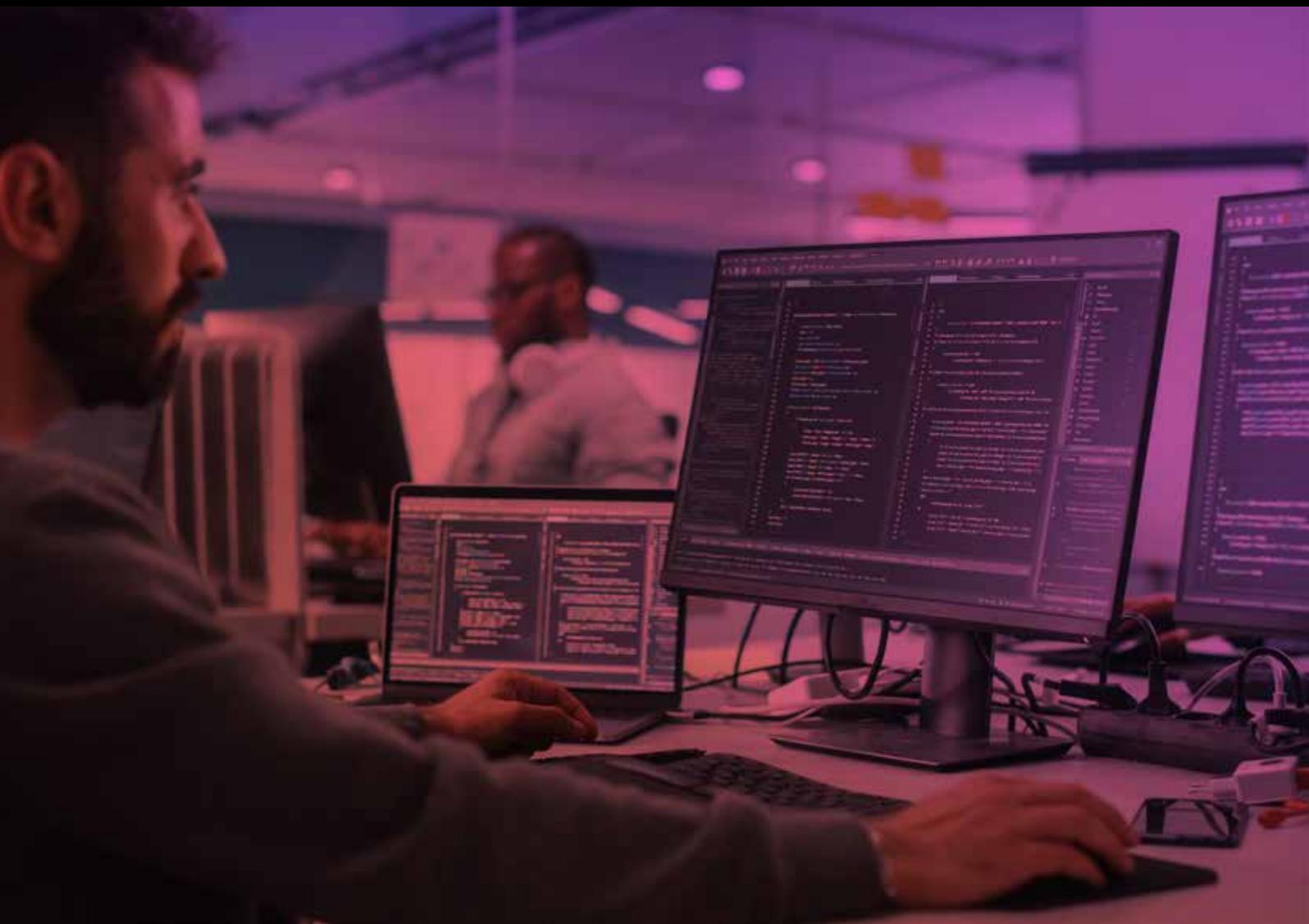


# Cognitive Applications on Azure

Microsoft Business Unit



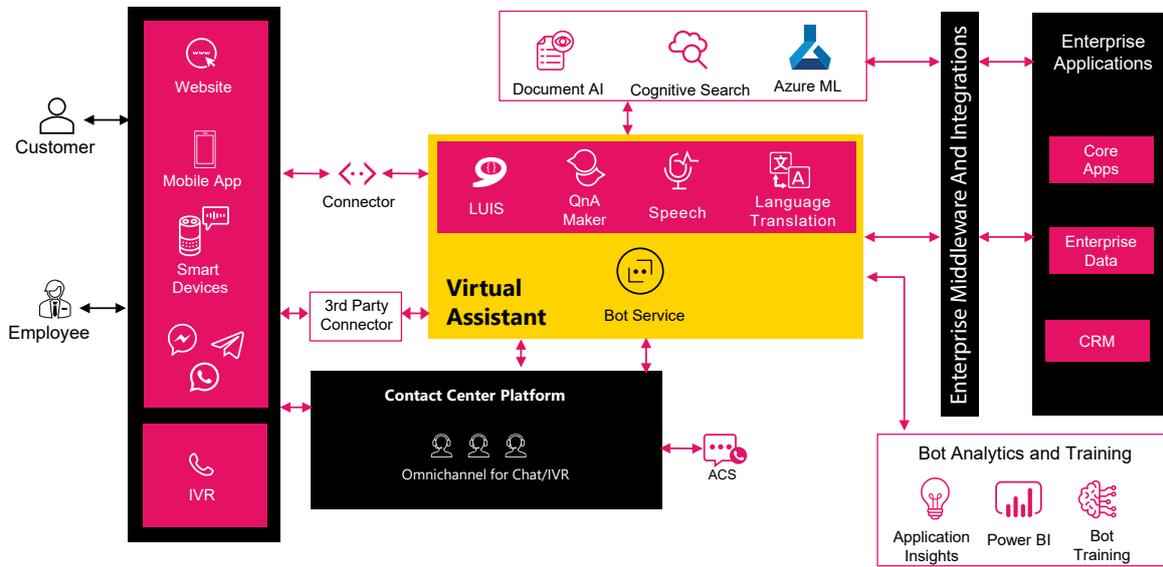
The increasing significance of user experience is pushing enterprises to provide positive experiences by designing user journeys that are most conducive for business success. As competition on user experience intensifies, businesses need to ensure customer loyalty by meeting the evolving expectations while reducing operational costs and increasing employee productivity. An intelligent solution that delivers personalized services with AI capabilities and innovative products can help enterprises increase their attribution rates and deliver a seamless user experience.

TCS Cognitive Applications on Azure harnesses the latest digital technology that allows enterprises to transform their user experience while becoming more agile and flexible to the changing business needs. By leveraging new AI technologies like conversational AI, document AI and machine learning, the solution covers all aspects of business operations, from customer relationship and human capital management to enterprise resource planning and workforce productivity.

## Overview

Enterprises looking to provide a seamless user experience face a range of challenges in meeting the evolving expectations. The lack of self-service options through a single point of contact increases user time spent on going through resources and interacting with the representative, resulting in higher operational costs. Most traditional channels of interaction such as IVR, texts and e-mails also lack multilingual and multimodal capabilities and do not provide an omnichannel experience or personalized services, leading to poor user experience. The dependence on manual intervention for document processes further increases the manual efforts spent on these processes.

TCS Cognitive Applications on Azure helps businesses enhance the user experience by leveraging ready-to-use, customizable intelligent automation solutions. Integrated with capabilities for self-service, the solution automates an enterprise's backend services to reduce the overall resolution time. The decision-making capability allows enterprises to make better decisions, gain valuable insights with predictive analysis, and provide a personalized experience to users to increase customer loyalty and retention rate. With the help of proactive notifications and suggestions based on past transaction history, the solution makes accurate recommendations and can be integrated with other Azure solutions like Cognitive Search, ACS, Power Automate, and Power BI reports.



*The different components of TCS Cognitive Applications on Azure*

# Our solution

The solution has the following components:

- **Virtual assistant:** Facilitate interaction with a virtual agent by leveraging omnichannel, multilingual and multimodal capabilities with AI-powered and machine first conversations. Create a question-and-answer layer over existing knowledge base to provide speech-to-text and text-to-speech conversation and language translation.
- **Document AI:** Facilitate information extraction and processing of multilingual documents in various formats by leveraging AI-enabled automation, and reduce manual intervention.
- **Cognitive search:** Provide rich search experience over private, heterogenous content in web, mobile and enterprise applications with cloud-based search functionality that analyzes content in images and video.
- **Communication service:** Enable audio and video calling, group chatting and screen sharing on existing applications to help end-users connect to a live agent by integrating cloud-based communication into enterprise applications.

# Benefits

The solution provides the following benefits:

- **Improved customer experience:** Enable self-service to provide personalized, proactive and predictive treatment to customer queries based on user history with instant resolutions, 24\*7 support, and multimodal/multilingual capabilities through an omnichannel experience.
- **Improved agent experience:** Reduce agent involvement on repeatable and non-judgment based interactions and shift focus on high value-based calls. Guide agents with interaction scripts through the virtual assistant knowledge base and lower training efforts.
- **Re-imagined automated business processes:** Leverage document AI and cognitive services to re-imagine business processes that involve manual intervention to improve the percentage of straight-through processing.
- **Reduced overall manual intervention:** Reduce the number of calls and chats and the level of manual intervention with virtual assistants to bring down the operational costs.

# Why TCS

A partnership with TCS provides the following differentiators:

- **Business experience and domain expertise:** TCS teams follow a modern, client-first approach and are well-trained to deliver strategic Azure cloud solutions to fulfil client requirements. Our solutions are based on Business 4.0™ principles and help you drive mass personalization to embrace risks and create exponential value for your enterprise.
- **Research-backed solutions and strategic partnership with Microsoft:** TCS' Azure experts are equipped with the requisite domain knowledge to provide research-backed solutions for seamless business platform migrations. Our strategic partnership with Microsoft provides need-based expert guidance from SMEs at Microsoft to deliver world-class migration factory services to our clients.
- **Cloud technology for accelerated top-line growth:** Our solutions help enterprises tap into cloud-native applications quickly and efficiently to harness new revenue streams. TCS has identified key business KPIs for every cloud-native program and tracks investments and strategies against these benchmarks. Our attractive catalog-based pricing model with a pay-as-you-go option allows businesses to pay only for services realized on the cloud, de-risking themselves from making huge investments.
- **Future-ready products backed by AI/ML tools:** We deliver future-ready products to our clients to help create secure and scalable customizable solutions as per the overall organizational goals and BI strategy of your enterprise.

# Awards and accolades



## Contact

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