

TCS Servitization Solution

Manufacturing

Service is emerging as a focus area for manufacturers to drive the next level of growth. Rapid growth and the adoption of the digital forces (such as mobility and pervasive computing, cloud computing, social media, and Big Data and analytics) has opened up opportunities for manufacturers to offer value-added services, create new revenue streams, and gain access to new customers. Empowered by digital tools, B2B customers are looking for the kind of service experiences they have become used to in B2C interactions. The connected customer expects quicker issue resolution, predictive and proactive maintenance, and consistent brand experiences.

Tata Consultancy Services' (TCS) Servitization Solution helps manufacturers reimagine the entire service lifecycle. This Digital Reimagination™ draws on the capability and maturity of the digital forces to enable delivery of pre-emptive predictive service through installed base analytics, condition monitoring, remote diagnostics, web commerce, self-service options, field service mobility, and consolidated multi-channel support. All of this enables manufacturers to improve customer stickiness and thus achieve higher revenue and profit margins.

Overview

Customers in the manufacturing industry frequently encounter inconsistent service experiences across channels and through the product lifecycle. In the absence of real-time inventory visibility and lack of knowledge about the service history of the equipment, service delivery is adversely affected. Field service operations optimization is required to enable real-time allocation and information sharing, so that service issues may be resolved in a single visit. Reactive customer service efforts result in maintenance downtime. With digitally empowered customers seeking a rich web experience, self-service options, and personalized service offerings, it is critical to offer a seamless business channel for customer retention.

TCS Servitization Solution allows manufacturers to transition to a next-generation service model, shifting from a reactive 'break-fix' service model to pre-emptive proactive service delivery. It enables you to provide lifetime value-based services through seamless cross-channel interactions, with a 360-degree view of the customer and the equipment. You can offer digital and self-service channels to end-customers with an innovative pricing methodology which may, for instance, be consumption-based. The solution helps you improve profitability by creating new revenue streams, harnessing digital tools to offer a differentiated customer experience.

Benefits

TCS' Servitization solution allows manufacturers to harness the potential of the service business to maximize their share of the customer's wallet. By adopting the TCS solution, manufacturers can:

Enhance service revenue: By offering exceptional service delivery, you can increase year-on-year growth in service revenue through repeat business. Digital technology has created new channels and enabled delivery of value-added services.

Create 'customer stickiness': The solution provides a seamless front-end experience and empowers customers by offering self-service options. Improve customer retention with 24X7 on-demand service and faster and accurate responses, through streamlined and consolidated contact center operations and effective training of agents.

Magnify service productivity and reduce the cost to serve: With automated operations, increased agility, and 'first time right' service, industrial manufacturers can enhance efficiency and reduce the cost of service.

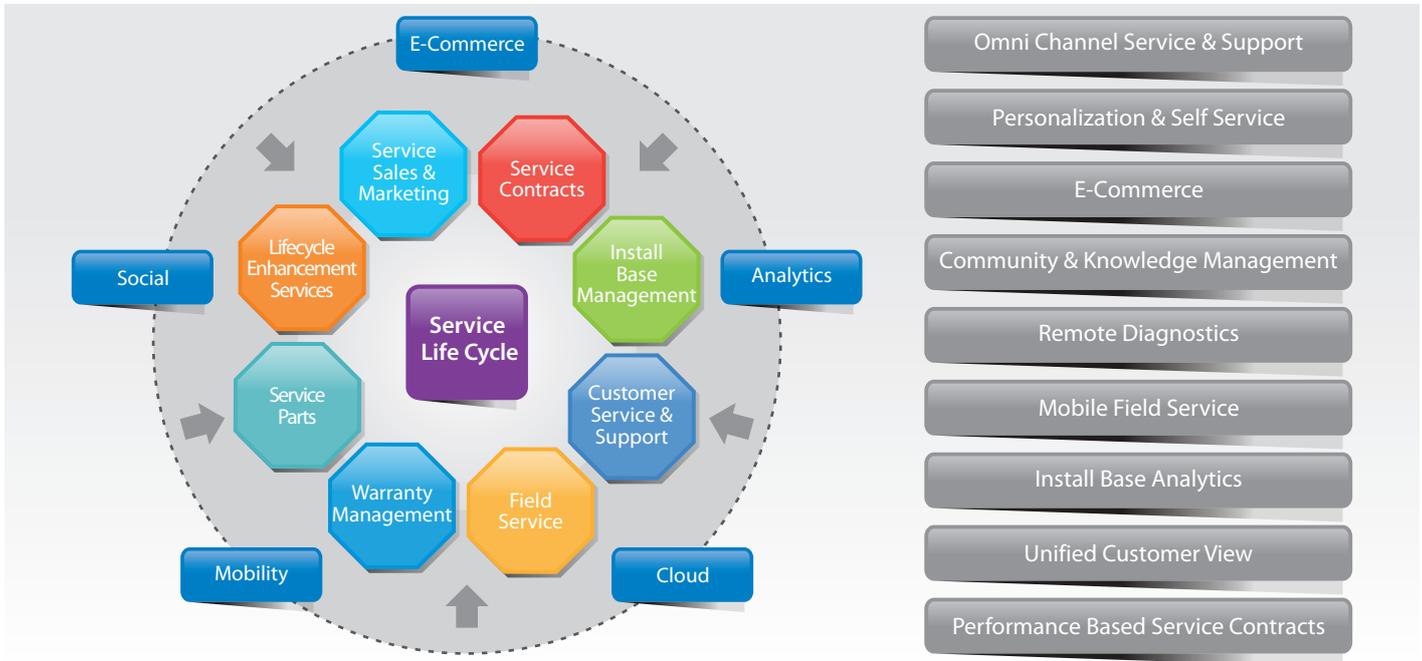
Faster response and lower resolution time: By improving equipment availability and allowing field-force personnel to have in-time and on-hand information, customer issues can be resolved faster and proactively.

Greater equipment up-time: With remote diagnostics, analytics based monitoring, and integrated service resolution, your equipment remains up and running for longer durations with fewer breakdowns.

The TCS Advantage

By partnering with TCS, industrial manufacturers can benefit from:

Domain expertise: TCS has extensive experience in the industrial manufacturing industry and a comprehensive range of consulting assets (including models, frameworks, business process catalogs and maps, and key performance indicators models) that address the after-sales and customer experience business function.



An Overview of TCS Servitization Solution

CRM Service Maturity Assessment Framework: We use this framework to assess your service processes and best practices, both qualitatively and quantitatively, with clearly identified focus areas.

Business process maps: Detailed process maps encompass end-to-end processes in service and parts management.

KPI models: Holistic, top-down key performance indicator (KPI) trees include strategic, tactical, and operational KPIs that align with business processes; pre-built KPIs and dashboards provide analysis of both structured and unstructured data.

Technology innovations: The solution is built on Oracle's industry leading applications. It integrates the pre-built service execution layer, consisting of the core customer relationship management (CRM) and enterprise resource planning (ERP) applications, with the digital tools of mobility, social media, and analytics, enabling manufacturers to rapidly address the needs of today's digital age customers.

Center of Excellence (CoE): TCS' customer relationship management (CRM) CoE for Manufacturing assesses, designs, develops, and implements a comprehensive array of CRM solutions that enable businesses to transform, enhance, and optimize every stage of the process, resulting in reduced deployment risk and faster ROI.



Digital Reimagination™ is leveraging a combination of the Digital Five Forces - Mobility & Pervasive Computing, Big Data & Analytics, Social Media, Cloud Computing, Artificial Intelligence & Robotics to reimagine six areas of an enterprise: Business Models, Products and Services, Customer Segments, Channels, Business Processes, and Workplaces.

Contact

For more information about TCS Servitization Solution, contact manufacturing.solutions@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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