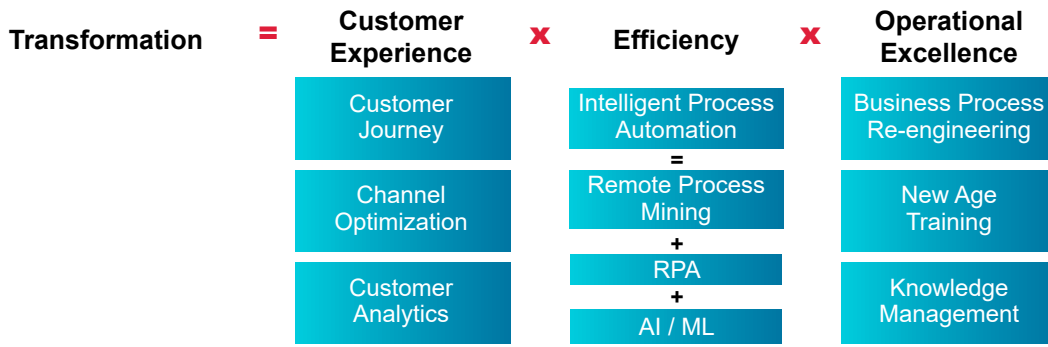




TECHM BPS SUPPORTING RETAILERS DURING AND POST **COVID-19**

COVID-19 has changed the landscape for enterprises demanding investments in digital transformation and capabilities to improve customer experience, focus on operating cost reduction and driving operational efficiencies.

OUR CONSULTING LEAD TRANSFORMATION APPROACH IS AS BELOW



- 1a. Deflection of low value contact volume through self service (Voicebots, Chatbots, Mailbots etc.)
- 1b. Work At Home (WAH)
- 1c. Managing Seasonality (Peak Staffing)

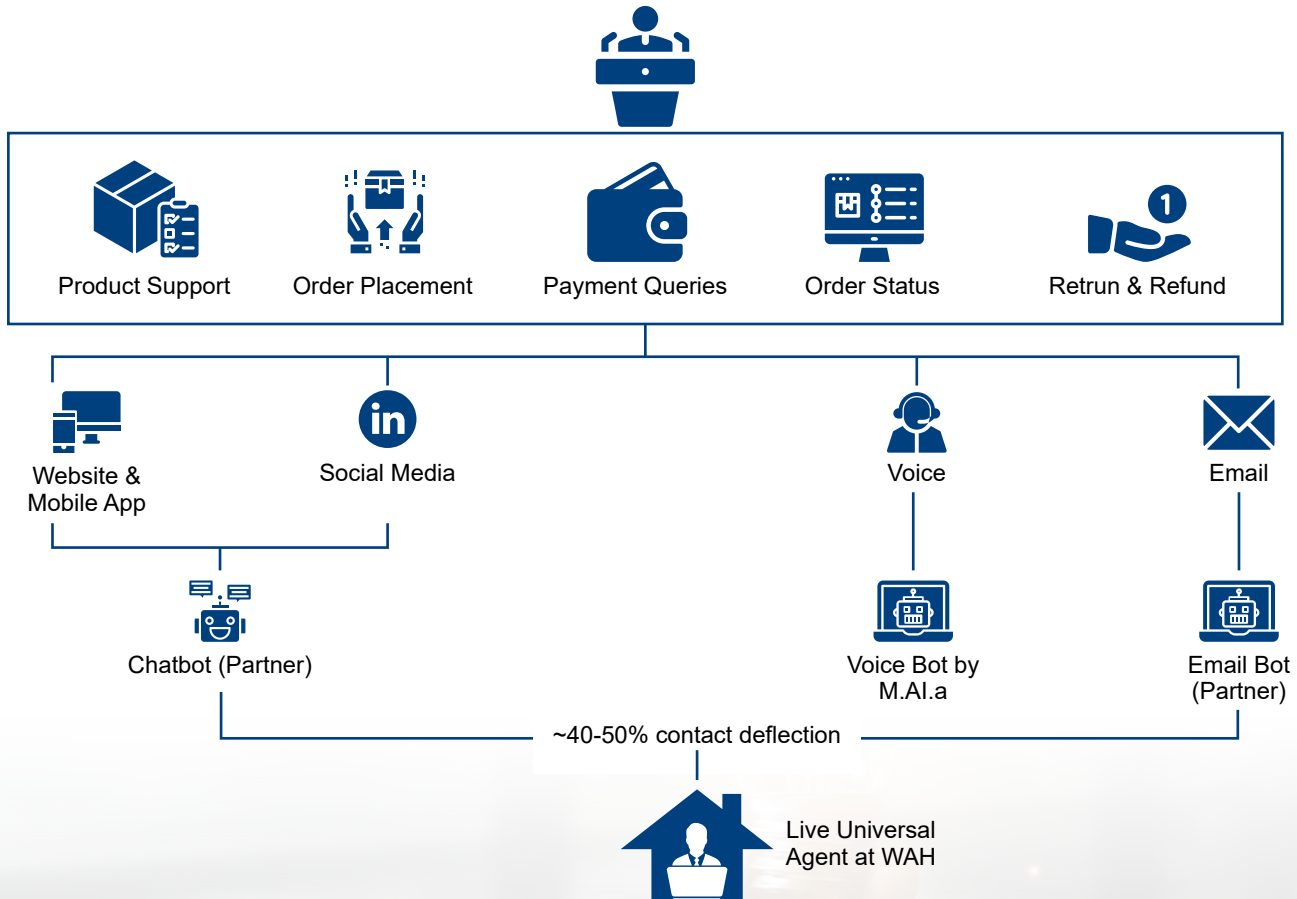


- Remote Process Mining
- RPA
- AI/ML



- Discover, Analyze & Implement enhancements to customer journey driving NPS

DEFLECTION OF LOW VALUE CONTACTS THROUGH SELF SERVICE



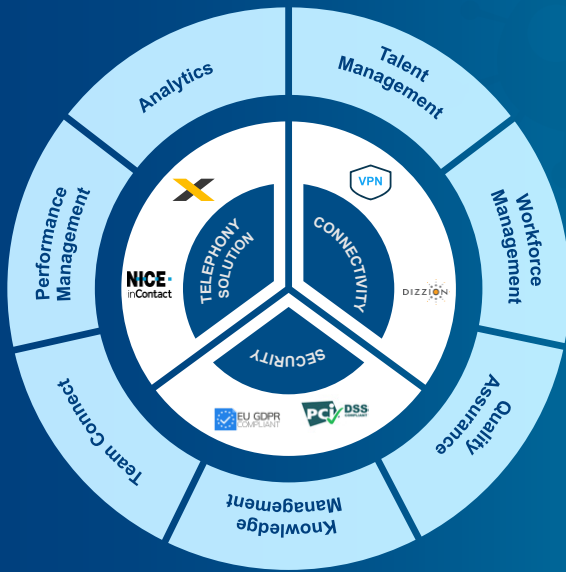
TECHM SOLUTION

- Deflection of low value contacts (40 to 50%) through Chatbot & Voicebot etc.
- Managing high value contacts for generating revenue through cross sell and upsell by live WAH agents

WAH BENEFITS

- 10-20 pt. improvement in NPS
- ~30-40% reduction in Cost to serve*
- Natural business continuity plan
- Opportunity to generate revenue through cross sell and upsell

WORK AT HOME (WAH) OPERATING MODEL



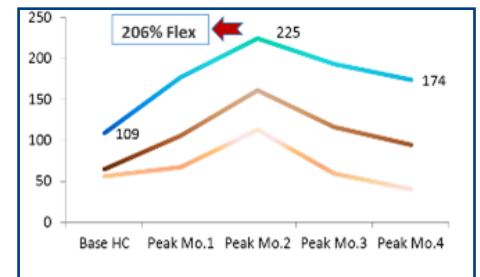
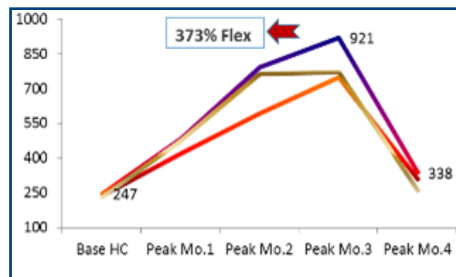
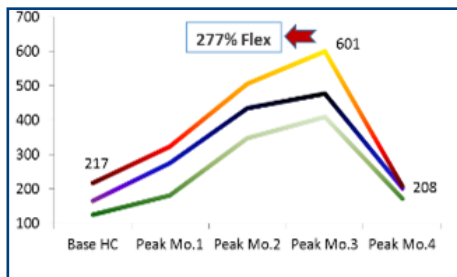
TECHM SOLUTION

Enable organizations to Re-imagine, Reform & Return to stable business status quickly and efficiently by using various technologies and platforms to setup and respond anywhere and everywhere

BENEFITS

Natural business continuity plan
Ramp-up and Ramp-down as per business need

MANAGING SEASONALITY



TECHM SOLUTION

- Combined staffing model (part time and full time) to gain maximum flexibility and tenure
- Leverage technology for Self-paced Trainer-independent learning
- Recognizing and rewarding high-performing individuals on achieving target SLAs

BENEFITS

- <7% handle time impact
- <5 pt. NPS impact
- 23%+ retention of high performing temp staff
- Ramp-up and ramp-down as per business need
- Generating revenue through cross-sell/ upsell



INTELLIGENT PROCESS AUTOMATION

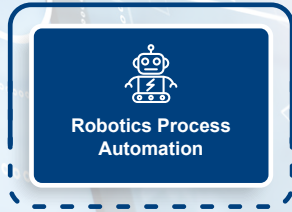
TechM Solution



ANALYZE

Remote Process Mining
+ Business case

- Identify bottlenecks, inefficiencies, and candidates for RPA



ACT

Implement Bots + Bot Execution

- Design and implement optimal RPA bot
- Gathers signals to trigger bot execution and other intelligent actions



TRANSFORM

Monitor & Scale

- Monitors bot health, performance, and impact over time
- Integrate with intelligent analytics

Benefits

- Reduces human efforts by 20% to 50%
- Reduces Opex 20%
- Enhance efficiency >2x
- ROI in <3 months

CUSTOMER JOURNEY ANALYTICS

Link NPS with Operational Data

Discover customer journey driving Net Promoters and Net Detractors

Identify Initiatives and Calculate the ROI to Improve NPS

Analyze NPS within a Customer - Journey

CUSTOMER JOURNEY ANALYTICS

Automate Proactive Cross-Channel Customer Engagement for High-Impact Journeys

BENEFITS

- Improved NPS
- Positive impact on revenue and retention

CREATING A FRICTIONLESS CUSTOMER JOURNEY

Promoter vs. Detractor % distribution



Focus Areas

SUCCESS STORIES

Client:

World's largest package delivery company and a leading global provider of specialized transportation and logistics services

TechM Solution:

- Process mining via. global automation COE
- 1184 opportunities identified across 9 internal business functions
- 65 BOTs to address the above opportunities

Benefits delivered via Intelligent Process Automation

- **78%** Automation Penetration
- **62%** Cost Savings
- **70%** Reduction in AHT

Client:

Canadian retail major with a portfolio of luxury to premium department stores and off price fashion shopping destinations

TechM Solution:

- Developed digital forms to eliminate & automate updates in Order Management System (OMS)
- Automated NPS dashboard with analytics and customer insights
- Developed Decision Tree Management Tool with error proofing

Benefits delivered via Intelligent Process Automation

- **\$600K** P&L Savings in 3 yrs
- **>20%** NPS Increase
- **25%** Reduction in AHT

Client:

UK based Direct Marketing and E-commerce Retail Group

TechM Solution:

- UNO - TechM proprietary tool for single Sign On and automation through RPA intervention
- Chatbot deployed across processes to deflect calls from manual to auto-resolve mode
- Cross-skilling and creation of Universal agents to manage calls more efficiently

Benefits delivered via Intelligent Process Automation

- **20%** Call Deflection to chatbot
- **20 - 30%** Reduction in Cost
- **30%** Productivity Increase

Client:

Leading Big Box Retailer

TechM Solution:

- Virtual onboarding & Remote training over video chat
- Activated alternate site of 25% additional staff Onshore with 1 week lead time
- Permission & Logistics sought and executed as per policies

Benefits delivered via Intelligent Process Automation

- **100%** Availability of associates from day 1
- **+14%** Capacity created

"I want to extend my sincerest thanks to you and the TechM team for your ongoing work and engagement during this difficult time. I know that you and the whole team are working hard to keep the teams safe and come up with creative solutions to continue to support essential work."

- Global Vendor Ops Head

Client:

Leading Retailer in North America

TechM Solution:

- Activated Work From Office Stay in Hotel & Work At Home (WAH) models
- Virtual onboarding & Remote/self paced training
- Activation of additional 110 associates from alternate location to meet volume demands
- VDI enablement & VOIP activation in record time

Benefits delivered via Intelligent Process Automation

- **+26%** capacity created within 5 days
- **40%** cross-trained bilingual staff
- **24 hours** taken to mitigate SLAs

"As we continue to feel the severe impacts of COVID-19 on our business and communities around the world, I wanted to take a moment to express my gratitude to the Tech Mahindra team. A tremendous thanks to each and every one of you for your incredible contributions to us as we weather this storm, together."

- Brand President

Client:

Biggest Sports Retailer in Germany

TechM Solution:

- Activated Work From Office Stay in Hotel & Work At Home (WAH) models
- Virtual onboarding & WebEx sessions for calibration
- Increased bandwidth by migrating voice resources to other support channels
- Operations team worked overtime to address contacts
- Continued motivation through Rewards & Recognition

Benefits delivered via Intelligent Process Automation

- Supported **>500%** surge in volumes
- Achieving **100%** SLAs

"Thanks, TechM team, for your flexibility, resilience and results in these trying teams. Please congratulate all the team and the advisors at home on doing a great job and adapting and evolving our service delivery in a challenging environment. The efforts are appreciated!"

- Director, E-Commerce

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 4.9 billion company with 131,500+ professionals across 90 countries, helping 946 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. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

For more information, please send us an email at Aman.Dean@TechMahindra.com

