

Enhancing Customer and Sales Experience with Unified Product Catalogue and Omnichannel Sales Platform

Overview

The customer provides fixed, mobile, and integrated communication and entertainment services to consumers and businesses and is one of the largest in the Netherlands. They were the first mobile service provider to offer prepaid calling without a subscription and mobile internet service. With their existing legacy back-end system, they faced challenges in omnichannel sales. The client's merger led to the combining of offerings in services and products. They wanted a consolidated platform for integrated sales. Tech Mahindra helped them by creating a unified sales platform for their customers by leveraging the BlueMarble commerce platform. This enabled the consolidation of a consistent customer view in the sales experience. We set up an Agile delivery factory with design, development, test, deployment, operations, and maintenance; this now serves as a benchmark for Agile delivery within the customer organization.

Client Background and Challenge

The client is a leading telco in the Netherlands providing fixed, mobile, and integrated communication and entertainment services to consumers. The customer faced the following challenges with their legacy back-end system:

The Mobile Omni Channel Sales Challenge

The customer initially had a legacy back-end that was not flexible to launch new products and provide consistent sales journeys in retail outlets. The customer found that the business support system (BSS) upgrade as a solution was not helping their assisted channels and customer care. The agents in the assisted channels, and customer care centers had to go to several different sets of applications to get the data on customer eligibility, and warehouse availability and to trigger logistics. This meant that they needed an omnichannel sales solution on top of their BSS, to reduce lost revenue opportunities and low sales conversion rates.

The Merger Challenge

Due to a joint venture, the seamlessness in sales and customer experience had to extend to the combined products and services too. They faced a challenge in embedding two lines of business in a single omni channel sales and order management platform for retail, tele sales, and indirect partners with a seamless integration and order orchestration to the stack (line of business) specific legacy systems to enable sales, order fulfillment, POS integration, communication, and reporting. The converged sales platform with its commercial product catalog enabled the phase-out of a legacy sales solution, reduce time to market and harmonized and integrate sales processes across entities.

Our Approach and Solution

Tech Mahindra worked with the client to define the customer experience and sales process and leveraged this to build a technology blueprint.

Omnichannel Sales

Leveraging the proprietary Tech Mahindra BlueMarble Commerce platform, we rolled out the solution to retail outlets and tele sales to provide a consistent sales experience to the agents. This was extended to digital channels for customers. The BlueMarble Commerce integration layer can work in federated and disparate environments when the BSS modules are from disparate vendors and was able to integrate various data sets (product data, customer data, etc.). This enabled the BSS transformation and the omnichannel solution integration and rollout seamlessly without impacting the sales or customer experience.

Business Convergence

BlueMarble Commerce platform and its integration layer enabled the combining of the sales process of both the companies (client and joint venture) when the BSS was being consolidated into one system. It also enabled us to have a consistent frontend that helped the client in rebranding and consolidating their store and tele sales experience. The integration layer thus decoupled back-end transformation from interrupting the front-end experience. It further allowed a single product catalog view, a single view of the customer despite multiple customer records, and the scalability to add new products seamlessly. Extending the solution to common web and mobile channels helped the client to offer an omnichannel experience even to customers

Digital Strategy, Agility

The customer wanted to transform to an Agile IT delivery model. Throughout the transformation journey, the traditional waterfall project delivery was also transformed. As pioneers, TechM and the customer set up a fully agile biweekly delivery model that was implemented and successfully rolled out and considered the 'reference model' for the IT transformation at hand. Fortnightly delivery and presentation to the business stakeholders is the new norm and has significantly increased business value and customer appreciation due to timely and agile delivery, reliability, and predictable and delivering continuous improvement as an IT supplier.

Business and Community Impact

The BlueMarble Product Catalogue helps in launching commercial propositions more quickly. The BlueMarble solution provides agents next to all its sales capabilities, all customer and order details to handle customer queries



The solution deployed in 8-10 months in all 250 stores



Reduced handling time in contact centers by 40%



A single sales platform for B2C powered by BlueMarble processes about 3-4 million orders a year and is still onboarding additional load and users



The agile delivery model as part of the IT transformation provides continuous delivery of business value every two weeks with new features based on customer requirements and a product owner-driven backlog prioritization

To know more, reach us at DigitALL@techmahindra.com

TECH
mahindra



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