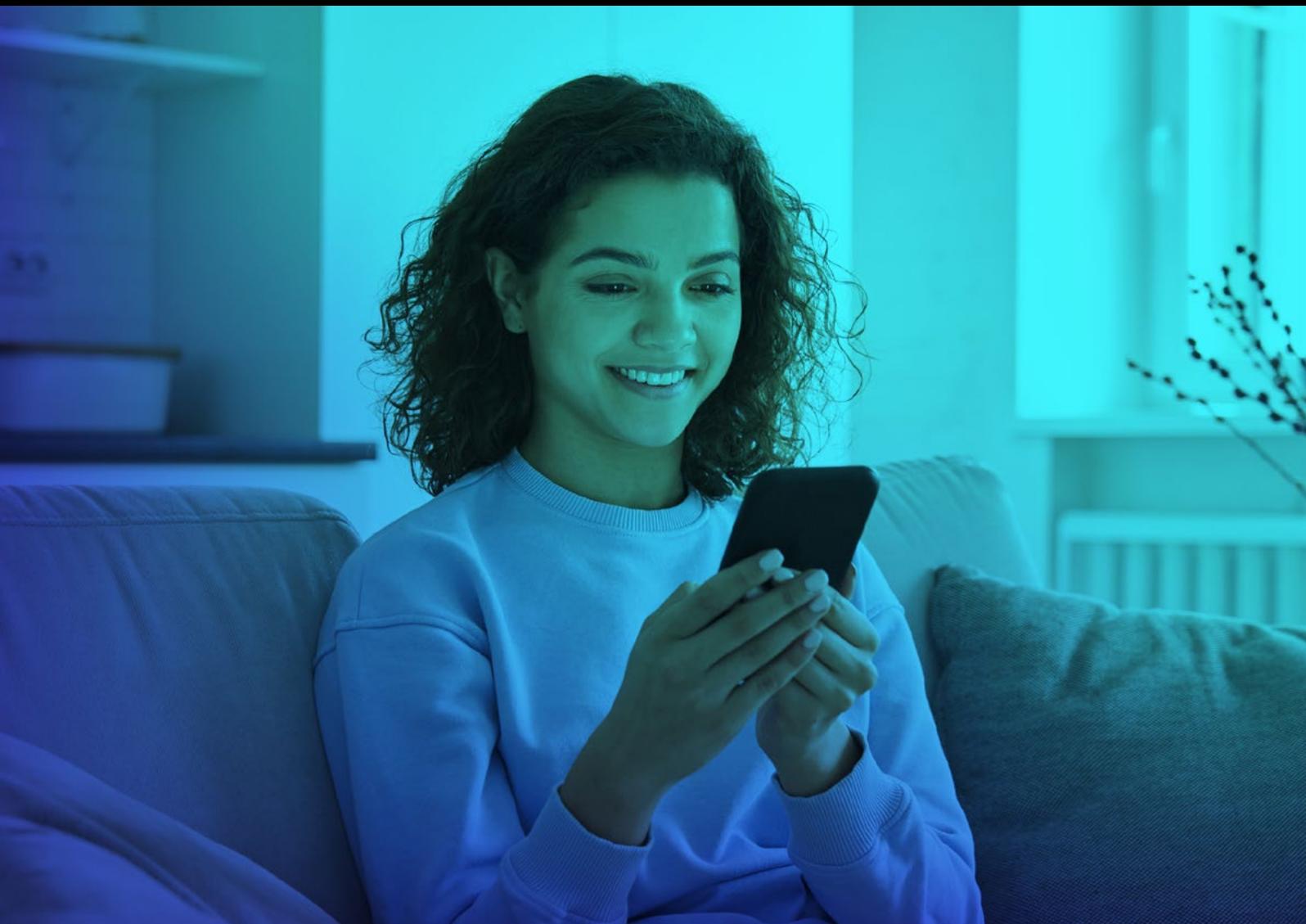


# TCS Customer Intelligence & Insights™

Deliver hyper-personalized customer experiences

Digital Software & Solutions



# Abstract

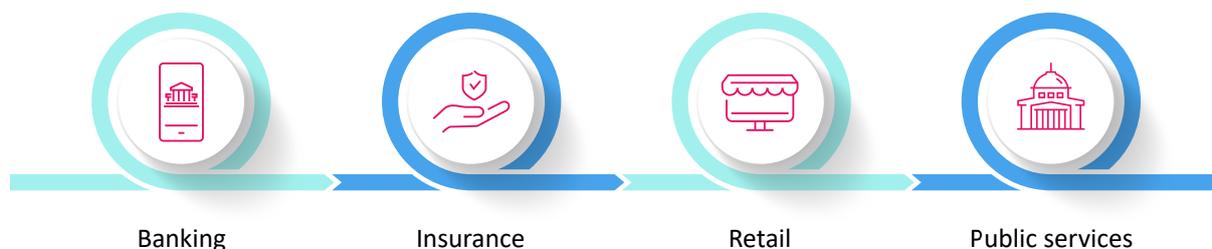
Organizations worldwide are struggling to deliver the real-time, personalized experiences their digitally savvy customers have come to expect. They struggle to break down data silos and fully leverage the value of their customer, product, and operational data to foresee and respond to customers' changing needs, buying habits, and sentiments with hyper-personalized experiences.

TCS Customer Intelligence & Insights™ (CI&I) customer analytics software leverages AI and core CDP capabilities to turn data into actions that drive loyalty and growth. CI&I breaks through departmental silos to create a single 360-degree customer view that enables brands to deliver seamless, personalized customer experiences across customers' preferred channels in real time while adhering to data privacy requirements.

## Overview

TCS Customer Intelligence & Insights™ (CI&I), AI-driven customer analytics software with real-time CDP capabilities, transforms data into actions so you can deliver personalized experiences that drive engagement, improve customer operations, and boost lifetime value.

CI&I goes beyond horizontal analytics with pre-built, industry-specific use cases that deliver actionable insights with tailored solutions for:



## Banking

CI&I helps banks improve customer experiences in retail-consumer, small to mid-size business (SMB), commercial, and corporate banking.

- Unlock data silos and gain a 360° customer view to understand customers changing needs
- Employ AI-driven persona discovery with next best actions and full journey orchestration for personalized engagement across preferred channels in real time
- Identify customer's likely to default or pay-off loans early with risk analytics

# Insurance

CI&I for Insurance enables insurers to build deeper engagement with customers and member over physical and digital channels.

- Identify members likely to cancel coverage and take proactive measures to retain them
- Engage under-protected, under-invested members with value-added recommendations
- Simplify claims management with predictive analytics
- Mitigate fraudulent cases by analyzing insurance data trends

# Retail

CI&I customer analytics, real-time CDP, and intelligent loyalty software solution helps retailers understand customer's changing needs and deliver hyper-personalized experiences over customers preferred channels.

- Deliver personalized experiences and innovative loyalty programs that build increased CLV
- Improve shopper journeys and influence buying decisions with persona-driven journey discovery
- Increase shopping cart size with customer basket analysis and individual customer recommendations
- Integrate insights with PoS, marketing automation, and more with open architecture and APIs

# Public services

CI&I analytics software for public services provides out-of-the-box, industry-specific use cases that enable states to detect and prevent unemployment insurance fraud while expediting authentic claims for those in need of assistance.

- Combat unemployment insurance fraud with AI/ML-driven analytics
- Gain faster time to value with pre-built UI use cases
- Identify suspicious trends with base view analysis
- Predict intent with individual claim analysis
- Identify new threats with social analytics

# Our solution

CI&I enables business users to quickly act on intelligent customer insights. It features:



Digital persona discovery with qualitative and quantitative customer attributes for effective targeting and engagement.



Real-time CDP capabilities that unify multi-source customer data for a single customer view available across the enterprise.



Loyalty Management with AI-powered programs that build emotional loyalty and brand allegiance.



Dynamic customer segmentation that uses machine learning to deliver real-time insights into customer behavior for improved targeting.



Customer journey discovery, modeling, and orchestration for the delivery of contextual, realtime customer experiences.



Next Best Offer and Action recommendations across customer preferred channels.



An extensible platform that enables you to easily build custom use cases.



Open architecture and APIs integrates CI&I with your existing systems and applications such as your marketing automation system, PoS, website, mobile apps, and more.

## Benefits

- Break down data silos and unify data to create a 360-degree customer view
- Increase loyalty, customer lifetime value (CLV), and wallet share by delivering personalized, multichannel customer experiences in real time
- Build brand trust by ensuring data governance and compliance
- Speed up time-to-value with pre-built, industry-specific use cases
- Develop your own business use cases quickly and easily without advanced technical skills
- Lower TCO with flexible architecture built with open-source components
- Prepare for future customer needs with extensible, future focused platform>

## Why TCS

By partnering with TCS, enterprises can enjoy the following advantages:

- **Award-winning Expertise:** Our software has been created by industry experts who are actively and continuously scanning the global business horizon. Our industry specific development approach is complemented with the latest innovations from TCS' award-winning R&D efforts.
- **Lower Cost of Ownership:** We create modular and integrated solutions for solving the real-world problems our customers face. Our flexible platform architecture allows you to adopt what you need today and scale as your needs evolve - all with limited if any downtime.
- **Simplified Business and Engagement Models:** We offer flexible business models that adapt to how you want to engage. We build our solutions to enable rapid implementation that accelerates time to value.
- **World Class Innovation:** Unencumbered by legacy code and requirements, we bring state of the art open-source technology to our solutions that fits today's and tomorrow's requirements – such as artificial intelligence (AI), machine learning (ML), and intelligent workflows.

# Awards and accolades



## About TCS Digital Software & Solutions Group

TCS Digital Software & Solutions Group delivers on the promise of Connected Consumer Intelligence. Our experience working with the world's most successful enterprises drives the development of integrated software that helps them meet the higher expectations of today's wired consumers and citizens. With TCS DS&S Group software, organizations can design experiences that logically connect every touch point of the consumer's digital and physical journey.

### To know more

Visit the <https://www.tcs.com/dss> page on [www.tcs.com](http://www.tcs.com)

Email: [tcs.dss@tcs.com](mailto:tcs.dss@tcs.com)

Blog: [Catering to the Connected Consumer](#)

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has 592,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

For more information, visit [www.tcs.com](http://www.tcs.com) and follow TCS news [@TCS](#).