable rapid fact-based, insight-driven decision making, a 360 degree view of the customer is therefore essential. This unified view of the customer can offer insights that help reduce churn, and increase loyalty and profitability, thus delivering a strong competitive edge.

Tata Consultancy Services (TCS) PeriVista is a Big Data solution for enterprises to build, enhance, manage and analyze a comprehensive view of their customers. The framework seamlessly integrates existing structured data with unstructured customer data from various social media sources, enabling advanced analytics and insights into consumer behavior. This intelligence can be leveraged by organizational functions such as research, marketing and sales, as well as product and service teams to understand the target segment, customize offerings and services and improve marketing and sales effectiveness.

## Overview

Internal data like transaction summaries, in conjunction with external social media data, can unlock possible avenues of product or service enhancement, and help design effective campaigns and promotions. Enterprises globally are increasingly seeking to harness Big Data to realize business value.

TCS PeriVista aggregates multi-dimensional information about existing and potential customers from internal and 'real world' social data sources (such as Facebook, LinkedIn, Twitter, and so on) using identity resolution and text based entity extraction. By leveraging Natural Language Processing (NLP), the platform scans millions of profiles across social networks, identifies your customer and develops an exhaustive customer master store - including sentiments, entities, life events, networks and so on. Through a combination of comprehensive data and smart features like Enterprise and Social Adaptors, our solution provides a 360 degree view of the consumer, thus driving customer-centric decision making.

TCS PeriVista seamlessly integrates with existing business intelligence (BI) tools such as Pentaho and Tableau, to offer customer analytics visualizations through an intuitive user interface. Additionally, the solution enables you to predict service requirements, prevent defects and provide proactive customer service with Advanced Text Analytics. This reduces time to service, enhances customer satisfaction and sales-from-service. Through Social Identity Resolution and Customer Analytics, our solution facilitates identification, interaction and collaboration with customers through multiple social channels. By combining this with real-time offer management, PeriVista improves customer engagement and advocacy.

"Gain a comprehensive insight of Customers by integrating data from social media sources (Facebook, LinkedIn, etc.) and internal unstructured data source (email, chat, etc.) with the existing structured data thus, providing a platform for performing advanced Customer analytics."

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## Benefits

TCS PeriVista offers a scalable and flexible Big Data platform that delivers value to your business through:

**Unified view:** Access all your customer data and intelligence from various external and internal data sources using a single view to enable customer centric thinking and accelerate decision making..

**Deeper customer engagement:** Enhance customer experience during pre and post engagement process, using feedback for product innovation, loyalty management, personalized recommendations, and campaign management.

**Enhanced collaboration:** Identify, interact and collaborate with customers through various channels, provide the right offers at the right time, convert customer 'intent' into 'buy', and promote customer advocacy.

**Improved service delivery:** Leverage insights into customer needs to enhance customer service, reduce the time to service, deliver predictive and proactive services, and realize subsequent sales from service .

**Higher revenue growth:** Harness customer insights to drive targeted sales and identify the right customers for the offers. Leverage customer sentiment, brand popularity and social insights, to realize sales growth opportunities by cross selling and up-selling.

## The TCS Advantage

Leveraging our deep domain expertise and industry best-practices, TCS PeriVista helps you harness Big Data for competitive advantage. Partnering with us enables you to benefit from our solution's rich capabilities, including:

**Social Identity Resolution** - Our algorithm aggregates multi-dimensional information about existing or potential customers from internal and external data sources using identity resolution and identity extraction.

**Advanced Text Analytics** - The NLP-based intelligent text analytics engine provides deeper insights on customer attributes such as customer behaviour, customer life events, product opinion, sentiment analysis extraction, measurement of positive or negative emotions, and so on.

**Customer Analytics** - Our solution offers customer specific key actionable insights – micro-segmentation, web behavioural analytics, social influence, social network analysis, churn prediction and so on - in a single integrated view.

**Enterprise and Social Adaptors** - Our wide range of in-built adaptors help connect to and source data from enterprise structured (databases, CRM) and unstructured (e-mail, Interactive Voice Response transcripts) data systems as well as social media (such as Facebook, Twitter and so on) through APIs and data resellers.

**Enterprise Integration** - Our solution's intuitive user interface is supplemented with compelling graphics and seamlessly integrates with your existing BI tools (Pentaho, Tableau and so on).

## Contact

To know more about TCS PeriVista, 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 Stock Exchange in India.

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