

# Front Office Transformation Services

Manufacturing



The Front Office function in manufacturing firms is no longer being viewed as a separate line of business, but rather like an all-encompassing, enterprise-level imperative designed to augment customer experience and thereby improve top and bottom-line. Manufacturers are increasingly employing automation –automation with a human touch–to boost efficiency, and using cognitive analytics and digital technologies to improve the Front Office experience for both customers and employees. Organizations are also working towards harmonizing front and back office functions to enhance productivity, with robust configure price quote (CPQ) and contract lifecycle management (CLM) solutions.

Tata Consultancy Services' (TCS') Front Office Transformation is a full-stack service that addresses the complete gamut of the sales cycle starting from lead to revenue management (L2RM). CPQ is right at the center of all this action, interacting with upstream (CRM) and downstream (ERP). TCS' Front Office Transformation Services include eCommerce integration, customer journey mapping, day in the life of business stakeholders and a front office business maturity assessment framework which are pivotal in understanding the customer digital journey across the different channels. As of today the CPQ function has evolved to be a real time deal desk and approval desk as it supports quick exchange of approvals, proposals and pipeline reporting via upstream and downstream systems, improving lead generation cycle times. Furthermore, the service allows manufacturers to leverage data-driven insights to create customized products and services to enhance customer experience and overall user experience.

## Overview

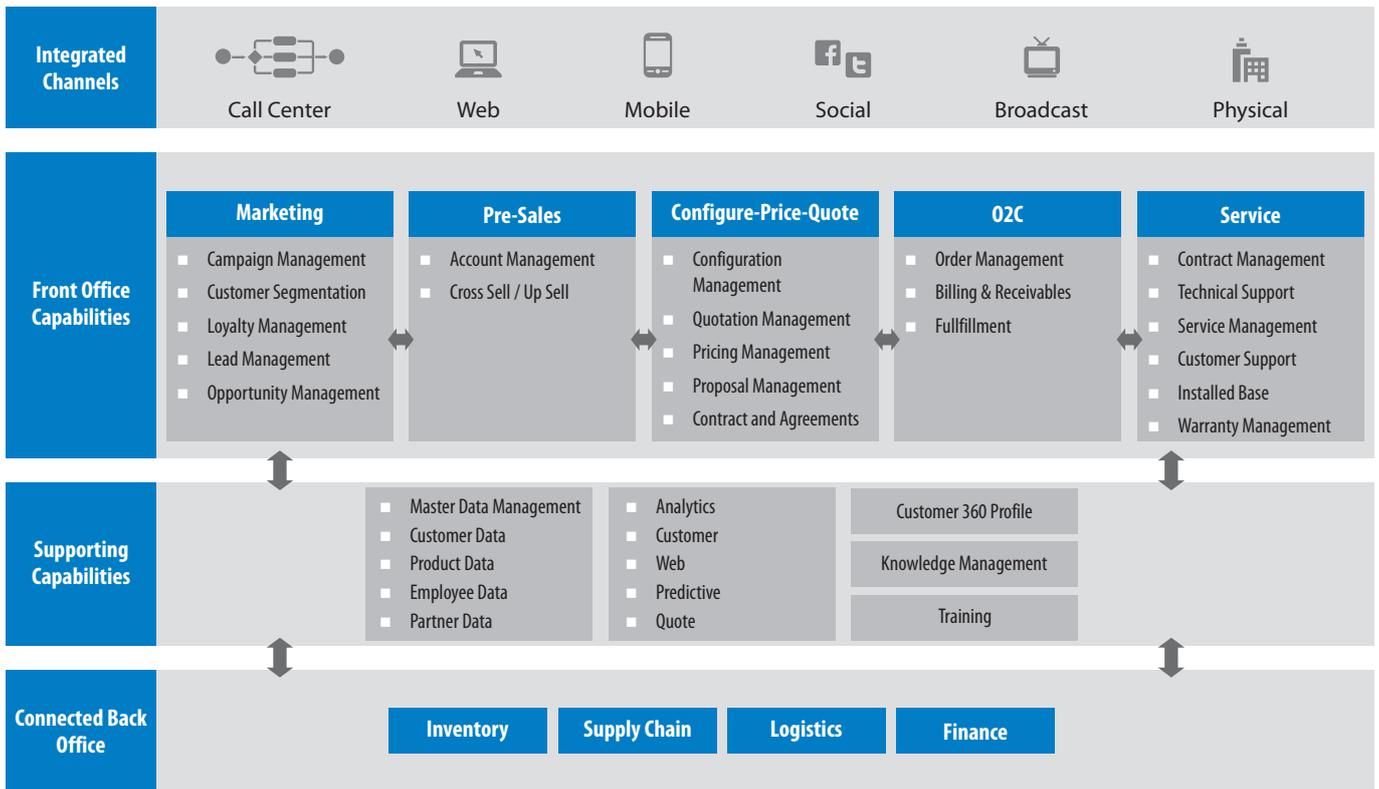
With the changing expectations of digitally-savvy customers, generic marketing campaigns are making way for hyper-personalization, while sales strategies are evolving to include customer-centric channels such as self-service and IoT-driven automated ordering. However, companies face several challenges including inconsistencies in pricing, margins and discounts, amid a constantly changing spectrum of variables in the quote-to-order process. Further, marketing and sales teams often work in silos, and real-time data is unavailable for decision making. Additionally, CPQ and ERP systems entail high product complexity. As a result, lead generation exercises are ineffective, hampering overall sales. Moreover, complicated customer self-service systems and lengthy quotation processes reduce customer satisfaction.

TCS' Front Office Transformation addresses these challenges by providing end-to-end CPQ capabilities across pricing management, quote management, configuration management, proposal management, business rules orchestration, and workflows and approval management. The service helps manufacturers and channel partners design, pilot and scale up a range of CPQ services tailored to their specific requirements, improving deal size and reducing order time. Equipped to manage tiered pricing, custom pricing and discounts, the service has the capacity to facilitate cross-selling and upselling. The offering capitalizes on technology such as virtual assistants, guided navigation models and efficient self-service systems that lower operating costs and increase customer reach. Along with cohesive eCommerce integration, the offering empowers customers by allowing them to explore various configurations and packaged offers easily, helping them with the purchase decision. One of the key goals of Front Office transformation is to continually optimize customer engagement across every touchpoint of the customer journey rather than focusing just at the point of sale.

## Our Solution

- **Strategic Planning** - Helps define the future-state business model and strategy, map customer journeys, assess voice of customer (VoC), and benchmark against industry best practices. Capture business requirements and user stories, facilitate landscape assessment and product selection, and accelerate PoC development and implementation roadmap creation.
- **CPQ enabled Sales Automation** - Employs innovative and transformational technologies like Machine Learning to automate regular operations and increase bandwidth. Condense and automate sales cycles by employing concepts like need-based selling and CPQ-integrated health checks, and deliver optimal recommendations to the customer. TCS helps in personalizing the sales process and provides sales flexibility in pricing, packaging and discounting.
- **Billing and Revenue Realization** - Automates complex rating and proration calculations while speeding up the collections process. Leverages integrated solutions to govern subscriptions, billing and renewals that help capitalize revenues and prepare for varying market requirements spanning one time transactions, flat-rate recurring transactions and variable-rate recurring transactions. Subscription businesses need a central hub for order to cash which TCS facilitates through a strong understanding of the pricing engine, quoting workflows, provisioning, payment gateways, collections and analytics, acting as a horizontal service across all the above functionalities.
- **Contract Lifecycle Management** – Helps realize business goals including expedited deal velocity and increased cost savings by integrating artificial intelligence and machine learning into the mix to deliver reliable execution of best practices across the contract lifecycle.

## TCS' Front Office Transformation Digital Reference Architecture



## Benefits

With TCS' Front Office Transformation Services you can reap the following benefits:

- **Revenue growth** – Boost top line growth with non-linear strategies and streamlined processes, expand average deal size and wallet share, and improve closing ratio and quote turnaround time.
- **Improved margin realization and operating profit** - Capitalize on automation and technology upgrades to adopt tailored, smart solutions that lower operational expenses and boost deal margins.
- **Enhanced predictability of sales cycle** - Improve visibility of potential opportunities and minimize pipeline deviance, thereby refining forecast accuracy and sales enablement.
- **Augmented customer experience**- Leverage omnichannel strategies to measure, monitor and improve the customer satisfaction index (CSI). Enable experience-based offerings leveraging comprehensive data insights, proactively rolled out at opportune stages of customer lifecycle, to increase repeat orders and customer retention.

## The TCS Advantage

By partnering with TCS, manufacturers can leverage the following differentiators:

- **Domain expertise** - TCS draws from cross-industry, depth of knowledge in the manufacturing domain with business processes ranging from management of leads, existing accounts, configuration, pricing, orders, contracts and proposals finally leading to invoicing and revenue generation (lead-to-cash). TCS has worked extensively on Front Office transformations with several leading Fortune 500 manufacturing companies across multiple industries including automotive, aerospace, chemical and process industries.
- **Business Advisory Services** - The TCS team partners at a strategic level with organizations to understand the business, and proposes an optimal way forward, establishing business capabilities that keep the organization relevant and ahead of competition. This includes business models, frameworks, accelerators, state of the art tools and experience enablers.
- **Comprehensive Asset Portfolio** - TCS' approach involves end-to-end support in Front Office transformation including the introduction of best practices, cutting edge technology, frameworks and templates.
- **Centre of Excellence** - As an innovation and co-innovation focused company, TCS has invested in the inception, design and development of scalable, customized CPQ and customer experience management solutions.
- **Vendor alliances** – TCS has established strategic partnerships with top CPQ and CXM platform providers to capitalize on state-of-the-art technology and develop efficient solutions on time and budget.

## Awards & Recognition

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### To know more

Visit [TCS' Manufacturing](#) 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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