

Customer Experience Management Offerings

Communications, Media & Technology



The need for product personalization and mass customization is redefining the way media, telecom, and technology companies view customer experience management. Customers expect products and services to be tailored according to their preferences and personas, and this needs to be factored in when sketching a customer engagement strategy. However, gaining these customer insights requires extensive analytics of data sourced from social media and mobile-based applications, in addition to enterprise systems.

Tata Consultancy Services' (TCS') Customer Experience Management Offerings enable media, telecom, and technology companies to improve their products and services across aspects such as perceived value, quality, reliability, and responsiveness. We help analyze customer personas and their brand interaction journey to identify improvement opportunities and improve customer satisfaction indices. TCS' analytics tools aid the efforts of digital marketers, enabling them to accurately identify potential customers and make targeted recommendations, at the right time.

Overview

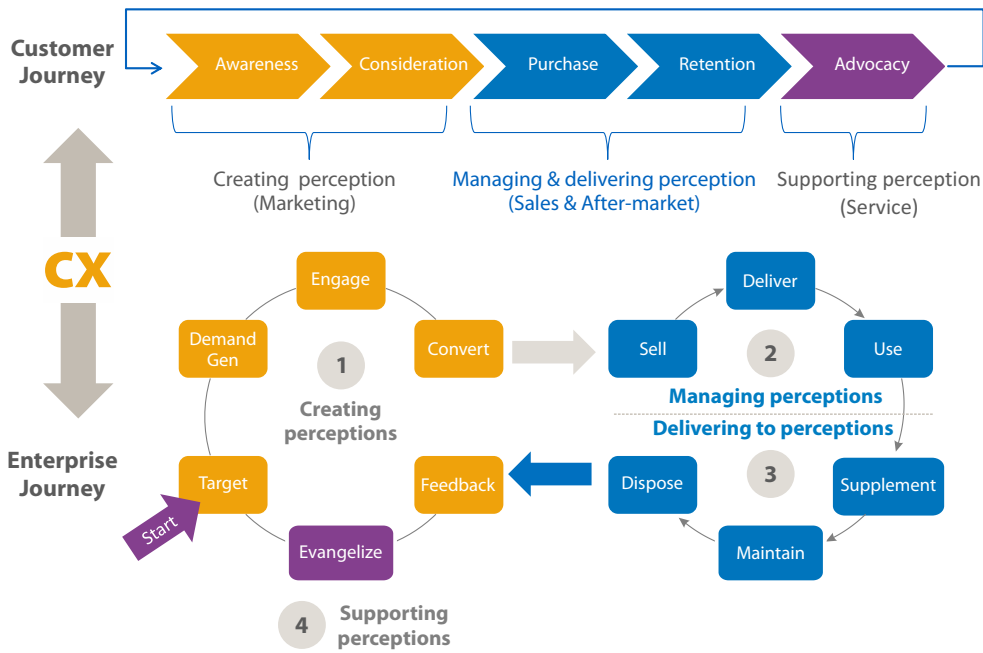
Rapid changes and increasing commoditization of technology, dynamic market forces, and complex supply chains with short product lifecycles have underpinned the criticality of differentiated customer experiences. To achieve this, companies must focus on understanding user personas and mapping the customer journey. They need to create buyer personas, which are crucial for an in-depth understanding of customers' characteristics, motivations, needs, and goals. Customer journey maps are critical to ensuring customer delight at all stages, before and after the purchase. In addition, companies should evaluate the interplay between various customer interaction channels and the entire business ecosystem, to get comprehensive visibility into how a customer engages with the brand.

TCS' Customer Experience Management Offerings provide a powerful approach to create and manage market presence, capture mind space, ensure positive recall, and reinforce brand value. We enable media, telecom, and technology companies to manage and analyze customer feedback, and deliver a more organized and 'operationalized' customer experience. With our integrated and holistic approach to customer experience management (CEM), from pre-sales to purchase and after-sales support, we enable companies to increase their competitiveness, enhance market intelligence, and realize business goals.

Our Solution

We help media, telecom, and technology companies to:

- Sketch out detailed customer personas for specific business products or segments, and reorient the customer journey accordingly
- Conduct detailed analysis of the customer experience ecosystem to drive seamless omni-channel customer engagement
- Transform the front office through process innovation and automation
- Identify, measure, analyze, and improve significant customer experience metrics
- Drive contextual engagement with customers by harnessing insights across interaction channels and touch points
- Devise cross-sell and up-sell strategies using customer insights and product analytics



Customer Experience

Interactions, Products & Services, Communication

Use digital technologies to enable:

- **Seamless** omnichannel experience
- **Visibility** through end-to-end integration
- **Automation** for ease of use
- **Intelligence** guided by advanced analytics
- **Collaborative innovation**

Benefits

Leveraging the power of digital technologies like mobility, social media, gamification, and Big Data analytics, TCS' Customer Experience Management Offerings deliver several benefits including:

- Seamless omni-channel customer engagement and end-to-end customer journey management
- Reduction in operating costs through optimal resource and asset allocation
- Hassle-free reverse logistics and after-market support
- Higher and better quality conversion rate of prospects to customers
- Enhanced accuracy and efficacy of ordering, billing, delivery, and other customer-facing functions
- High product relevance and timely service delivery
- Faster adoption of next-generation technologies and resultant innovations

The TCS Advantage

Partnering with TCS offers several advantages such as:

- We offer an innovative perception management approach that is robust, relevant, and directly applicable to customer experience improvement. Our methodology is based on a rigorous analysis of an organization's ecosystem and customer base analysis, making it truly customer centric.
- TCS' well-defined implementation and change management approaches help companies realize process transformation goals on time. We have developed a host of frameworks and solution accelerators to ensure rapid adoption of new technologies.
- TCS has forged strategic alliances with leading technology companies to offer a full spectrum of digital solutions to our clients.

Awards & Recognition



To know more

Visit the [Communications, Media & Technology](#) 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™, 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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