

Customer Experience Transformation Services

Consulting & Services Integration



Influenced by their daily interactions with digital companies such as Amazon and Netflix, consumers today expect immersive, omni-channel and highly personalized experiences. While businesses are increasingly investing in providing superior customer experience (CX) capabilities, the lack of a comprehensive and future-ready CX strategy can lead to disappointing results. Disparate solutions used as quick fixes across sales, marketing and customer service can lead to technical debt and a broken experience that alienates customers.

Tata Consultancy Services' (TCS') Customer Experience Transformation Services helps clients improve their customer experience through our proven capabilities in CX strategy, design, customer insights, marketing, sales and service transformation. Our experienced strategy consultants can design an innovative customer experience journey, plan a roadmap for transformational change across the organization, and define a service design blueprint that will make your CX vision a reality.

Overview

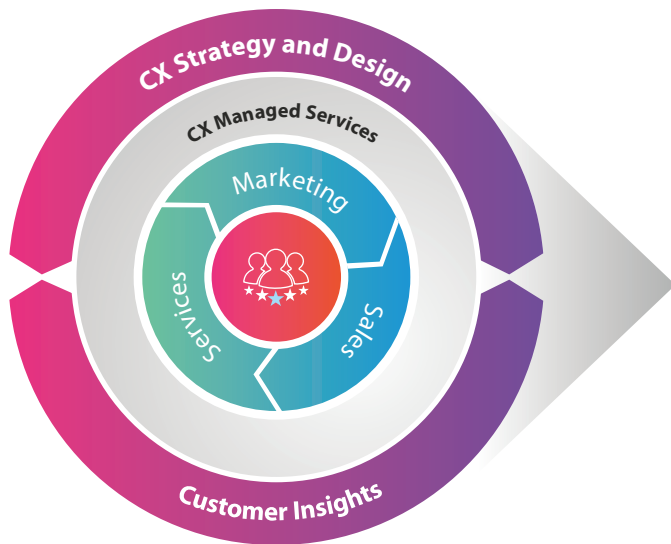
Building an exceptional customer experience strategy depends on multiple factors – unearthing deep customer insights, deploying appropriate CX technologies, effectively managing the customer journey across channels, and aligning the CX strategy with overall business objectives. Clients often face a multitude of challenges while transforming customer experience, such as lack of actionable customer data, legacy technology, a dearth of in-house technical skills, and difficulty in securing management buy-in. Overcoming these roadblocks requires the CMO organization, along with business stakeholders, to articulate their CX vision, understand their audience and customers, and break down silos.

At TCS, we focus on business outcomes, while keeping the customer at the center of any strategy, to achieve real CX transformation. We help organizations gather and analyze insights from the 'outside-in' (customer, market, competition and ecosystem) and the 'inside out' (product, people, process and operations). By designing improved experiences and digital operating models, we put strategies in place that guide organizational change. Our breadth of technical expertise allows us to lead the integration of services through an agile and Machine First Delivery Model™ (MFDM™), realizing real transformation. With Customer Experience Transformation Services, TCS delivers a wide range of CX solutions, including marketing automation, web and content management, campaign management, order to cash solutions, contact center transformation, sales and service automation, service design, and customer data platforms.

Solution

Our Customer Experience Transformation Services offering encompasses:

- **CX Strategy and Design:** Define a holistic CX strategy and a future-ready operating model to deliver a consistent, enhanced customer experience across all customer touchpoints using advanced technologies and lean processes
- **Customer Insights:** Leverage customer analytics and insights to build intelligent solutions that drive effective segmentation and real-time personalization for better engagement, conversions, and customer service
- **Marketing Transformation:** Digitally transform marketing operations to drive revenue, brand awareness, and market share
- **Sales Transformation:** Reinvigorate and automate sales operations to increase growth and reduce the cost of sales
- **Service Transformation:** Digitally transform service operations to increase customer satisfaction and loyalty while reducing the cost to serve
- **CX Managed Services:** Decrease the cost of marketing, sales, and service through outsourcing and automation



Enhanced experiences



Grow revenues



Increase customer retention and loyalty



Improve profitability

Global Enterprises Across Industries

Benefits

With TCS' Customer Experience Transformation Services, clients can achieve the following key benefits:

- **Increased Customer Engagement:** Boost customer experience enabled by innovation and digital technology, resulting in higher retention and premium pricing
- **Revenue Growth:** Increase customer acquisition and sales growth
- **Lowered Customer Acquisition Costs:** Drive down customer acquisition cost (CAC) by improving productivity and optimizing targeting and messaging
- **Reduced Cost to Serve:** Minimize costs of service by building a digitally enabled operating model

The TCS Advantage

TCS is an industry leader distinguished by:

- **Proven Expertise:** Our CX transformation consultants have in-depth knowledge of best practices across industries
- **Outcome-driven Approach:** We employ an integrated design thinking, agile, and DevOps approach focused on achieving measurable business outcomes. Our experts work closely with stakeholders across the C-suite to understand pain points and address specific business requirements
- **Tools and Accelerators:** At TCS, we use a wide range of proprietary and market-leading tools and accelerators, including marketing assessment, business model canvas, platform mix, channel strategy, capability roadmap, current state analysis, value stream assessment, prioritization matrix, operating model assessment, among others
- **Strategic Partnerships:** We are the trusted partner of leading commercial off-the-shelf solution providers, including Salesforce, Adobe, Microsoft, IBM, Marketo, Oracle, and SAP. These partnerships help us deliver customized CX solutions to our clients with faster time to production, superior technical support, and better change management

Awards & Recognition



To know more

Visit the [Consulting & Systems Integration](#) page on [tcs.com](#)

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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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