# CX NXT.NOW™

## Enhancing Brand Perception & Improving CX

# Abstract

Customer experience is a totality of cognitive, affective, sensory, and behavioral consumer responses to a product or service of the business from marketing to sales and everywhere in between. In modern markets, a business needs to understand its customer's perception of its brand to improve customer experience.

TechM's CX NXT.NOW™ promotes predictive thinking of consumer's over-reactive interactions by delivering human-centered experiences. It enables strategies, platforms, designs, and models to support the initiative through analyses of as-is processes, defining a business's unique journey to digital transformation.

# Introduction

TechM stands tall as an award-winning provider of services to its clients delivering digital-first technology, and borderless services globally from remote areas with domain expertise. Our view on CX emphasizes predictive customer interactions by blocking repetitive errors and eliminating customer friction with proactive service, reducing consumer effort, and enabling supercharged self-service ensuring contextual and personalized services.

**Shifting customer interactions from reactive to predictive:**



Stop the Errors/ Close the Gaps → Invisible and Proactive Service → Supercharged Self Service → Differentiated Service
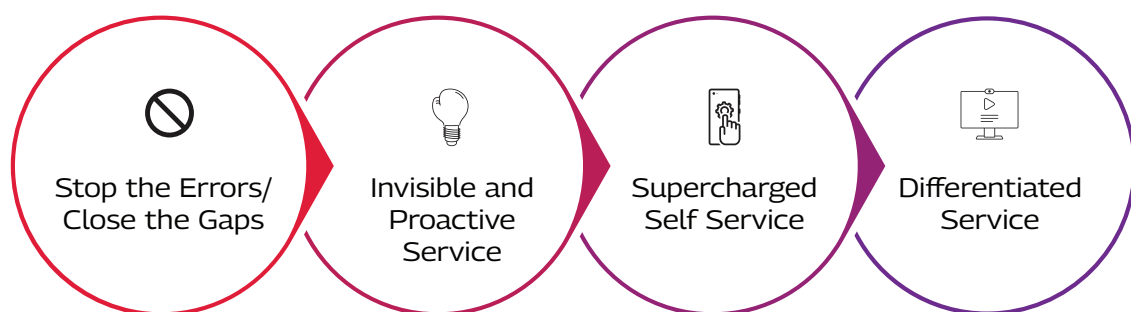
# Our Solution

## Approach for CX transformation

With so many brands thriving in the consumer markets, customers get a variety of options to choose from. If one is not vigilant about their customer's experience would lose TechM delivering its CX NXT.NOW™ services with state of art transformation models of various levels including brand and employee experience, key business objectives, transformation levers, customer touchpoints, and technical software.

We also have 360-degree transformation enablers driving transformation across people, processes, and technology with digitized services, minimized human input, and automated technology. Our strategies enable customer service representatives to be predictable of customer needs and comply with them decisively with the help of embedded analytical platforms.

Consultative Transformation | Human-Centric Design | Domain Experience | Digital-First Interventions | Work from Anywhere

### 1. Digital-first service

- 24x7 self-service
- Multilingual conversations
- Data-driven
- Supports omnichannel

### 2. Intelligent automation

- Use of bots
- RPA implementation
- Desktop automation
- Automate highly repetitive and routine tasks

## CX transformation enablers

### 3. Embedded analytics

- Predictive and prescriptive analytics modules
- BPS centric engine
- First-of-its-kind self-service platform

### 4. Empowering agents

- Self-learning
- Simulation-based training
- Transforming into multi-skilled super agents

# The NXT.NOW™ Advantage

- **50%** reduction in customer issues
- Transaction volume increased by 20%
- **30%** lower handling times
- **100%** compliance with quality standards

- **40+** points in NPS improvement
- Up to **25%** AHT reduction
- **33%** churn rate reduction
- **14%** improvement in productivity

# Business Impact

## Value delivered to clients

### Leading Global E-commerce Company

- Consistently managed a positive response rate of 90%+
- Never missed a service level in the last 12 months
- Annual cost savings of $1.8 Mn

### Leading Canadian Retail Business Group

- 20% NPS improvement
- $6 Mn Savings in 4 years
- 25% Reduction in AHT
- 20% Annual growth in digital contact center sales

### Multinational Consumer Goods Company

- Service level increased by 30%
- AHT reduced by 14%
- Schedule adherence increased by 20%
- Helped shift 50% of contacts to non-voice channels

### American Health Insurance Company

- Identified $20M in savings via roadmap
- Consolidation of the vendor landscape
- Provided a multi-skilled level agent environment and operational model

**TECH mahindra**