Digital Customer Experience Solutions

Manufacturing

Manufacturers today are connected to customers across channels, devices, and touchpoints. Linear interactions and traditional boundaries between customers and manufacturers are fast blurring, as the latter takes up an increasingly active role in enhancing customer engagement. With consumers expecting seamless and intuitive experiences in every interaction, manufacturers are pulling out all the stops to deliver compelling and unforgettable brand encounters. Getting customer experience right the first time can be a strategic game-changer.

Tata Consultancy Services' (TCS') Digital Customer Experience Solutions help manufacturers design and execute novel customer experience strategies across channels. These solutions leverage the Digital Five Forces—Big Data and analytics, social media, mobility, cloud computing, and artificial intelligence— as well as the Internet of Things (IoT), and offer manufacturers a competitive advantage in a highly commoditized and competitive market.

Overview

For manufacturers with B2B, B2C, or B2B2C models, the delivery of next-generation customer experience is complicated by the presence of multiple business models, complicated portfolio offerings, disparate distribution networks, siloed functions, multi-party integrations, and legacy technology infrastructure. Customers are quick to change loyalties if their expectations are not met. Competitors may also be adept at replicating successful business models to attract and win new customers. Therefore, manufacturers need to not just create experiences aligned to customer expectations, but even surpass them to promote brand advocacy.

TCS Digital Customer Experience Solutions enable manufacturers to design and orchestrate unique experiences across the customer journey. Companies can better understand channels, devices, touchpoints, and interactions. TCS' suite of solutions are comprehensive enough to address a range of customer experience issues, offering manufacturers visibility and control across the customer journey.

Our Solution

TCS' Digital Customer Experience Solutions comprise:

Product Configurator: Enables customers and channel partners to configure products and services based on need analysis and delivery requirements.

eCommerce: Omnichannel customer experience enabling product configurations, pricing, quotation (CPQ) and promotion strategies.
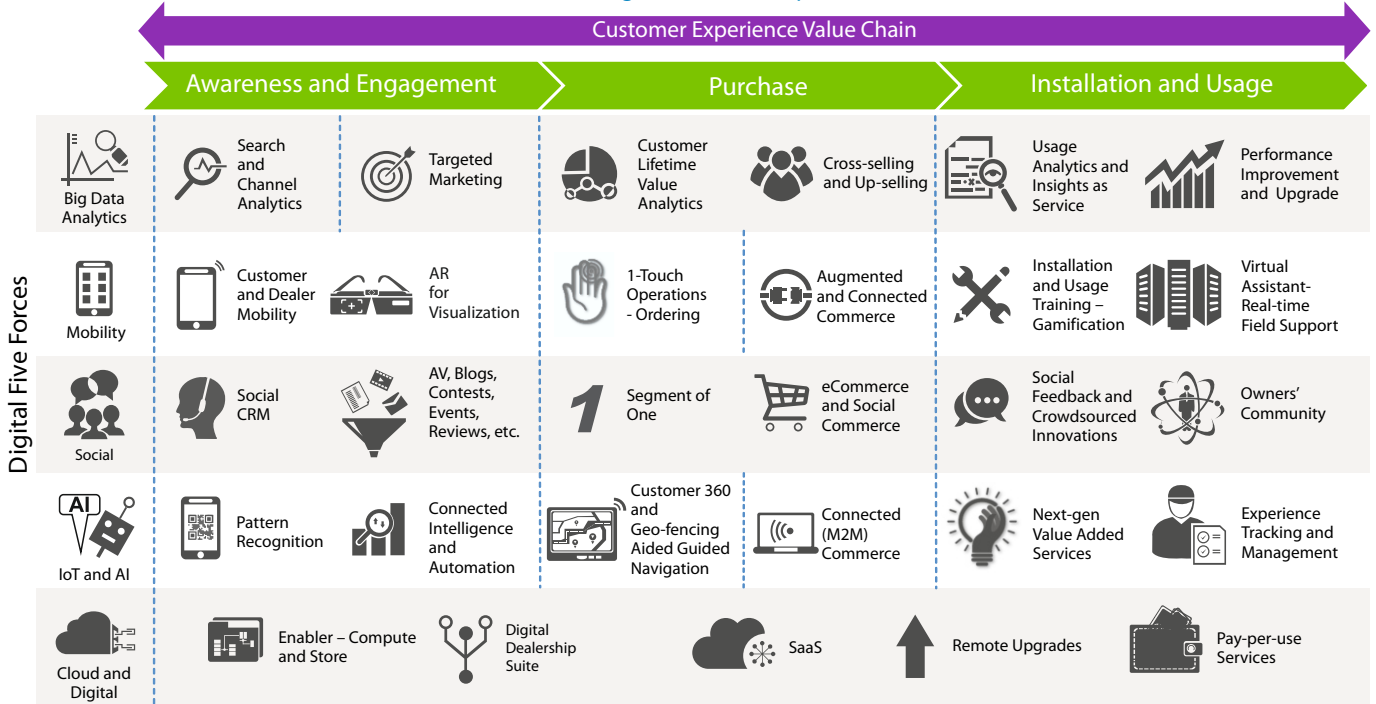
Social CRM: This helps achieve the 'segment of one', manage influencers, generate leads, identify customer dissatisfaction, enable social commerce, and crowdsource ideas.

Self-Service: Customers can use a single window for all brand transactions.

Digital Marketing: This helps you conduct viral marketing activities, and offer personalized promotions and customized loyalty programs.

Advanced Analytics: Channel analytics, customer lifetime value analytics, and usage and performance analytics provide intelligence on customer behavior.

Benefits

By adopting TCS' Digital Customer Experience Solutions, manufacturers can benefit from:

Improved revenues: Explore non-linear growth strategies with process simplification, new business models, innovative portfolio development, and analytics-driven insights. Discover new avenues for up-selling and cross-selling.

Transformative customer experience: Leverage automation, virtual assistants, guided navigation models, and self-service options to minimize efforts needed to deliver a seamless customer experience

An overview of TCS Digital Customer Experience Solutions

Customer Experience Value Chain

	Awareness and Engagement		Purchase		Installation and Usage	
Big Data Analytics	Search and Channel Analytics	Targeted Marketing	Customer Lifetime Value Analytics	Cross-selling and Up-selling	Usage Analytics and Insights as Service	Performance Improvement and Upgrade
Mobility	Customer and Dealer Mobility	AR for Visualization	1-Touch Operations - Ordering	Augmented and Connected Commerce	Installation and Usage Training – Gamification	Virtual Assistant- Real-time Field Support
Social	Social CRM	AV, Blogs, Contests, Events, Reviews, etc.	Segment of One	eCommerce and Social Commerce	Social Feedback and Crowdsourced Innovations	Owners' Community
IoT and AI	Pattern Recognition	Connected Intelligence and Automation	Customer 360 and Geo-fencing Aided Guided Navigation	Connected (M2M) Commerce	Next-gen Value Added Services	Experience Tracking and Management
Cloud and Digital	Enabler – Compute and Store	Digital Dealership Suite	SaaS	Remote Upgrades	Pay-per-use Services	

Digital Five Forces

Dealer and Customer Mobility: This is a single platform with persona-based experience, location-based services, augmented reality (AR), one-touch operations, gamification, and real-time field support through mobile devices.

Digital Dealership: OEMs and dealers can deliver an immersive customer experience with a confluence of in-dealership visual elements (video walls, kiosks, AR), digital channels, wearable technology, and digital business processes.

Digital Commerce: OEMs irrespective of the model - B2B, B2D2C, and B2D2R, can offer an omni-channel experience through integration of supply chain, CRM, and backend business processes.

Servitization: Digital enablement for selling products as a service.

The TCS Advantage

By partnering with TCS, manufacturers can benefit from:

Leading domain and technology expertise: We have successfully partnered with organizations across industries, helping clients blueprint and execute contextual digital customer experience solutions. TCS has also worked with leading Fortune 500 manufacturers, gaining an in-depth understanding of business processes in the industry.

Industry partnerships and alliances: TCS has strategic partnerships with leading customer experience management platform providers, such as IBM, SAP, Salesforce, and Oracle, and other digital ecosystem enablers. This helps us develop industry-leading technology solutions, backed by an adequate support framework.

An end-to-end asset portfolio: TCS' range of proprietary industry-specific digital customer experience frameworks, tools, models, and accelerators help manufacturers achieve their digital experience vision.

Market-leading consulting solutions: IDC MarketScape positioned TCS as a Leader in Service Lifecycle Management IT Strategic Consulting, which includes digital customer experience management. TCS has also been honored for two consecutive years (2014 and 2013) as a Technology Partner in IT Leadership at the Manufacturing Leadership 100 Awards.

Increased market share: Grow your presence across geographies by successfully identifying and converting leads into customers across newer channels and devices with the use of analytics. Offer innovative tailored offerings through mobile devices and develop experience-driven value propositions.

Brand advocacy: Gain a unified view of customer experience and leverage superlative experiences for brand advocacy through positive word-of-mouth promotions, testimonials, and events.

Enhanced customer satisfaction: Measure and maximize customer satisfaction with consistent, seamless, omni-channel experience orchestration. Ensure customer retention, loyalty, and advocacy through improved CSAT ratings, as well as higher NPS and CLV.

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Visit the **Manufacturing** 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^{TM}, 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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