

# Software support-as-a-service



Customer service is the heartbeat of any business, and independent software vendors (ISVs) are no exception. Whether it's supplying product information to new buyers or answering existing customers' queries, fast and reliable customer service helps ISVs build customer loyalty, sustain business growth, and maintain market position.

Recognizing the importance of continuous and consistent customer support in the software business, Tata Consultancy Services (TCS) has created an innovative software support-as-a-service (SSaaS) offering that helps ISVs manage their product support function effectively. The platform solution can handle customer queries from multiple channels like email, chat, and social media forums, automate the resolution of repetitive and 'how-to-do' tickets, and provide efficient resolution through a smart ticketing system. This reduces the number of support tickets thanks to timely and effective intervention.

## Overview

Customer retention is possibly one of the biggest challenges that ISVs face in today's highly competitive market. Establishing top-of-mind recall demands exceptional customer support as much as innovative product and service offerings. Those who offer exceptional customer experience enjoy long-lasting relationships with customers. Limited communication channels, slow ticket resolution, and lack of self-service are some of the challenges that force customers to switch brands when renewing their licenses. To avoid such scenarios, ISVs need to explore innovative ways of improving the quality of customer support that leads to better net promoter scores (NPS) and customer satisfaction (CSAT) scores.

With rich experience in serving cross-industry customers, TCS offers a unique SaaS-based product support solution to change the way ISVs manage their support function. The solution combines the latest technologies like chatbot and in-app navigation to drive efficiency and customer satisfaction.



# Solution

The SSaaS offering for ISVs include the following features:

- **Omnichannel capability:** Handles customer interactions across more than 10 channels, including email, chat, social media forums, and more
- **Artificial intelligence (AI)-based chatbot:** Offers customer service capabilities with a built-in AI-based chatbot that serves as the first line of support
- **In-app navigation:** Provides ISVs an interface to guide their customers on finding answers to 'how to' questions
- **Social media listening:** Proactively addresses customer issues through customer sentiment analysis
- **Multilingual support:** Engages customers in multiple languages, thereby personalizing the sales experience
- **Smart ticketing system:** Streamlines customer support tickets, prioritizes and checks the status of existing tickets, and manages high ticket volume efficiently

# Benefits

- **Increased efficiency through automation:** Frees up help desk support capacity and improves process efficiency with automated resolution of repetitive tickets
- **Faster response time:** Resolves 30% of all automated tickets with an AI-based chatbot and in-app navigation, reducing ticket resolution time significantly
- **Contextual learning on the go:** Provides customers with an augmented knowledge base that answers their queries
- **Increased customer satisfaction:** Resolves issues faster with self-service resources, including frequently asked questions, self-help guides, and AI-based bots
- **Improved productivity:** Tracks open tickets and resolves issues with transparent end-to-end ticketing workflow management
- **Cost optimization:** Offers an innovative commercial model with flexible per ticket-based pricing

## The TCS advantage

- **Customer support experience:** TCS leverages its decades of experience in providing customer and product support across industry verticals.
- **Expertise in automation technologies:** TCS has extensive experience in assisting AI-based projects across industry verticals.
- **Global Network Delivery Model™:** TCS' global engagement model spans 40 locations and provides 24/7 support across all time zones.
- **Alliances and partnerships:** TCS has formed strong partnerships with global niche technology providers like Microsoft, Oracle, Salesforce, Zendesk, and others to maximize business value for customers.
- **Cost-effective solutions:** TCS' numerous cost-effective solutions and multiple automation tools help customers achieve agility, efficiency, and scale.

# Awards and accolades



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## 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.

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