



**DIGITAL** Cx-OPS  
PLATFORM

**Tech  
Mahindra**

# Digital Customer Experience Operations (Digital Cx-OPS)

Transforming Digital Cx  
Operations through Integrated and  
Unified solutions backed by Tech  
Mahindra's global footprint, flexi  
mode of operations & delivery

Connected World.  
Connected Experiences.

## Background

Modern consumers have turned more 'digital' than ever before. The overall shift has been driven by industry-focused initiatives and innovation, due to industries that transformed their offerings & customer engagement towards digital!

With the launch of 5G connectivity, the future would be digital-friendly and the industries left behind in this race would potentially need to adopt and accelerate.

**Some of the most prominent drivers from across industries that significantly contributed towards the overall growth of today's digital customers include:**

- Continuous increase in internet & smartphone usage
- Growing e-commerce & social commerce
- Significant adoption of digital payment & banking
- Online fantasy sports powered by gamifications
- Entertainment on-the-go with the adoption of music streaming & OTT platforms
- Connected consumers through smart devices operating via smartphone
- Smart city initiatives connecting citizens with government bodies and authorities

**How would this change the mind-set of today's consumers? Well, this is a significant topic to unfold and can only be understood via various industry specific use cases. Some of the most common ones defining consumer behavior are:**

- Aggressive, relentless, vocal and proactive feedbacks
- Demand on brands to be active on engagement channels
- Empathetic care than typical customer support
- Engagement with brand content and communication
- Brand loyalty losing its ground

It is now imperative for businesses to realize the importance of modern customer engagement channels and connect the dots by providing the appropriate content, engagement and care. Today, an integrated approach is the only mantra of success for organizations.

## Our Principles

TechM Digital Cx-OPS offerings are designed considering the core philosophy of customer engagement and experience that are pivotal to any customer-centric digital initiatives. We prioritize three key aspects of experience that can be delivered - Brand Experience, Care Experience and Social Experience- across our customer centric digital initiatives and operations.



**Figure 1: Integrated Digital Customer Experience Management (Digital CXM) Strategy**

While strategizing, organizations also need to understand the impact and importance of the two sides of Digital Transformation emerging from Internal and External factors. Organizations can't succeed in a long run with either of the two, rather it has to be a two-fold approach- prioritizing both aspects.

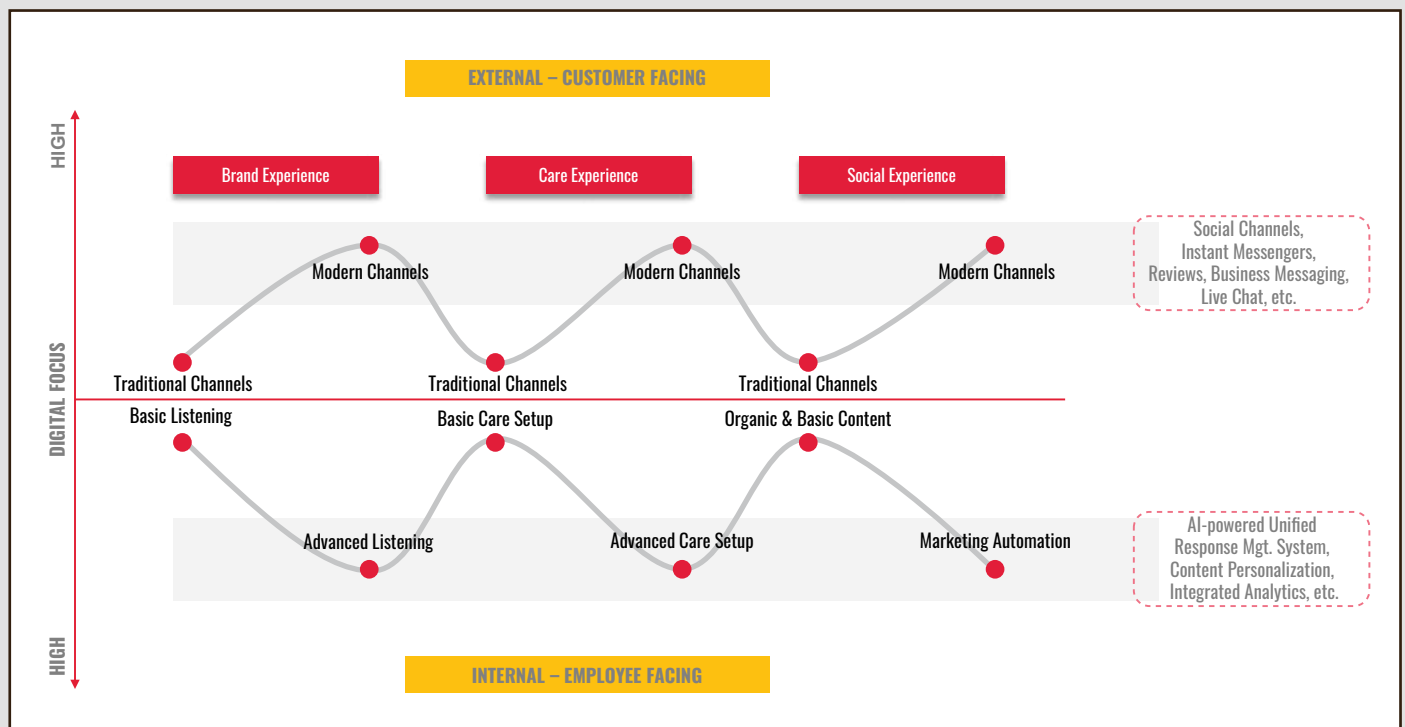


Figure 2: Digital CXM Strategy Evolution and Maturity Curve

## Our Offerings

TechM Digital Cx-OPS offerings are enhanced with modern tools and technologies, industry leading platforms, growing expertise through up-skills & cross-skills, etc. The primary focus is to help our clients to stay up-to-date, relevant and competitive so, we can manage their end-to-end digital operations. We focus on three core aspects of transforming Digital CX operations:



### Enabling front-office Channels

We help our clients to shift towards modern customer engagement channels by activating and managing them seamlessly



### Leveraging Data, Content & Technologies

We leverage digital data, develop content for personalized campaigns and industry leading tools & technologies to offer our clients the best-in-class digital operations management



### Managing Processes and Operations

We manage E2E operations for all digital initiatives including Digital Care, Digital Marketing, Digital Media Management and Digital Analytics with the help of new-age process automation and excellence drivers

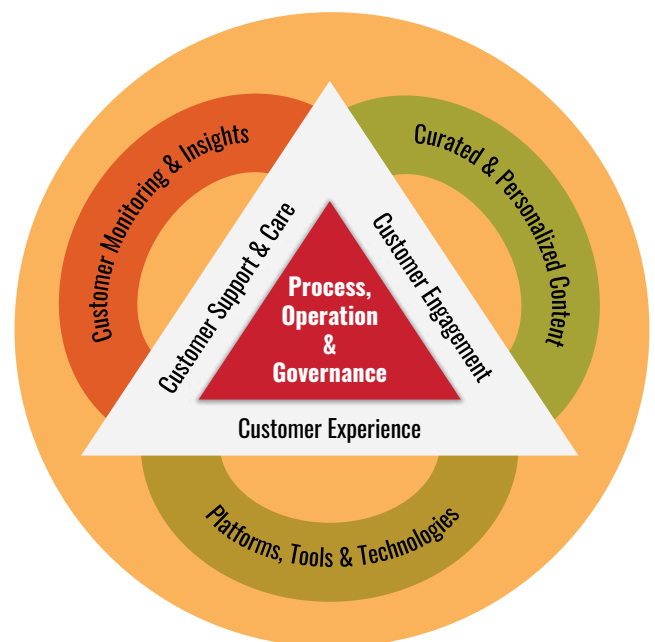


Figure 3: TechM Digital Cx-OPS Strategy framework

TechM Digital Cx-OPS offerings are primarily centered around four key areas of business operations including - Digital Care, Digital Marketing, Digital Media Management and Digital Analytics. The E2E digital operations are empowered by TechM's expertise in the areas of Content, Design, UI/ UX, RPA and AIOps that are essential in delivering optimized operations.

## Digital Care

Omnichannel customer care operation is the need of the hour. We offer customer support across modern customer engagement channels in the most cost-effective manner

## Digital Marketing

To deliver integrated marketing operations for personalized content to the targeted audience through enhanced marketing automation processes

## Digital Management

To manage audience across digital channels owned by brands through engaging & relevant content, while building a community across platforms of choice

## Digital Analytics

To manage customer information and insights across various channels and platforms (Social, Mobile and Web) through an integrated approach

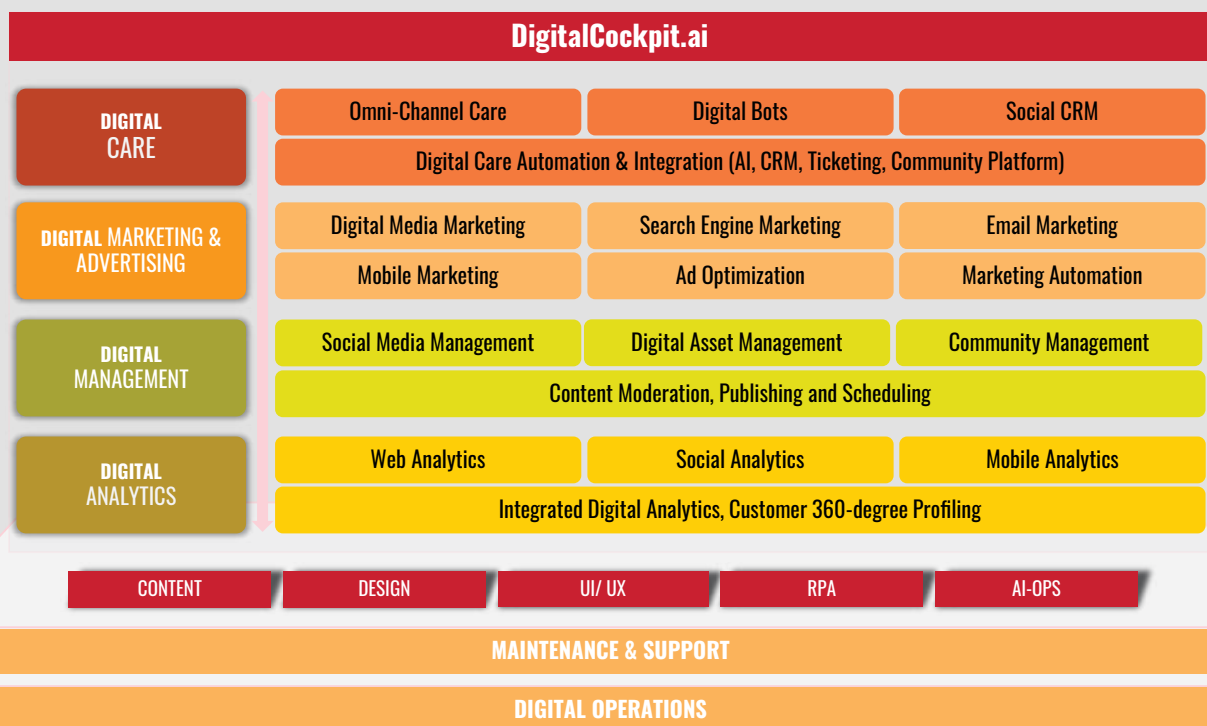


Figure 4: TechM Digital Cx-OPS Delivery framework

## DigitalCockpit.ai

We work closely with our clients to build exclusive value-added propositions across various digital initiatives and operations. DigitalCockpit.ai helps in strategizing and building world-class prototypes and IPs that can help the demand of a project or industry. We also proactively explore innovations across digital delivery and operational excellence using AI, NLP, Social Bots, Social Networks APIs, Advanced Analytics, etc.

We have developed a robust methodology to understand the social media maturity level of a brand, so that we can evaluate and offer our potential clients the right set of strategies and solutions.

## Expected Business Outcomes and Benefits

TechM Digital Cx-OPS not only solves business ops. problems but also creates opportunities. Some of the common expected outcomes that a business can achieve are:

### Digital Care

Seamless Omnichannel care with improved AHT, enhanced FRT, etc.

### Digital Marketing

Integrated marketing campaigns with greater ROI and higher engagement

### Digital Management

Efficient community management across priority channels

### Digital Analytics

Integrated analytics to derive customer insights from Social, Mobile & Web

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### 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 124,250+ professionals across 90 countries, helping 988 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.

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.

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