

# TCS Contexify™

Communications, Media & Information Services



In the hyper-connected world that we live in, customers have taken the center stage across all business functions. They now interact with companies and react to their products and services on all available channels, such as communication platforms, contact centers, websites, mobile applications, and social media platforms. To serve these digitally connected customers better, a single channel or a single round of interaction is no longer adequate. An omnichannel strategy will allow businesses to cater to customers anytime, anywhere.

TCS Contextify™ is a unique contextual intelligence and personalized interface that helps businesses transform customer engagement. With customer-centricity as its guiding principle, the platform provides businesses all relevant information about customers right at their fingertips, allowing them to personalize interactions and service support. TCS Contextify enables an intelligent contact center with zero back-office support, thereby helping businesses reduce operational costs and improve the time to market.

## Overview

Imagine a world where customers do not need to reach out to a contact center for issues related to a product or service. A world where a service provider reaches out even before the customer is aware of a potential problem and helps address it quickly and accurately. While all this would have seemed far-fetched a few years ago, it is very much possible now.

TCS Contextify as a system of intelligence dynamically orchestrates an end-to-end solution to businesses to bring about a significant improvement in customer servicing. The platform enables a crucial shift, from managing interactions to managing customers and service context. It derives contextual intelligence to drive personalized interventions (next-best action) and simplify engagement. With the benefit of increased automation and reduction in complexities, it helps orchestrate existing capabilities and technologies to provide a better experience to customers.

By adopting TCS Contextify, businesses can leverage a context-intelligent platform that is based on a customer journey-centric approach. Besides reducing operational costs, it helps improve the time to market in leaps and bounds.

# Our solution

TCS Contexify has been designed to deliver customer-centricity at reduced costs. The platform is highly modular, scalable, and capable of being implemented separately, as well as in combination to support various business requirements and meet the changing requirements and needs of the customers. TCS Contexify utilizes an organization's existing technology investments to enhance its capability to achieve purpose-driven results.

TCS Contexify comes with a range of features such as:

- **Experience visualizer:** With multi-channel capability, this functionality visualizes the journey of a customer and allows businesses to take the steps necessary to deliver results according to customer needs.
- **Smart process manager:** With features such as interaction maps, it ensures organizations can design processes and create different versions of them to cater to various customer segments.
- **Knowledge center:** A goal-centric feature, it brings all rules and compliance elements under one roof and reduces effort by automating them. This allows businesses to focus on customer processes and products.
- **Intelligent amplifier:** TCS Contexify can integrate with any AI-ML prediction engine and uses intelligence to change the way customers are served.
- **Automation factory:** With Machine First™ approach, this feature allows for the re-use of the current automation portfolio and accelerates further automation with adaptors.
- **Data layer:** Flexible enough to be both on-prem or on cloud, the data layer enhances performance, quality, and security with tools like data cleanser and performance manager.

## Benefits

With the TCS Contexify platform, businesses can reap the following benefits:



**Channel strategy:** Adopt an omnichannel approach to provide convenient support experience to customers across various segments



**Deflection strategy:** Ensure seamless handover of communications to alternative service channels, so that customers receive the answers they are seeking



**Drivers of user experience:** Deliver proactive, predictive, and profitable interactions to improve customer satisfaction and employee happiness



**Digitalization strategy:** Accelerate digitalization of businesses while complementing the existing infrastructure investment



**Efficient and optimized operations:** Deliver optimal experience to customers, while reducing their overall cost of operations



**Business agility:** Orchestrate existing capabilities and technologies to help businesses improve time-to-market and respond to change



**Consolidation of IT strategy:** Bring all similar business functionalities together to integrate the fragmented IT landscape across the organization

# The TCS advantage

By joining hands with TCS, businesses can leverage the following advantages:



**Cross-industry collaborations:** TCS has received positive feedback from several organizations for its business orchestration engine. The platform has been appreciated for the value it brings to the table. One notable example is Australia's largest telecom operator, where our platform helped bring about a significant improvement in customer experience at less than 61% of the cost incurred before.



**Contextual knowledge across domains:** Our certified subject matter experts offer a strong combination of rich communications, media, and information services domain experience. They are well-trained to deliver strategic solutions to fulfill the varied requirements of different customers and businesses.



**Unique and innovative solution:** At TCS, we believe in delivering a design and deploy-once concept that encourages efficiency and reduces duplication. Our solutions are always data-driven, and with machine-first and cloud-first approaches at the core, we ensure customer centricity and cost efficiencies.





# Awards and accolades



**TOP 3  
IT SERVICES  
BRAND**



**FASTEST GROWING  
IT SERVICES BRAND  
FOR THE DECADE  
2010 - 2020**



## Contact

Visit the [Communications, Media & Information Services](https://www.tcs.com) page on <https://www.tcs.com>

Email: [global.cmi@tcs.com](mailto:global.cmi@tcs.com)

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive-powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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