Digital Interactive Operations (DIO)

Cognitive Business Operations

If digitization has multiplied the market reach of enterprises, cognitive technologies such as AI and analytics have enabled seamless connect through a customer's journey. This at a time of convergence of media, marketing and advertising on next-generation platforms, underscoring the need for optimal channel and content mix. The rise of digital products, IoT and 3D printing is driving more product variations and shorter product lifecycles, making personalization and experience management critical to customer retention. Organizations with high marketing and sales costs need to use operational analytics effectively -- deploying the best mix of paid, owned and earned channel strategies to meet ever-changing customer expectations.

Tata Consultancy Services' (TCS') Digital Interactive Operations (DIO) offers transparency from lead generation to revenue — focusing on customer acquisition, experience, onboarding, and engagement. With holistic management of marketing, the solution creates global awareness through omnichannel campaign management. Enterprises can, thus, strengthen brands through unified communication, leveraging data to grow revenues and improve their service mix.

Overview

Inefficient use of new digital and social channels in media and marketing results in fractured customer journeys. Organizations employing a large global sales force and SMB companies that want to outsource lead generation must improve ROMI (return on marketing investment), while optimizing cost of marketing and sales / channel operations. Long lead time to market because of complex martech stack and disparate customer data highlights the importance of real-time commerce and customer interaction for faster onboarding and order management. To increase brand reach and customer wallet share, enterprises need to run B2B / B2C marketing campaigns more effective globally.

TCS' DIO improves brand reach by achieving unified communication and maintaining brand consistency. Expert use of digital tools reduces time-to-market and increases website traffic. Propelling revenue growth through integrated lead generation campaigns and enhancing experience through effective customer journey management, DIO improves ROI of media / advertising, marketing, sales and customer service operations. The solution offers a Machine First approach, which utilizes AI and automation in business operations, reducing SGA costs. Figure 1 lists the four key components of the solution and the digital services that make them up.

Our Solution

TCS' DIO offers:

- **Content and creative operations**: delivers dynamic and personalized content on relevant customer interaction channels such as web, mobile, and social media

  - **Content localization**: ensures personalization and multilingual, localized solutions through an ecosystem of technology and language partners, with TCS-owned AI tools

  - **Globally located design labs**: facilitates design thinking through design labs staffed with design, creative and UX experts

- **Marketing and advertising operations**: executes omnichannel campaigns using digital platforms, data and content to drive demand and deliver improved ROI. Campaign types include email, SMS, natural search, paid search, display advertising, social, real-time bidding and programmatic

  - **AI- and RPA-based process automation**: provides use cases in content extraction, content curation, web content / ad personalization, language localization, and chatbots

- **Commerce / sales management**: orchestrates seamless connect of marketing campaigns with digital commerce and sales activities; delivers superior buying experience using real-time data and relevant channels, leveraging leading commerce suites like SAP Hybris and Magento

Content & Creative Operations	Digital Marketing Operations	Digital Commerce Operations	Digital Channel Operations
CREATIVE DESIGN UI Design Marketing Collateral Brand Standardization **WEB DESIGN** Responsive Web Design Website Creation & Updation **CONTENT AND SEO** Curation, Localization SEO Optimization **MEDIA** Video Services Motion Graphics Gaming / AR/VR	**DATA and RESEARCH** CRM and Customer Data Segmentation/Targeting **CAMPAIGN EXECUTION** Content Design/Production Campaigns Execution **REPORTING & ANALYTICS** Digital Dashboard Campaign Performance Channel Attribution	**MERCHANDISING** Item Data Management Site Merchandising **PRICING AND PROMOTIONS** Promotion Setup Pricing **ORDER MANAGEMENT** Online Commerce Order Tracking **BUSINESS MONITORING** Order Monitoring Campaign Tracking Demand Forecasting	**CHANNEL HARMONIZATION** Marketing / Sales Channels Customer Journey Tracking **PARTNER MANAGEMENT** Sales enablement Incentive & Payments **CUSTOMER ENGAGEMENT** Communication Reviews/Feedback **CHANNEL ANALYSIS/DASHBOARD** Channel Monitoring Social / Mobile command center Web Analytics/Audit reports

Figure 1: Digital Interactive Operations- Offering Process Coverage

Benefits

TCS' DIO offers significant gains to the marketing, advertising, and sales functions of any large organization, especially a global one. SMBs wanting to outsource lead generation can also reap rewards by using DIO. The benefits include:

Faster launch of brands: reduces time-to-market for responsive websites and content by about 50%; boosts website traffic by 20% through the effective use of digital channels

Improved lead generation and revenue assurance: optimizes and reduces cost of paid, owned and earned media channels by 30 - 40%, presenting 150% increased leads from marketing and advertising campaigns

Uniform customer experience across channels: facilitates more than 10% revenue growth on an average from omnichannel optimization, increasing customer base by 20% through personalized and dynamic offers through ecommerce enablement

Global awareness and localization: provides the right customization with expertise in 100+ countries and 50+ languages

The TCS Advantage

TCS offers the following unique advantages to organizations looking to transform their brand / marketing:

- **Robust partner ecosystem for digital technologies**: partnering with global technology leaders and agencies across media / advertising, marketing, commerce and social media, TCS brings the best in-class digital solutions to customers

- **Cloud infrastructure expertise**: through partnerships with leading infrastructure and cloud solutions providers such as AWS, Google, and Azure, TCS enables 'as-a-service' delivery models. The transaction-based model ensures rapid go-to-market and optimum cost option for enterprises

- **Minimal cost of operation through automation**: TCS' proprietary framework Machine First Delivery Model™ (MFDM™) powers operational execution, using AI and robotic tools to maximize automation in delivery. This reduces ongoing cost of operations

- **Innovation with AI and advanced analytics**: TCS has key AI and cognitive technology IPs and partners in voice interaction, NLP and more to enable co-innovation such as chatbots, IOT, and AR/VR. TCS' framework for monitoring and predicting revenues using real-time analytics, AI and data management helps customers stay on track with growth goals. Customers can view selected KPIs in real time through the digital dashboard

Awards & Recognition

To know more

Visit the **Cognitive Business Operations** 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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