

Customer Analytics Services

Analytics and Insights



Abstract

With increasing digital disruption, customers are becoming more conscious and aware of their buying behavior, needing businesses to implement a solution that can capture their voice proactively without asking any questions to the customers. There is a need for a solution that can calculate the experience score for the customers and take actions to ensure an engaging customer experience.

TCS Customer Analytics Services leverages data-based analytics to provide a detailed view of customers on key parameters to increase their positive engagement, and improve customer retention by providing a personalized set of recommendations, based on which businesses can make informed decisions. By leveraging the data generated in disparate systems, the solution provides insights into customer behaviors to make trend analysis simpler and accurate.

Overview

Organizations spend a substantial amount of money in understanding customers' mindsets and providing a seamless experience to them by launching surveys, questionnaires and digital channels. However, due to the low response rate to surveys and storage of data in disparate systems, organizations are unable to derive insights from these interactions. Companies end up running a huge number of unplanned repetitive campaigns at a large scale without measuring the returns of the expenditure on the business KPI, irrespective of the customer segments that finally become annoyed and unresponsive. The loss of customers due to their bad experience further impacts the downward trend of the organization's revenue.

TCS Customer Analytics Services is an end-to-end solution that covers the entire customer life cycle from onboarding and on-books to decreasing the churn rate and developing loyalty and advocacy for the brand. It seamlessly integrates the concepts of the customer journey, and customer experience to build a comprehensive customer analytics solution for organizations. By adopting a process to measure the relationship between customer experience and business KPIs, and taking advantage of TCS' in-depth domain expertise across industries, the highly scalable and customizable solution helps create a future roadmap of the customer journey.

Our solution

TCS Customer Analytics Services offers the following key features to enterprises:

- **Complete and unified customer experience view:** Understand the complete behavior of customers by analyzing all their interactions and associating them with existing insights and knowledge to develop a comprehensive view of the customer.
- **Personalized multi-channel customer experience:** Capture the wealth of information that customers leave at each interaction and integrate them with a library of personalized offers to create an enhanced customer experience.
- **Modularity:** Leverage the modular nature of the solution to start small and add on overtime, following a natural growth path.
- **Pre-built and domain-centric predictive models:** Access predictive analytics and project the trajectory of business goals based on the performance drivers and metrics of current initiatives.

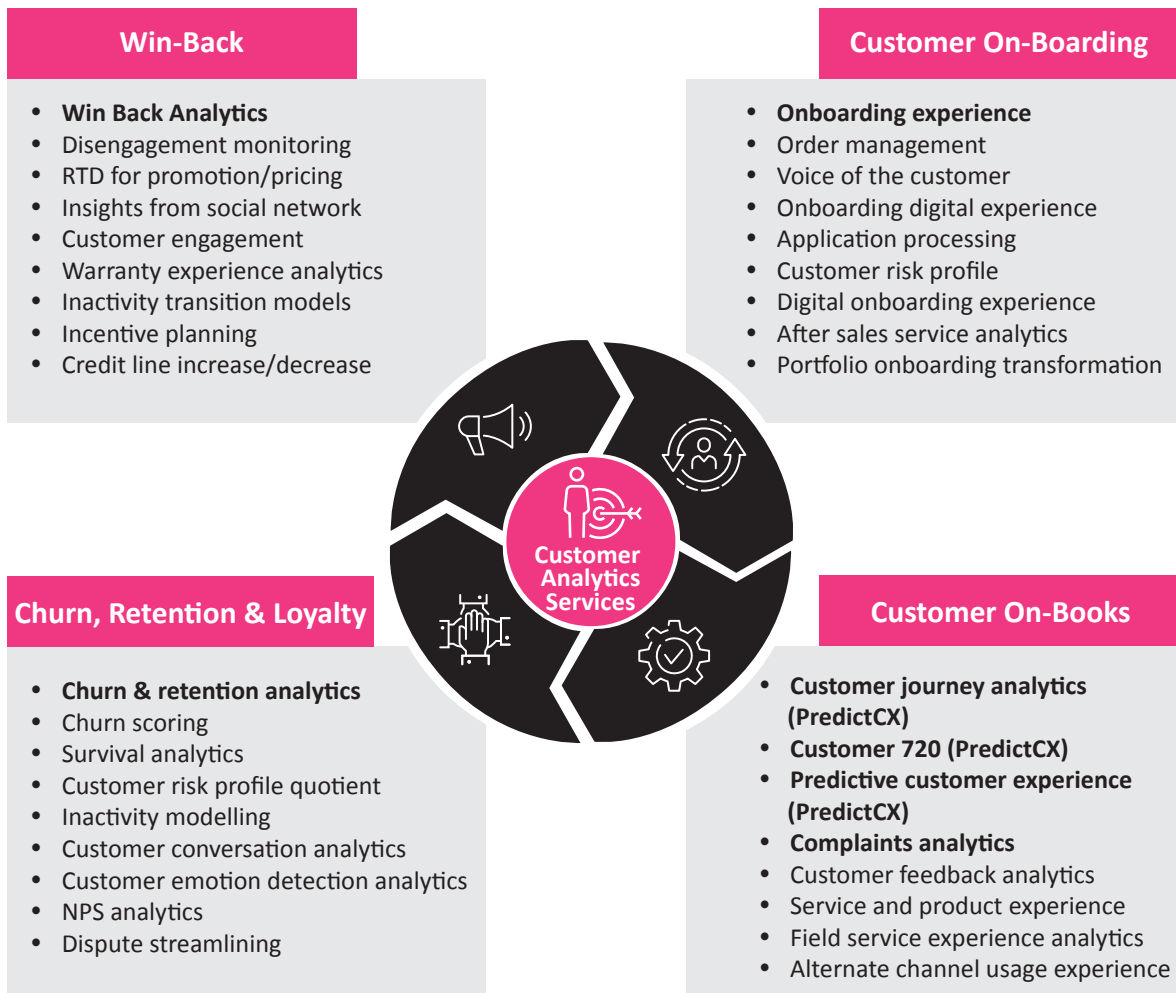


Figure 1: Customer Analytics Services: Lifecycle

Benefits

TCS Customer Analytics Services provides the following benefits to businesses:

- **Customer centricity:** Provide better customer service and reduce customer efforts to avail them by developing a customer-centric culture.
- **Improved customer lifetime value:** Increase customer loyalty to retain and improve lifetime value by enhancing customer tenure by more than 10%.
- **Improved business performance:** Establish customer-focused metrics and measurements by providing a proactive product or service customization and reducing customer time by more than 15%.
- **Multi-channel experience:** Deliver a seamless experience across stores, contact centers, product activation, and network and digital channels by leveraging forecasting and goal-seeking routines along with customer DNA.
- **Services plus accelerator:** Leverage a customizable and configurable functional system capable of being implemented with other products, or solutions to provide service-based engagement led by data science accelerators.

Why TCS

A partnership with TCS helps enterprises take advantage of the following key differentiators:

- **In-depth domain knowledge-based consulting:** TCS' deep domain expertise leverages all the relevant AI-ML-based accelerators and solution frameworks to develop future roadmaps based on an optimum value-based solution requirement. We help enable customer tracking, customer profiles creation, customer segmentation, and greater customer engagement for a better lead management.
- **Business use cases:** TCS' solution framework, agile execution and innovative culture ensure the delivery of desired business value for our clients. Our pool of trained professionals can resolve any problem with the application of in-depth domain knowledge and the use of machine learning – deep learning models that leverage our large resources pool.
- **Analytics and insights academy and center of excellence:** TCS' Analytics and Insights Academy and Center of Excellence bring continuous improvements to existing solutions that are leveraged across horizontal by leveraging a number of IPs and patents to develop customer analytics solutions, and allow organizations to become more customer-centric.
- **Research and innovation:** TCS' research and innovation hubs such as 'Pace Port' inculcate the thinking and collaborative research environment across cutting edge technology areas like AI, blockchain, advanced analytics, cyber security, and quantum computing to help meet specific client needs.

Awards and accolades



Contact

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

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