

# Sales and Marketing Analytics

Analytics & Insights



As digitization is broadening the possibilities for sales and marketing, businesses are increasingly looking to invest in analytical applications to improve targeting, conversion, revenue, and profitability to improve the overall customer experience. An industry-agnostic recommendation engine that addresses the growing focus on personalization, digitization, and customer experience enhancement strategies can help enterprises improve conversion ratio and customer retention.

TCS Sales and Marketing Analytics offers a mass personalization framework and profiling capabilities to understand the dynamic customer persona in order to provide hyper-personalized experiences with marketing channel optimization through digital adoption efforts and multi-channel contextual marketing. The solution provides risk and incentive-based pricing to help enterprises in customer retention, enhanced return on marketing investment (ROMI), and sustainable growth. Integrated with asset allocation solution, the offering optimizes the investor's portfolio to help tide over phases of uncertainty and make informed decisions.

## Overview

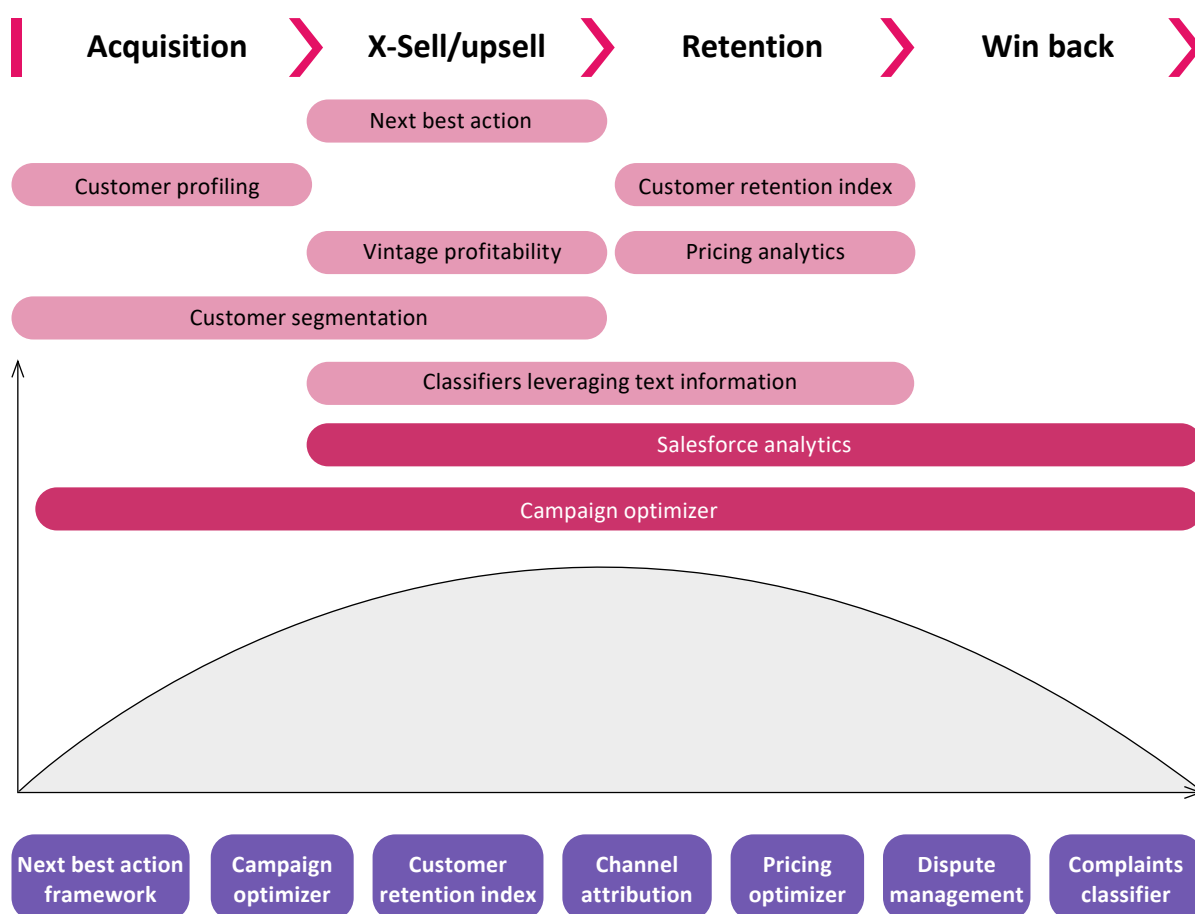
With the digitization of services, enterprises are looking to transform their sales and marketing portfolio to engage and satisfy their customers. However, misdirected targeting efforts and duplication in marketing campaigns result in redundant and unnecessary marketing costs due to the same customer pool being targeted by multiple product managers. Further, absence of a unified customer view and aligned multi-channel marketing efforts can decrease conversion rates and lead to high customer churn. Customers also become disengaged when targeted for the wrong product through multiple campaigns, reducing customer loyalty and making the campaign less effective.

TCS Sales and Marketing Analytics is a one-stop, on-premises or cloud solution that facilitates data-driven analytical interventions across customer life cycle to produce desired business outcomes. A combination of platform-based accelerators, consulting frameworks, and relative analytical solutions with a flexible architecture, the offering can be integrated with any existing CRM system through compatible connectors to enhance relationships and retain customers.

The solutions support a range of multi-channel contextual marketing efforts for hyper-personalization and leverage a user's past transaction history to provide a real-time spot recommendation system using AI and ML. Further, the use of explainable AI components helps produce better solution transparency and control in driving marketing strategies.

## Accelerated business outcomes

Sales & Marketing Analytics Offering: Solutions across customer journey



## Our solution

TCS Sales and Marketing Analytics provide the following anchor solutions:

- **Next-best action framework:** Address growing focus on personalization, digitization, and customer experience enhancement through a dynamic recommendation engine
- **Campaign optimizer:** Leverage pre-campaign selections to optimize campaign costs and maximize ROI
- **Customer retention index:** Integrate multiple objective evolutionary algorithms for relationship enhancement and retention, by supporting proactive and reactive attrition mitigation efforts
- **Channel attribution:** Allocate optimum marketing budgets across different channels
- **Pricing optimizer:** Support different risk-based and incentive-oriented pricing actions
- **Log file analyzer:** Enable real-time prediction and prevention actions on user transactions, using past history and specific needs
- **Asset allocation framework:** Enhance customer experience, maximize revenue, and minimize volatility of wealth portfolios with reusable algorithms or assets in all customer life cycle stages.

# Benefits

The offering provides the following benefits:



**Increased sales:** Leverage framework-driven prioritized prospect list to target multiple channels and increase sales by 40-60%



**Reduced marketing cost:** Eliminate duplicate campaigns and redundant messaging to lower marketing costs by 60-80%, improving conversions



**Higher customer satisfaction:** Assess call synopsis with natural language processing-driven algorithms. Make targeted offers, services, and products more need-based, and need-aligned by factoring customer feedback, resulting in lower complaints and higher satisfaction



**Reduced turnaround time:** Capture customers' digital footprints and service preferences, and leverage these inputs to customize products and offer recommendations in order to reduce cycle time and improve customized recommendations



**Increased employee engagement:** Customize campaigns for outbound contact programs and enable employees to respond to inbound calls instantaneously, improving overall employee productivity and engagement.

## The TCS advantage

A partnership with TCS helps enterprises leverage these differentiators:



**Event-based contextual need assessment:** TCS solution helps enterprises produce granular insights and hyper-personalized recommendations relevant to the individual customer in real-time. Our dynamic spot recommendation addresses specific customer needs, reducing the churn rate and improving customer delight.



**Name rotation index to counter communication fatigue:** We ensure enhanced customer satisfaction and optimized campaign costs by calculating a name rotation index with the help of customer recency, frequency of customer contact, and total relationship balance. Our solution helps reduce duplicate or misdirected communications, resulting in higher channel effectiveness and an elevated multi-channel contextual marketing, and optimizing your business' marketing campaigns.



**Continuous feedback ingestion for improved recommendation:** With real-time customer feedback and streaming ingestion into the data stream, we help fine-tune prediction models within self-learning modelling frameworks. TCS solution helps business owners, CMOs, and marketing teams across industries such as banking, financial services and insurance, retail, and media deepen customer relationships and increase loyalty.



**Explainable AI technique for decoding ML black box model:** TCS solutions leverage explainable AI, which intends to address all black box solution design by leveraging structured, unstructured, and semi-structured data to help understand the steps and theory being used to decipher a specific business outcome.

# Awards and accolades



**TOP 3  
IT SERVICES  
BRAND**



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



## Contact

Visit the Analytics and Insights page on [www.tcs.com](http://www.tcs.com)

Email: [businessandtechnologyservices.marketing@tcs.com](mailto:businessandtechnologyservices.marketing@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.

Visit [www.tcs.com](http://www.tcs.com) and follow TCS news @TCS.

All content/information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content/information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content/information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2021 Tata Consultancy Services Limited