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B2B Digital Concierge

Power Your B2B2x Strategy with Tech Mahindra and ServiceNow



To defend and grow revenue while improving experiences, telcos must unite disparate technologies.



Disconnected technologies and complex operating models are holding telcos back from powering profitable growth.

In today's landscape of stagnating revenues and declining customer loyalty, the B2B2x model is increasingly a focus for communications service providers (CSPs). But delivering on enterprise expectations isn't easy—or efficient—in the current state.

Both telcos and the enterprises they serve must navigate complex technology ecosystems, with disparate portals, cloud providers, and operations/business support systems (BSS/OSS).

This makes it harder to deliver enterprise-level experiences, lowering the telco's net promoter scores (NPS) and contributing to high customer acquisition and service costs.

And at scale, all this manual effort extends time to revenue, ultimately diminishing margins.

With B2B Digital Concierge from ServiceNow and Tech Mahindra, telcos can seamlessly connect technologies and orchestrate workflows across organizational boundaries.

Seamless Interoperability

Delivering frictionless experiences is becoming harder to achieve with the frequent addition of new systems, devices, and applications.

Integrating systems on a single digital platform can streamline workflows for better cross-team collaboration, increased visibility into data, and maximized investments—all with simplified technology from Tech Mahindra and ServiceNow.

Scale your capacity while lowering costs by integrating the entire value chain across CSPs, enterprise customers, and partners.



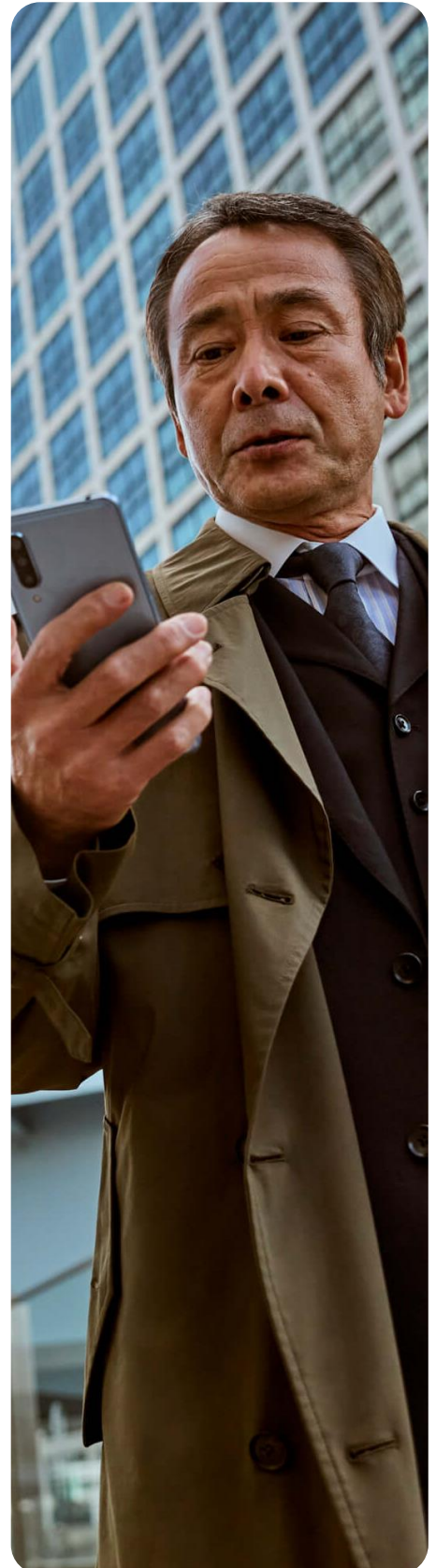
Consolidate technologies. Reduce your reliance on manual effort by seamlessly integrating supporting technologies with Tech Mahindra's connect, configure and certification (C3P) platform.



Unify workflows. Connect all processes between stakeholders with Service Bridge capabilities from ServiceNow.



Expand your network. Tap into Tech Mahindra's deep telecommunications expertise to easily integrate ServiceNow and your existing systems of record.



Consistent Experiences

CSPs are responsible for delivering a large array of services across major cities and multiple countries, but the influx of customer requests can be difficult to manage without efficient operations.

Gone are the days of broken data, long delays, and frustrating experiences. Tech Mahindra and ServiceNow break down organizational silos so that CSPs have full visibility into customer profiles, gaining confidence in their data and accelerating resolution timelines.

Eliminate friction from the customer journey with a unified experience that connects touchpoints across their journey.



Improve customer loyalty. Raise NPS by 60% with customer-focused problem solving that's been tested and proven in live customer environments.



Empower customers. Enable end-users to use their own portal to complete tasks and see notifications and alerts, improving experiences and speeding time to revenue.



Increase accuracy. Power quick and error-free activation by synchronizing product and service catalogues for streamlined discovery and consumption.



Efficient Operations

Organizations strive to create meaningful work that engages its employees and boosts productivity. As technology becomes the future of the workplace, CSPs are finding that organizational silos, manual processes, and legacy systems are driving costs up and productivity down, making it hard to track business value at scale.

When workers can streamline operations, work becomes easier. The combined power of ServiceNow and Tech Mahindra allows CSPs to better optimize their time with bigger, more pressing tasks by automating manual, time-consuming processes.

Power the flow of work with a system of action that bridges your ecosystem and reduces the cost to serve.



Automate workflows. Streamline processes from end to end, from provisioning to ordering and delivery for improved efficiency and agility.



Advance operations. Improve operational efficiency by 25-30% when you leverage the C3P platform for the creation, configuration and certification of complex services.



Boost efficiency. Update your systems of record in real time with built-in open APIs—and improve customer value management, risk and fraud mitigation, and partner settlements.





Power your B2B2x Strategy with a Connected Ecosystem

Seamlessly connect technologies and orchestrate workflows across organizational boundaries with B2B Digital Concierge from ServiceNow and Tech Mahindra.

Learn how our platform unites disparate systems so that you can deliver enterprise-level experiences in telecom.

[Learn more](#)

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