


# ENHANCING EFFICIENCIES. DRIVING RESULTS.

An Intelligent Approach Towards Delivering  
An Enriched Customer Experience

 Engineering a *better world*.



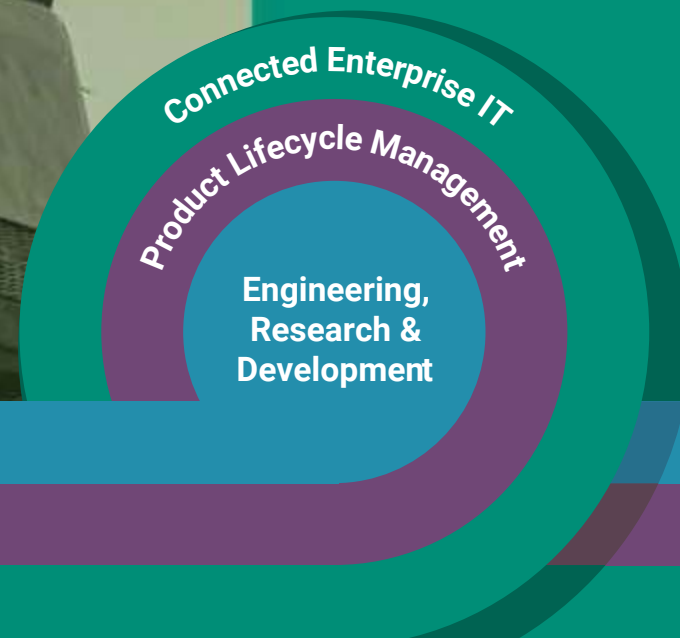
CUSTOMER  
EXPERIENCE  
MANAGEMENT

# PRODUCT DEVELOPMENT IS AT THE CORE OF EVERYTHING WE DO

We empower our clients to make their product dreams a reality by designing, engineering, validating and industrializing better products.

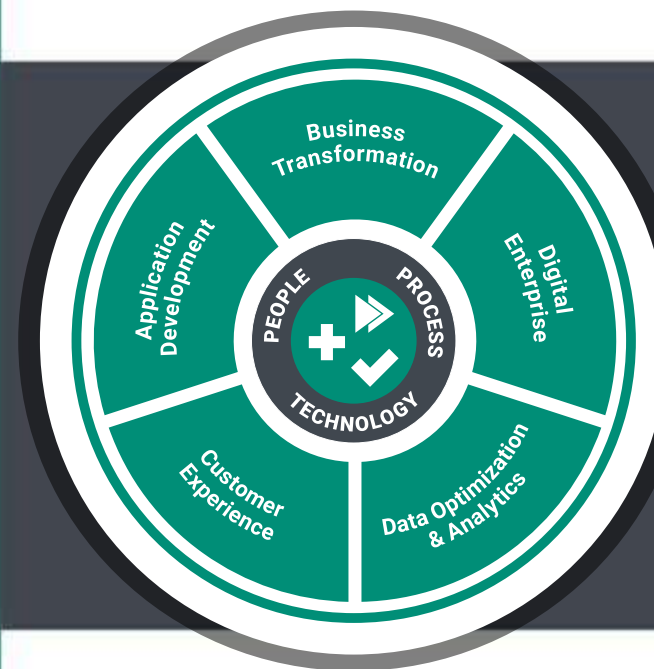
Unlike any other organization in our sector, beyond engineering and product development, we've had the curiosity to pursue the optimization of end-to-end manufacturing. The result is a complete understanding of the benefits associated with the digitalization of modern manufacturing.

Architected well, the complete product realization lifecycle is a virtuous feedback loop designed to embrace the data that supports the continuous improvement of better products.



## WHY TATA TECHNOLOGIES?

Tata Technologies leverages more than 25 years of cumulative knowledge and experience to help the world's leading manufacturers create great products and select, deploy and adopt the technologies that underpin the entire product realization lifecycle. Drawing on a combination of people, process and technology, we drive efficiencies and innovation to help our clients meet their design, engineering and production challenges.



## CONNECTING THE MANUFACTURING ENTERPRISE

Tata Technologies' connected enterprise IT solutions enable businesses to optimize the application of technology for the manufacturing sector, removing critical data discontinuities and enabling a platform for the complete digitalization of modern manufacturing. Our vast experience with product development and manufacturing engineering helps provide enterprise-wide visibility of the key performance indicators for seamless manufacturing execution.

## CONNECTED ENTERPRISE IT (CEIT) SOLUTIONS

- Enabling smart connected factories
- Delivering global solutions for digital manufacturing
- Extending the digital lifecycle into effective manufacturing with enterprise resource planning (ERP), manufacturing execution systems (MES), supply chain management (SCM), customer experience management (CXM), business analytics and intelligence (BA/BI), complemented by world-class application maintenance services (AMS)
- Other legacy IT systems

Capacity to Create

Process to Create

Manufacturing Enterprise IT

RE-EVALUATE  
EXPERIENCE.  
FORMULATE  
GROWTH.



## LEADING EDGE

Tata Technologies has worked with global companies in the automotive, aerospace and industrial heavy machinery industries for more than 25 years. This experience has enabled our specialized teams to manage and support the entire customer experience management (CXM) program for clients around the world. Our highly experienced practitioners improve operational efficiencies by providing cutting-edge CXM consulting and implementation solutions. We drive operational excellence by combining technology and domain expertise to implement solutions for complex problems, providing valuable information back to the client in real-time.

## ENABLING BUSINESSES TO MANAGE EXPERIENCES ACROSS CUSTOMER TOUCH POINTS

In today's internet-driven global economy, businesses are struggling to differentiate themselves from the competition. Understanding and investing in the customer experience is a significant way to create a competitive advantage. In such a scenario, customer experience management (CXM) is more than just an organizational initiative to increase profit.

Good CXM capability helps reduce costs, waste, complaints and personnel stress while improving business relations,

reducing client churn rates and increasing the number of referrals; thereby making the overall organization's service flow more efficient and effective. Based on the challenging requirements of today's highly evolving marketplace, Tata Technologies provides *Better Solutions* through a unique business process, thus maximizing client satisfaction.

## KEEPING PACE WITH RAPIDLY CHANGING CUSTOMER EXPECTATIONS

The customer experience is considered to be the focal point of any business strategy. It's imperative to understand the client through multiple perspectives, which drives the development of an appropriate plan to target the right client base, by empowering sales and channel partners to reach out to them.

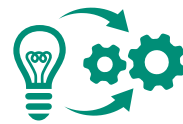
The progression of steps in the customer lifecycle helps uncover key metrics that indicate the performance of the

client's business, of which service and client engagement are most important.

Upon successful implementation of the process, it contributes towards the accurate calculation of the customer lifecycle value in a suitable manner.



BETTER SOLUTIONS.  
BETTER OUTCOMES.



### Implementation Services

- Business Process Consulting
- Configuration and Customization
- Integration – Enterprise Information Management (EIM) and Enterprise Application Integration (EAI)
- Deep Real-time and Batch-oriented ERP Integrations
- Development of Data Sync Processes
- Data Cleaning and Data Loading
- Use of Service Oriented Architecture (SOA) Techniques
- End-user Training Development and Delivery



### Upgrade and Release Management Services

- Business Process Consulting
- Evaluation Strategy and Planning
- Functional Upgrades
- Technical Upgrades
- Technical Services
- Training and User Change Management
- Go Live and Ongoing Support



### Support Services

- Business Process Consulting
- 24x7 Support
- Level 1 Support Phone/Email
- Level 2 Support Services
- Level 3 Support, Root Cause Analysis (RCA)
- System Administration
- System Enhancements
- Report Development



### Testing and Validation Services

- Business Process Consulting
- Test Strategy and Planning
- Testing Technologies Evaluation
- Test Plan Evaluation
- Test Execution
- Test Automation
- Leverage Hewlett Packard Enterprise Unified Functional Testing (UFT) for Oracle Siebel
- Load Runner for Oracle Siebel



### Training and Roll-out Services

- Training Programs
- Data Collection and Migration
- Physical Roll-out
- Last Mile Support (Local-Zonal-Regional)



### Consulting and Architecture

- CXM Strategy and Product Evaluation
- Oracle® Siebel Implementation Roadmap
- Oracle Siebel Upgrade Plan Deployment and Roll-out Readiness
- Focus on Partner Channels
- Interactions Between Partner – Client Interface
- Interactions Between Partner – Brand
- Owner Interface Processes Provided the Context Sensitive Intelligence

# SERVICE OFFERINGS

# OUR CUSTOMER EXPERIENCE MANAGEMENT SOLUTION FRAMEWORK

Our customer experience management (CXM) solutions ensure customers are given the highest priority. Integrating customer data with organizational systems, business applications are the key to optimizing the customer experience, allowing clients to make better decisions. We develop customized line of business applications to meet the organization's operational objectives and ensure quick and cost-effective implementation.

| Objectives   |   |   |   |  |
|--|---|---|---|--|
| Reduced Total Cost of Ownership (TCO)  | Alignment with Business Objectives  | Innovation and Business Transformation  | Solution Quality, Flexibility and Speed   | Comprehensive Coverage   |
| Enablers   | Transform   | Realize   | Enable  | Enablers   |
| <b>People</b><br>Domain Experts<br>Process Owners<br>Subject Matter Experts<br><br><b>Process</b><br>Governance<br>Communication<br>Quality<br>Delivery Metrics<br><br><b>Infrastructure</b><br>Scalable Data Center<br>Secured Offshore<br>Delivery Engineering Center (ODEC) | <b>Inputs</b>   |   |   | <b>Technologies</b><br>Mobility<br>Oracle On-demand<br>Oracle Siebel<br>SAP CXM<br><br><b>Industry Practice</b><br>Automotive<br>Aerospace<br>Industrial Heavy Machinery<br><br><b>Alliances</b><br>Oracle |
|  | <b>CXM/Dealer Management System (DMS) Consulting</b> <ul style="list-style-type: none"> <li>Process Assessment</li> <li>Business Case Preparation</li> <li>Technology Fitment</li> <li>Business Analytics</li> <li>Process Optimization</li> <li>Monitoring KPIs</li> <li>Advanced Analytics</li> </ul> | <b>Implementation</b> <ul style="list-style-type: none"> <li>Hosted Distribution Management System</li> <li>Client Portal</li> <li>Mobility</li> <li>Integration Services</li> <li>Organizational Change Management</li> <li>Deployment Strategy and Planning</li> <li>End-user Training</li> </ul> | <b>Sustenance</b><br><br><b>Application Management Services</b><br><br><b>Application Upgrade Services</b><br><br><b>Help Desk Services</b> |  |
|  | <b>Work Streams</b>   |   |   |  |
|  | Define, Plan, Execute and Verify  | Business Analysis, Service Efficiency and Project Execution   | Implement Process, Improvement Proposal and Continuous Improvements   |  |
| <b>Deliverables</b>  |   |   |   |  |
| Blueprint, Gap Analysis, Value Driver Analysis and Prebuilt Solution Template  | Optimized Delivery Model, Metrics Reports, Process Improvement Proposals and Transformed Business Structure   | Improved Time-to-market, Enhanced Productivity, Process Cycle Time Reduction, and Quality Throughput  |   |  |
| <b>Jump Start Launch</b> →   | <b>Operational Excellence</b> →   | <b>Strategic Solutions</b> →  |   |  |

| Tata Technologies Differentiators              |  |  |  |  |
|--|--|--|--|--|
| Focus on Business Objectives and Value Drivers | Industrialization of Relevant Best Practice Processes for Business Aligned Solutions | Leveraging the Right Shore for Delivery to Drive a 'Fiscally Responsible' Solution | Effective Reuse of Existing Assets to Ensure Quality and Speedy Delivery | Complementary Teaming Agreements for End-to-end Coverage |

# ACCELERATING PROGRESS. DRIVING RESULTS.

## KEY DRIVERS TO SUCCESS



World's largest CXM/ DMS implementer in the automotive sector

250+

Dedicated professionals in the CXM space



Trusted Oracle Gold partner



Proven implementation skills in leading technologies



First to implement DMS using Oracle Siebel technology

20,000+

Man-years of CXM/ DMS implementation experience



Automotive domain expertise across the two-wheeler, passenger car, luxury car and commercial vehicle segments



Extensive experience in application roll-out



# VALUE DELIVERED

Tata Technologies was instrumental in supporting this automotive giant by implementing a customized IT system that ensured synchronization between dealers and clients while ensuring customer satisfaction.

## THE COMPANY

A Japanese public multinational manufacturer of automobiles, motorcycles and power equipment, that has been in business since 1959. The organization is also a renowned manufacturer of internal combustion engines and features among the top ten manufacturers in the world.



“We would like to congratulate the Tata Technologies team on achieving the milestone of roll-outs that were promised to us. This was all made possible with their sincere efforts. Together, our objective of successfully implementing the project looks promising.”

- Deputy Manager, Leading Japanese manufacturer of two-wheelers



## THE CHALLENGE

The client suffered from a lack of synchronization between pivotal business units.

- ▶ Data sources were restricted, since there were only a select few warranty registered customers
- ▶ Rapidly expanding network of channel partners
- ▶ Important link with the customer was missing

## THE SOLUTION

- ▶ Instrumental in creating an application that managed critical transactional elements
- ▶ Built an analytical application that complemented the transactional application created
- ▶ Implemented a pilot project with multiple dealers
- ▶ Incorporated critical feedback and actionable recommendations from the pilot project
- ▶ A distributed help desk management system was developed to facilitate a customer-centric approach to business

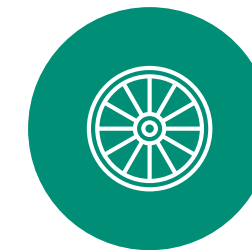
# THE RESULTS



2 million+ vehicles serviced per month



Last mile inventory connectivity deduced



Nearly 450,000 vehicles sold per month



An expected 1,000 dealers to be added within the current set-up in the future

ASIA PACIFIC

25 Rajiv Gandhi Infotech Park  
Hinjawadi, Pune  
India  
411057

Tel. +91 20 6652 9090

EUROPE

The European Innovation and  
Development Centre (EIDC)  
Olympus Avenue  
Tachbrook Park, Warwick, UK  
CV34 6RJ

Tel. +44 (0) 8443 759685

NORTH AMERICA

6001 Cass Avenue,  
Suite 600, Detroit MI  
USA  
48202

Tel. +1 248 426 1482

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