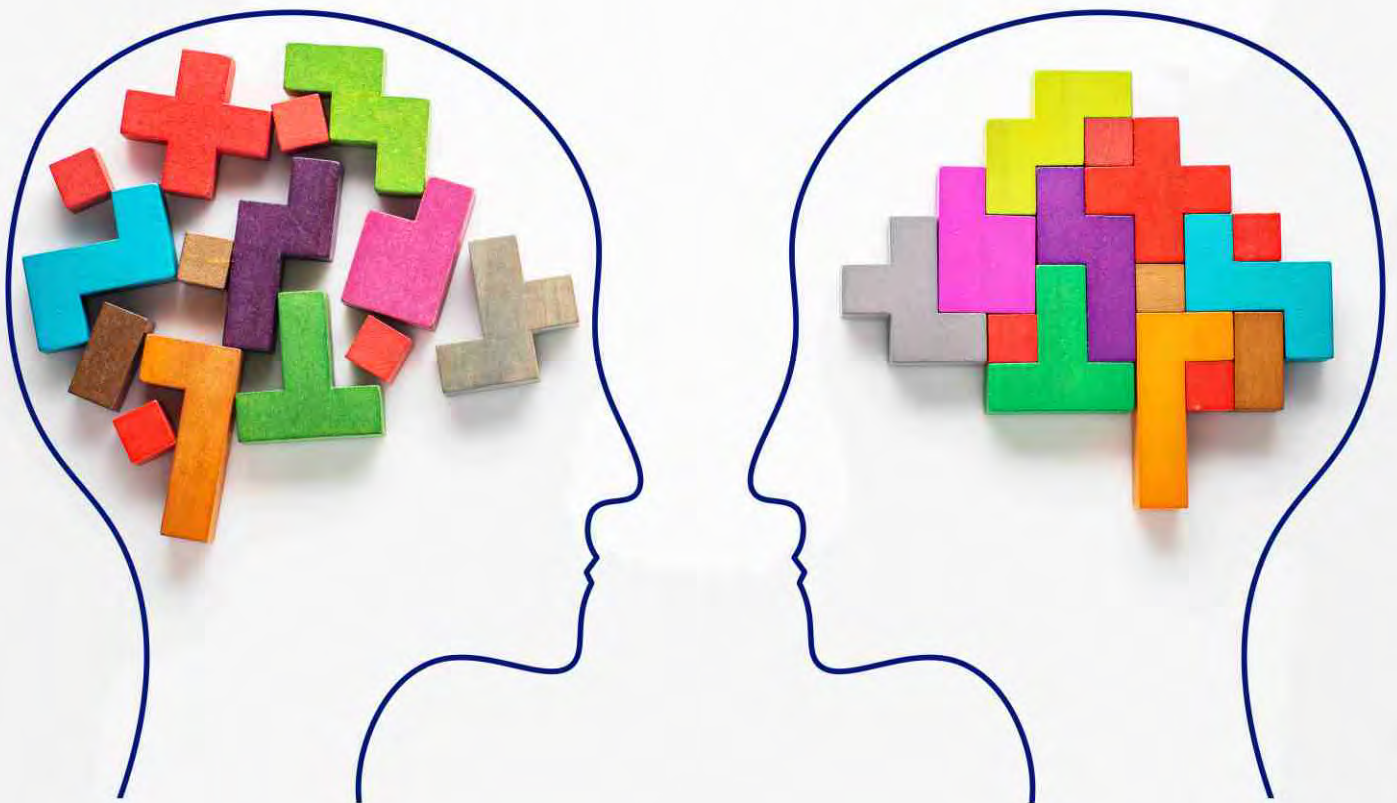


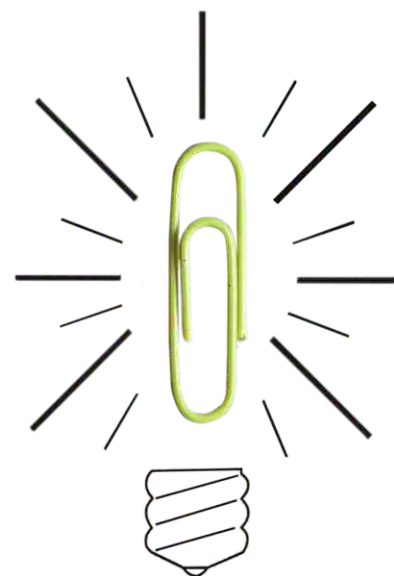
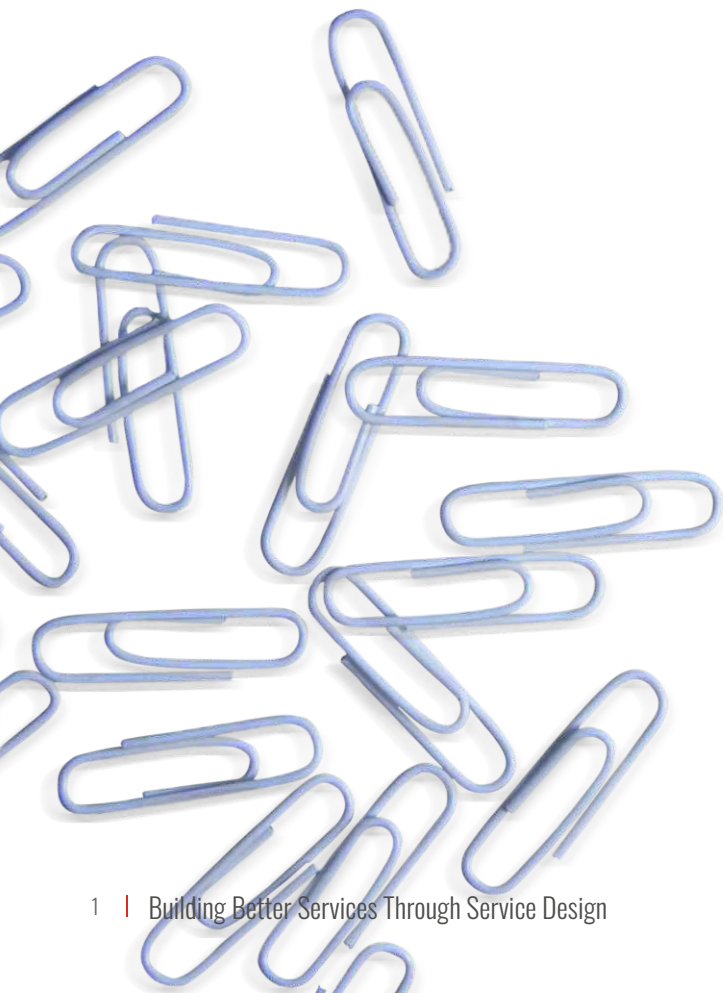
BUILDING BETTER SERVICES THROUGH SERVICE DESIGN



BUILDING BETTER SERVICES THROUGH SERVICE DESIGN

In today's business, customer experience is crucial for the success of business. Customers expect tailored, individual service that is proactive and consistent across all channels. Therefore, gaining customer insights must be the starting point for the development of services and business. Service design ensures delivery of value to the customer and customer's customer. It ensures that the product and service is developed for users and the group of purchasing customers by considering both the user experience and customer experience into account.

At Tech Mahindra, we partner with our clients to create a customer-centric and value-oriented solutions. We uncover client's insights and couple them with our expertise to deliver winning growth solutions. We approach each project with an attitude of innovation. We focus on holistic solutions that benefits our clients and their company. We use a wide array of existing processes and technologies to customize solutions quickly and efficiently.



IMPLICATIONS OF NOT HAVING SERVICE DESIGN

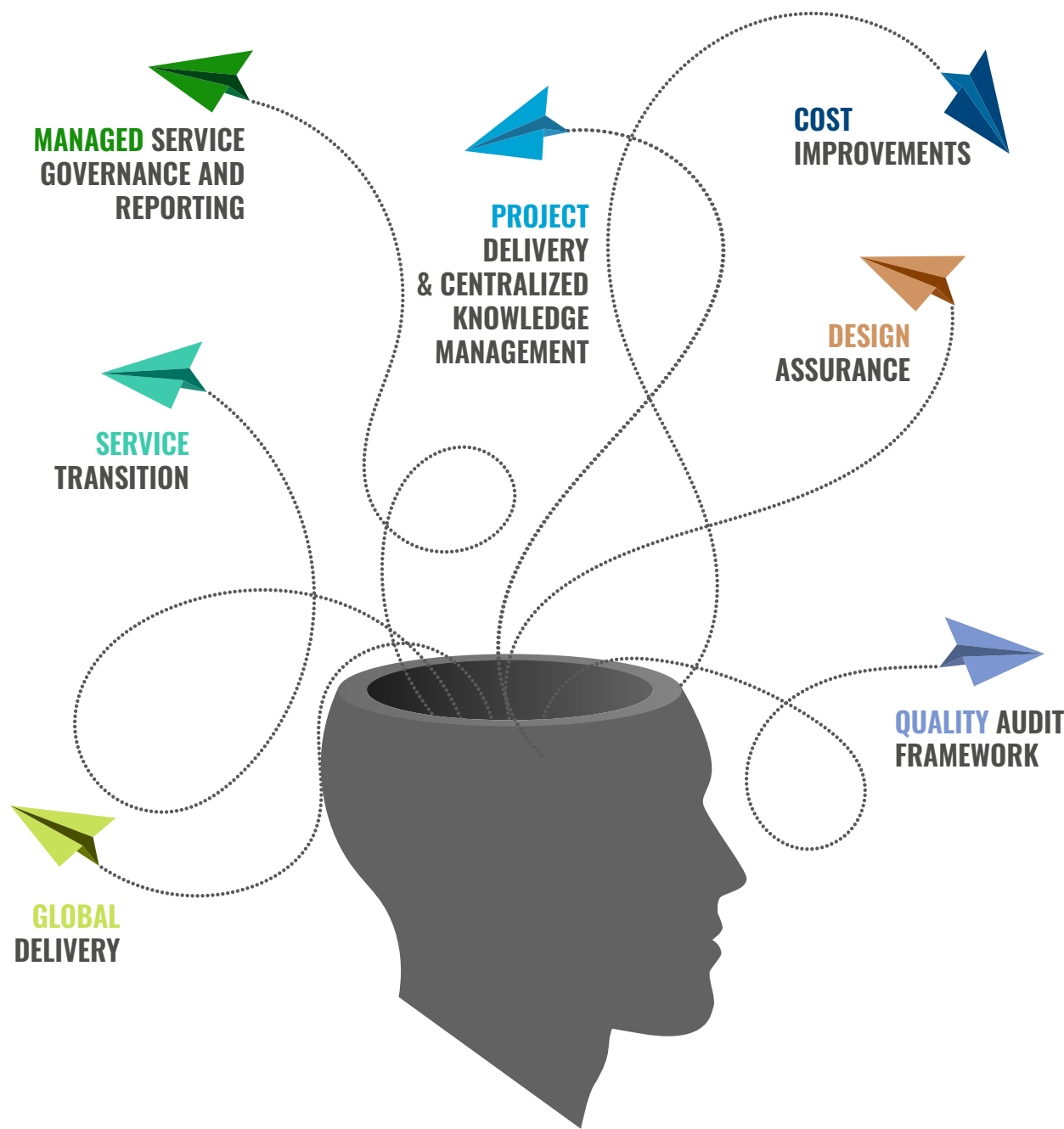
Service design helps businesses really understand and tap into emotions linked to a great customer experience. Poor service design can lead to loss of loyal customer base and eventually affect the bottom line.

- Operational teams remain unaware of how to manage the service end-to-end
- Lack of clarity around customer touch points, expectations, and experience
- Performance of technical services do not match with business service requirements
- Misaligned partner/supplier ecosystem leading to escalations
- Service management tools not ready to support the service
- Service performance management not set up



DELIVER SERVICE EXCELLENCE AND STELLAR CUSTOMER EXPERIENCES WITH OUR SOLUTION

We provide our clients timely, relevant and impact driven solutions for their business. With our holistic and collaborative approach, we generate value for both the service user and the service provider throughout service's lifecycle.



GLOBAL DELIVERY

- Seamless delivery
- Tool based decision
- Seamless offshore and onshore voice and network connectivity

SERVICE TRANSITION

- Standard design approach based on service design framework
- KPIs and reports dashboard finalisation

MANAGED SERVICE GOVERNANCE AND REPORTING

- Demand management & resource planning
- CAPEX and OPEX management
- Real time reports for PO tracking and team size planning

PROJECT DELIVERY AND CENTRALIZED KNOWLEDGE MANAGEMENT

- Regular project reporting for effective governance
- Focus on innovation and automation
- Skills matrix and continuous upskilling

COST IMPROVEMENTS

- TCQ framework for cost reduction
- Ensuring right first time
- Reusable artefacts and design principles

DESIGN ASSURANCE

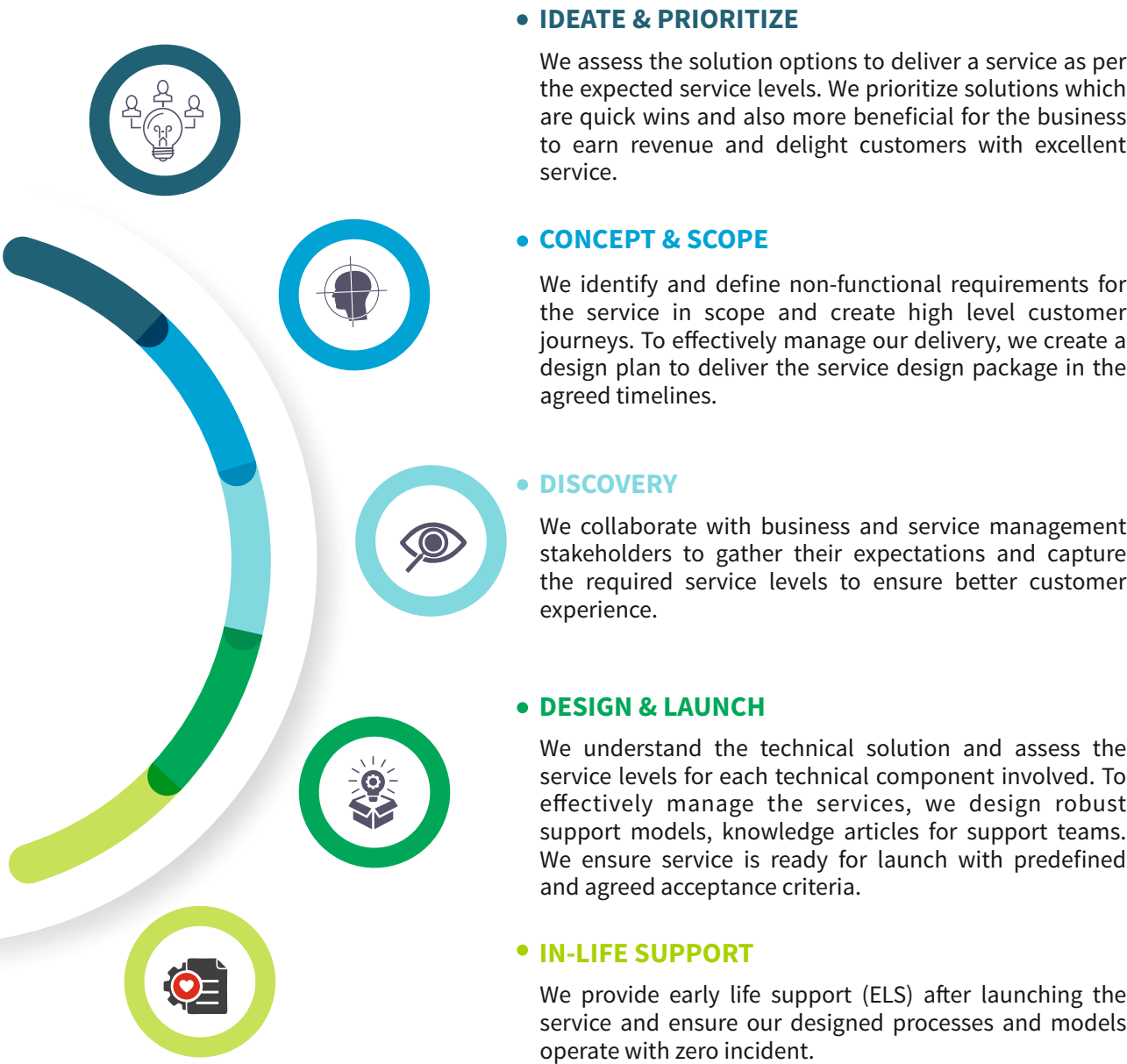
- Multi-tier peer review using tools
- Multi- vendor design assurance
- Multi-tier team alignment

QUALITY AUDIT FRAMEWORK

- Defined quality framework help us to provide honest feedback of our delivery
- Quality audits performed based on industry standards

OUR RECIPE THAT ENSURES SERVICE EXCELLENCE

The purpose of our service design methodology is to design according to needs of our clients, so that the service is user-friendly, competitive, and relevant to their customers. In a strategic partnership with our clients, we use Scaled Agile Frameworks (SAFe) to design a service. Our expertise also extends to other form of agile models viz., Scrum and Kanban. To align with client's existing delivery framework and to allow smooth transition to agile methodologies, we have also developed a hybrid approach that marries waterfall and agile. With our customer centric service design approach, we design in five steps.



HOW OUR SOLUTION EMPOWERS YOUR BUSINESS

- Ensure success of new products and services
- Provides robust and streamlined service management processes
- Keeps your organization relevant and innovative
- Analyzes customer experience in a more comprehensive manner
- Triggers organizational change towards customer-centricity
- Ensures effective coordination and cooperation with departments, partners, and suppliers
- Enables smooth transition and handover of services to operations



TECHM NXT.NOW™ ADVANTAGE

Service Design involves a whole universe of instruments, tools and methods and it needs experts who know how to use it effectively and efficiently. With over 10 years of experience and several successful service design projects under our belt, we know what excellent customer experience and success looks like.

<p>SERVICE DESIGN CENTRE OF EXCELLENCE (CoE)</p> <p>Our Service Design CoE offers consultancy services for introducing and implementing IT Service Management processes and service wrap for Business Services. Our unique and proven service design framework empowers customers with our best practices, and methodologies to operate and deliver service design through projects.</p>	<p>PEOPLE ADVANTAGE</p> <p>Our CoE consultants design the in-life support for live business and technical services along with defining and delivering SLAs, OLAs, and business continuity plans for the business and technical services. Our consultants also identify and implement improvement ideas in customers organization.</p>
<p>PROCESS BASED MANAGEMENT</p> <p>At Tech Mahindra, our processes are defined as per the best practices in the industry. Be it TMForum, Frameworkx, ITIL 4 methodology, Scaled Agile Framework or implementing a hybrid waterfall-agile model; we are versatile in all of these to yield the best results for our clients.</p>	<p>BEST TOOLS TO DELIVER BETTER</p> <p>Our approach has always been to use the most recent and best fit technologies to address our clients' requirements. The list of technologies that we use for designing, developing and supporting services is one that is always incrementing. We use JIRA, Confluence, EA Sparx, ARIS, VISIO to deliver great service.</p>

CREATING VALUE FOR OUR CLIENTS

1.

For UK's leading telco, created a single suite product offering touching multiple channels, IT and network boxes, improving their Go-to-Market drastically.
2.

For UK's largest Communications provider, rolled out SDWAN service with a robust service wrap, helped enterprise customers to offer highest level of performance for their critical application without sacrificing security of data privacy.



3.

For UK based telco rolled out 5G service seamlessly with robust service wraps and synchronisation between multiple teams and suppliers within and outside the organisation.

BUSINESS	PROCESS	OPERATIONAL TEAM
<ul style="list-style-type: none"> Faster Time to Market Efficient hand-offs Right design aiding better customer experience 	<ul style="list-style-type: none"> Well Aligned Operational service model Well defined Service Management processes Detailed training sessions and work instructions 	<ul style="list-style-type: none"> Support at every step to adapt change Documentation to cover all happy and unhappy paths Better employee satisfaction

Are you ready to bring excellence in your service delivery



Get in touch to find out more about how your organization can boost its business using service design principles.

Write to us at: befutureready@techmahindra.com

ABOUT TECH MAHINDRA

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 5.2 billion company with 123,400+ professionals across 90 countries, helping 981 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra has been recognized amongst India's 50 best companies to work for in 2020 by the Great Place to Work® Institute. We are part of the USD 21 billion Mahindra Group that employs more than 240,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

ABOUT BE. TECH MAHINDRA CONSULTING

We are the Business Excellence team, Tech Mahindra's consulting unit. We help clients achieve business objectives in the digital era

- We work with clients to develop and implement digital transformation strategies that impact their products and business models
- We help our clients transform their operations and processes in line with this strategy
- We also help them build a key enabler for achieving these objectives: agility and automation in the technology function
- Our program and change management services ensure on-track implementation of the various transformation initiatives

All of these services are underpinned by proven methodologies, frameworks and tools. These are based on design thinking approaches that ensure stakeholder buy-in at each stage. Our clients find our global experience, collaborative approach, and the ownership we bring to ensure outcomes in every one of our engagements, as a key differentiator.

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