

CMO Services for Marketers

Banking, Financial Services and Insurance



The increasing complexity of customer interactions has led to the role of marketing organizations of banks and financial institutions to evolve beyond traditional responsibilities of brand management, advertising, and market research. Reimagining critical marketing functions, enabling customer engagement through new-age solutions, and improving accountability and attribution of marketing performance are some focus areas of marketing today, in the BFSI industry.

Tata Consultancy Services' (TCS') Strategic Marketing Services empower banking and financial institutions to realize marketing value by creating a differentiated experience across the customer lifecycle. TCS provides end-to-end management of marketing functions from strategy to execution. This is enabled through a combination of marketing intelligence, marketing experience, and marketing technology.

Overview

With the changing roles and responsibilities of marketing organizations within banks and financial institutions, it has become critical to innovate and offer customer focused propositions to reach out to the diversified market and ensure personalization to the extent possible. Industry experts have begun to view marketers as responsible for technology, innovation, analytics, and customer experience, in addition to their core function of being custodians of the brand. The biggest challenge in the banking and financial services industry is to reach the right audience with the right offering at the right time through the right channel and ensure maximum return on investment.

TCS' Strategic Marketing Services cater to these new, critical marketing requirements through a carefully crafted portfolio of offerings.

Our Solution

TCS offers a wide range of capabilities spanning across three focus areas: marketing intelligence, marketing experience, and marketing technology.

- **Marketing intelligence:** We offer both qualitative and quantitative analytics services to help banks and financial institutions gain actionable intelligence from data. Qualitative research entails analyzing secondary data to derive insights about the industry at large, technology developments, and competition. Marketing analytics leverages data modelling capabilities to assess and improve sales and marketing performance across multiple key performance indicators (KPIs).
- **Marketing experience:** This includes a range of solutions and services to manage campaigns, internal communication, and channel operations. Campaign support revolves around the areas of strategy, design, build, personalization, and deployment. Channel management addresses the need of banks to effectively leverage the multitude of marketing channels in existence.
- **Marketing technology:** Marketing technology services help BFSI enterprises navigate the complex marketing technology ecosystem to identify, deploy, and maintain best-fit technology landscapes. The broad areas of service are: bespoke application development, maintenance services and consulting, and off-the-shelf product implementation and configuration.



TCS' Strategic Marketing Services for BFSI Industry

Benefits

With TCS' Strategic Marketing Services, BFSI enterprises can transform their marketing ecosystems to create integrated customer journeys and drive efficient marketing operations. Key benefits include:

- **Insights to intelligence:** Deploy our proprietary analytics frameworks and tools to gain dependable and efficient insights-driven reports and data visualization to understand market competitiveness and support campaign strategy.
- **Data-driven customer communication:** Gain a 360-degree view of the customer through consolidated customer interactions and design and execution of optimal communication strategies.
- **Employee engagement:** Leverage TCS' rich experience in driving employee engagement at scale across multiple geographies to craft and execute an effective employee engagement strategy.
- **Channel performance:** Improve value creation through augmentation and operational improvement of marketing channels.
- **Enable strategic decisions:** Drive effective business decisions with actionable insights generated through qualitative research.
- **Marketing return on investment:** Deliver efficient and scalable marketing operations through mature frameworks, watertight processes, and right technology solutions.
- **Marketing transformation and automation:** Optimize marketing operational efforts through digitization of marketing processes and deployment of effective frameworks and accelerators to improve KPIs.

The TCS Advantage

By partnering with TCS, BFSI enterprises can benefit from the following differentiators:

- **Global service capabilities:** Supported by a pool of experts and infrastructure that includes design studios, innovation labs, and agile engineering centers, TCS boasts of successful project executions for world-leading brands across industries.
- **Robust partner ecosystem:** Strategic alliances with Adobe, IBM, Oracle, SAP, Salesforce, and global fintech and insurtech organizations help TCS deliver cutting-edge marketing innovation solutions.
- **Robust marketing experience:** A multinational organization spread across 46 countries, TCS has diverse experience in terms of localizing marketing for a global audience. From sports sponsorships and CSR initiatives to innovation forums and summits, TCS has a broad spectrum of experience in terms of planning and executing marketing events.
- **An effective mix of people, process, and technology:** TCS offers a diverse team comprising industry specialists, seasoned marketers, and technology experts, ensuring seamless operations guided by industry benchmarked marketing processes, and high returns on investment with low cost of ownership.

Awards & Recognition



To know more

Visit the [Banking, Financial Services and Insurance](#) page on [tcs.com](#)

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Blog: [Bank of the Future](#)

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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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