



# IMAGINING THE FUTURE NOW

The world is changing, at an accelerated pace because of the pandemic. Change this time, however, is not evolutionary, rather revolutionary. The speed and scale of digital transformation have only become faster and bigger. It has given rise to new models of dealing with methods, people, regulations, technology and supply chains.

As a trusted technology partner for global companies, we are determined to collaborate with our clients to help them win in these changing times purpose-driven, human-centred experiences. We are focussed on developing bold charters for them through our strategy and advisory services to enable them become market makers. We are also building future state models to help them stay ahead of emerging trends.

## Experience Design Framework to shape future

With our decades of knowledge, robust IP assets, and investments in frameworks with great partners, we are geared to craft industry-specific solutions based

on our core specialisms. This positions us to help shape their future today with our NXT.NOW charter.

We are delivering it through our robust design framework of imagine, build and run – imagining the future of our customers' businesses and ways to proactively transform and be ready; building systems and processes to handle change; and eventually enabling to run systems efficiently to deliver desired outcomes and differentiate.

## Tech Mahindra NXT.NOW

### A new world

with new ways of dealing with methods, stakeholders, regulations and supply chain



### Emergence of new technologies

like 5G, AI/ML, cybersecurity, connected commerce, hyperpersonalisation, etc. which will change how experiences are delivered

Three-pillared approach for delivering competitive dominance to clients by building the future of digital economy with them now

IMAGINE  
BUILD  
RUN

### Delivery to clients

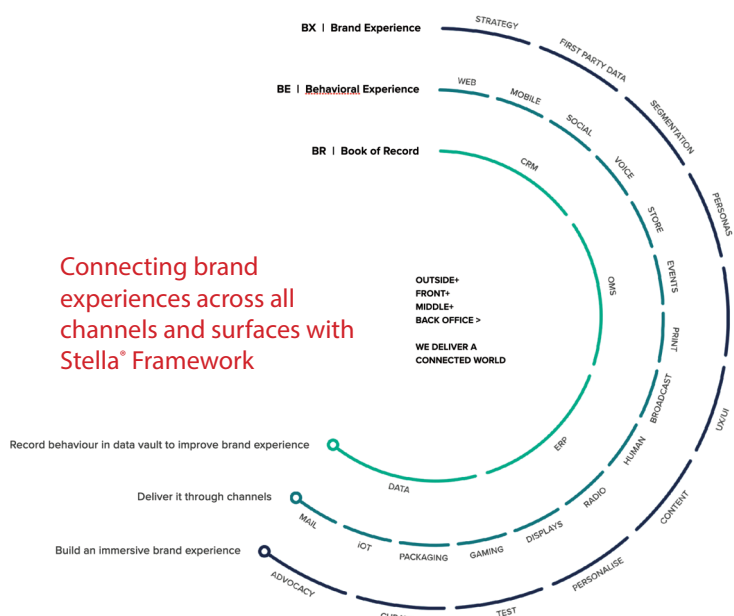
Develop bold charters through providing strategy and advisory services

Build future state models and systems to catch emerging technologies and trends

Run existing systems and build a transition to future state solutions

## The Stella Framework

We are one of the few companies in the world who can help a brand define the experience it wishes to deliver, on what surfaces, physical or digital, and how to connect each of them, so that behavioural data of clients and customers can be extracted into a book of record.



Connecting brand experiences across all channels and surfaces with Stella® Framework

## Aggregating all experiences under one roof

At Tech Mahindra, we have brought the various components of experiences (customer, service, physical, technology, data, industry, operations / process experience) together under one roof. We have integrated our offerings across various technologies enabling us to create a human-centred experiences for our customers. Our ability to create verticalised solutions using industry leading capabilities allows us to deliver this end-to-end.



## Delivering Human-Centred Experience – Digitally & Physically

1 +

### Driving business growth and customer experience for a telecom player

TechM engaged with a global telecommunications player to modernise their IT infrastructure and system function to enable them deliver greater experiences and stay ahead of change. This engagement enabled the client to achieve robust growth in revenues (including revenues sourced digitally), 150% increase in web traffic, 300% increase in conversion rates, connected commerce across 7 channels, 40% increase in new subscriber base and average revenue per user (ARPU). The client achieved greater customer engagement and improved customer experience with multi-channel facilities and seamless service delivery.

2 +

### Creating the future of home farming: turning technology into an extraordinary user experience

TechM engaged with a customer pioneering the future of urban agriculture, with its hydroponics home gardening solution built on smart AI and advanced life science enabling people to sustainably grow fresh, tasty and healthy vegetables at home, all-year round.

Building on a human-centred approach, rapid prototyping, user evaluation, and quick iterations, Pininfarina helped them define a highly desirable and premium value promise. This was designed and developed into an extraordinary, caring and effortless product with a service experience that hides the complexity and power of technology and science to let the magic of growing life take the fore.

As part of a continued partnership, Pininfarina supported its fundraising process and is now facilitating its go-to-market strategy in the course of 2022.

**Tech Mahindra**



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