

TCS Creates Future-proof Customer Service Platform for Motorola

In today's competitive business environment, superior customer service can act as a differentiator. Motorola's Connected Home Business, wished to upgrade its existing customer management platform Amdocs CRM, to a newer version, in order to maintain its high standards of customer service.

TCS partnered with Motorola to carry out the upgrade and transition of the application to a new datacenter.

Customer
Motorola

Industry
Telecom

Offering
CRM

About the Client

A Fortune 100 company with sales of over US\$42 Billion in 2006, Motorola is a global leader in providing communications and networking solutions for enterprises and homes. Its 'Connected Home Solutions Business Unit' provides a range of solutions for home users that include digital entertainment, information and communications services over wired and broadband wireless networks.

Business Situation

With home users becoming more digitally savvy, the opportunities for growth for Motorola's Connected Home Solutions were tremendous. At the same time, though, the market was becoming more competitive and customers were demanding more- all this meant that superior service was imperative to build continued loyalty and grow the customer base.

Motorola's CHS business had invested in an Amdocs CRM solution. The latest version of the product at the time of implementation, Amdocs CRM 6.0, had hit the market and the company was examining the pros and cons of upgrading to this version.

Upgrading would help the business offer more sophisticated and reliable support; also, the product vendor would eventually stop support for older versions. The challenge, however, was to assess the impact of this upgrade and create a roadmap that would ensure that customer support would not be disrupted during the upgrade.

Motorola looked for a reliable and experienced player to assist them with this exercise and chose TCS.

TCS Solution

The scope of TCS' engagement included handling the upgrade and migration of the application to a new datacenter. Importantly, this needed to be done without disrupting the business and with minimal user re-training.

TCS prepared a roadmap for the upgrade and transition of the application to the new datacenter with the least downtime. The TCS team conducted a detailed analysis to understand the impact of Amdocs CRM 6.0 on the business to assess any process change needs. Next, the upgrade was carried out. Finally, the application was tested and disaster recovery environments were set up.

TCS' strong product knowledge and proven upgrade methodology, combined with the team's rigorous approach to execution and excellent project management, enabled successful completion of the engagement.

Benefits

The upgrade, completed with 50% lower downtime than expected, provided Motorola with a future proof customer service platform:

- Users were able to login with corporate ids rather than legacy Amdocs CRM ids
- Enhancements done as a part of upgrade made the application more aligned with business processes
- User re-training was not needed saving valuable effort and costs

About TCS Telecom Industry Service Unit

TCS' Telecom Industry Service Unit is the largest vertical contributing higher percentage to the overall TCS revenues. With a dedicated pool of professionals and an accumulated experience and ongoing associations with world-class Telecom service providers and equipment manufacturers, TCS has acquired unique and holistic understanding of the telecom domain to offer services suited to every stage of the business life cycle of our customers.

TCS helps wireline, wireless, broadband and cable, redefine their markets with innovative solutions that help them become more agile, reduce fixed operations costs, improve profit margins, and introduce next generation services. TCS sets customers apart from their competitors with instant access to industry solutions, best-in-breed technology, assets and frameworks.

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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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