HUMAN CENTERED, PURPOSE DRIVEN EXPERIENCES

DILIP KESHU
QUICK STATS

50
In US Billions
Estimate of gross merchandize value sold on sites we have built

40
End Markets Served
# industries we have worked in

100
Awards Won
Webbys, Stevies and many others

1000
Clients Taken Online
Estimate of logos served
HOW HAVE WE DONE?
Large Telco
Estimated TCV > $100m

BSS

OSS

Network Ops

Web Experience

Service Experience

Mobile Experience

Analytics/CDP

CMS

Existing position

New position

Retail Giant
Estimated TCV > $100m

Supply chain transformation

Data & Analytics development

API transformation

Digital Marketing

Digital sales

Digital Finance

Digital HR

Digital core transformation

Research & Engineering

Existing position

New position
MARKET TRENDS FOR EXPERIENCES

Hyper-personalization
Mass customization, 1 to 1 marketing, Marketplaces, (First, second, third party) data, DMPs and CDPs

Elastic Models

Tech Progress
The digital economy V2
3G to 5G and beyond, Hypermedia, The economy of NOW, A secure world

Resilience
Catastrophe-proof
Rise in sophistication of hacking, Process options, Sync and async comms, Pandemic ready, Web/voice/app/physical disaster-prepared

Books of Record
Longitudinal book of record
Brand strategy across all channels, audience management, Brand science, Behavior of customer, Book of record, AI/ML
Traditionally, many CPG products are purchased in-store or within mass-retailer marketplaces online. OREO sought to redefine this structure by offering consumers an accessible and distinct way to interact with their brand that would encourage retention and loyalty.
ELASTIC MODELS
B2b, b2c, B2b2c, marketplaces
THE DIGITAL ECONOMY IS ENORMOUSLY GROWING

Customers are rushing online...
Sources: Mirakl, Bank of America; Forrester Analytics; McKinsey; ShawSpring Research; U.S. Department of Commerce

Marketplaces are booming...
Source: Enterprise Marketplace Index by Mirakl

TechM now is one of the largest builder of marketplaces
# Our Experience | Case Study - Telco

## Business benefits and KPIs

<table>
<thead>
<tr>
<th>Revenue &amp; ARPU</th>
<th>Customers &amp; CX</th>
<th>Channel &amp; Omnichannel</th>
<th>Technology</th>
<th>Engagement</th>
<th>Web Performance</th>
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</thead>
<tbody>
<tr>
<td>Digital channels contributing to over 20% of total revenue</td>
<td>Over 60% of total subs registered across digital channels</td>
<td>7 channels - 3 B2C, 2 social channels, 1 B2B and 2 self service</td>
<td>60% of APIs reused across channels</td>
<td>NPS – 100 and quarterly CSAT–10/10</td>
<td>150% increase in # of transactions in web</td>
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<tr>
<td>40% increase in new acquisitions (Subscribers) month on month</td>
<td>2% increase in digital customer base month on month</td>
<td>40% reduction in time to market</td>
<td>Automation test coverage at 92% with fully automated CI/CD pipeline</td>
<td>Over 300% increase in conversion rate</td>
<td>30% reduction in bounce rate</td>
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<td>10% increase in average session duration</td>
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THE STELLA FRAMEWORK

Connecting the front, middle and back office

Systems of Engagement, Transaction and Record – all linked seamlessly

Record behaviour in data vault to improve brand experience

Deliver it through channels

Build an immersive brand experience
TECH ADVANCEMENTS
End To End CX Delivered Telecoms

- An omnichannel experience uniting two iconic brands
- Building a 5G marketplace for major telco
- The omnichannel transformation of a European telco
- Building the digital presence for a game changing fiber internet offering
- Easing friction in commerce journeys for an American telco giant
- IoT portal to improve CX for enterprise customers
- Overhauling the CX of an Australian telco to drive improved customer sentiments
RESILIENCE
A major e-home app is officially the best online mortgage experience we’ve reviewed to date.

DATA DRIVEN ITERATION > RESULTS

- App-to-funding in days
- No branch visits required

85% of customers used the word Easy, Simple, Straightforward or User-friendly to describe the prototype.

Renowned & Influential Industry Critic, RATE SPY

90% of customers would use the bank’s digital mortgage application

95% would recommend to a friend or a family member

Other words used consistently:
- Honest
- Fast
- Efficient
- Precise
- Detailed
- Convenient
- Accessible
- Beneficial
- Personable
- Friendly
- Reliable
- Illustrative
WHY US?
Why Do We Win?

**Artistry + Tech**
- Award winning
- Uniqueness
- Leading of tech

**Synthesis of 10 Specialisms**
- Creative
- Content
- Commerce
- Cognition
- Cohesion
- Channels
- Completeness
- Cloud
- Consulting
- Conversions

**Connected Experiences**
- Stella Framework
- IP — Arctic Fox, Bulldog, Eagle, etc.

**Results Delivered**
- Nothing like secure assets that perform at scale

**Scope and Depth**
- Book of record
- System of engagement
- Systems of integration
- 90 countries
- 40 end markets

...and the real reason: good, honest, authentic people
Key Highlights

Delivering Industry leading growth

- **49%** H1 YoY Growth
- **37%** Q2 YoY Growth
- **$177M** Quarterly run-rate business
- **11,962** Associates added in H1 FY22

Healthy Business and Industry Mix

- **45%** Americas : **32%** Europe : **23%** ROW
- **Enterprise - 70% CME - 30%** YoY Growth
- **47% CME : 53% Enterprise Industry Concentration**
- **2 verticals above $100 Mn in annual run rate (CME & Hi Tech)**

Building Capability along with solid Horizontal Mix

- **57% CX : 43% Non CX** Business Mix
- **CX - 57% Non CX - 38%** YoY Growth
- **CX > $400m. Leadership position**
- **73% Offshore : 27% On Shore/ Near Shore Delivery FTE Balance**
Growth momentum

Industry Leading Growth.

Net New + Existing Deal bookings worth $567Mn in H1FY22 with highest ever pipeline.

- $230Mn UK based Telecom Company
- $44Mn UK based Telecom Company
- $40Mn US Based Retail Company
- $27Mn US Based Hi-Tech Company
- $25Mn India based Public Services Company
- $17Mn US Based Hi-Tech Company
End to End Digital Ecosystem

Consulting

Hyperautomation

Insights, AI and Analytics

Platforms and BPaaS
CX . Delivered . Conversational Commerce

An American multinational skincare, makeup, fragrance and hair care brand

Web Messaging with video consultation capabilities

Converted web visits at 4X the rate

A leading home improvement retailer

Personalized support for customer journeys like browsing high-ticket appliances

10x conversion rate and $500M incremental messaging-attributed sales

Introduced Apple Business Chat to message directly with a bank’s customer service center

70%+ of total contact volume on messaging
INVESTOR DAY ‘21

NXT.NOW™

IMAGINE.

BUILD.

RUN.

Tech Mahindra