



CLIENT EXPERIENCE

TCS integrates Global sales processes for a large Transportation Company

Customer
Global Transportation and Logistics company

Industry
Transportation

Offering
Build

Liberalization and deregulation of emerging economies has resulted in increasing global trade of goods. This has led to complex cross border supply chains, extending beyond local regions. Organizations that play a role in supply chain fulfillment need to gear up their operations to effectively deal with cross-border trading and enhance customer satisfaction. Tata Consultancy Services' (TCS) client, one of world's leading transportation and logistics service provider, wanted to integrate its global customer management processes to facilitate a unified view of its customers and deliver the desired customer experience at all interaction points.

Read more to learn how TCS leveraged its Siebel implementation methodology and Global Network Delivery Model™ (GNDM) in assisting the client integrate its customer management processes.



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the low-level design and development processes. Script analyzers were used to adhere to Siebel standards in development. Design documentation tools and review tools were utilized to reduce the review time and ensure quality control and assurance.

The efforts of TCS resulted in six successful global rollouts in 20 months with no schedule slippages, and complex integrations of Siebel modules with nine different legacy systems in a short span of 14 months.

'TCS is engaged on this critical CRM implementation since last 2 years and has been consistently delivering a high level of service for ensuring maximum results to us. The engagement has been a joint teamwork and TCS has demonstrated good understanding of business side as well as excellent technical capabilities. TCS dedication to the project has ensured that all implementation deadlines have been met consistently and we have a robust solution with 100% availability throughout and thus are well on the way with our global rollout. Our experience with TCS has been extremely good and we look forward to continue this relationship with them'

-Portfolio Manager

Benefits

For the first three months post implementation

- Availability for business used functionality was 100%
- SLA compliance 99.8%
- No incidental outages reported post implementation

TCS' Siebel CRM implementation resulted in substantial benefits for the company through-

- Integration of Global sales processes provided a unified of customer across all departments and functions
- Efficient tracking of sales pipelines and performance with pre-built reports
- Capability to launch targeted campaigns, aligned with customer preferences
- Critical sales planning functionality ensured sales efficiency through improved opportunity qualification rate and opportunity win rate
- Customized sales planning solution to explore potential solutions for monitoring sales performance
- Enhanced customer satisfaction helped increase revenues from existing clients

