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# Tech Mahindra has won the most number of Standouts in the 2023 ISG Case Study Research

A Compendium of Standouts

**NXT.NOW™**

**Featured stories: 10**  
**Standouts from 2023 ISG Case Study Research**

*across augmented reality, AI driven customer service, process mining, metaverse, and more*

**Supplementary stories: 9**  
**Standouts from 2022 ISG Case Study Research**

*High impact case examples across metaverse, marketing automation, network services, geospatial intelligence, and more*





Mohit Joshi

Chief Executive Officer & Managing Director  
Tech Mahindra

# Foreword

Dear readers,

I am pleased to present this bouquet of standout transformative stories that we have delivered in collaboration with our clients and partners.

The potential of technology to infuse growth, recovery, and resilience into businesses, and economies at large, has been well acknowledged. The immense potential AI and new age technologies like digital twin, metaverse, and blockchain has been demonstrated across industries. It is heartening to see these engagements shine as standouts in the 2023 ISG Case Study Research. This is a strong testament to our commitment and capabilities toward building an enduring future for our clients.

Every standout case study in this compendium has a story of unique challenges, jointly solved problems, innovation, experimentation, and scale. I am certain you will resonate with, and appreciate, the journey traversed in each of these engagements.

I am thankful to our clients for giving us this opportunity to be a part of their transformation journey, to my colleagues for passionately delivering these programs, and to our partners for joining hands with us. I also congratulate ISG for offering this unique and fertile forum to identify, validate and recognize such programs, which truly reflect where the world is going.

Hi,

We at Tech Mahindra are immensely proud to top the charts in the 2023 ISG Case Study Research with 10 Standouts, the most by a service provider in the list of winners.

We highly appreciate ISG for providing a comprehensive format of participation for providers and clients to showcase successful collaboration in delivering high impact engagements of innovation, transformation, and scale. The case example submissions were validated independently by ISG with clients, and thoroughly evaluated against various parameters by the ISG jury.

We are very happy to share with you the winning case examples from this year along with the standouts from the 2022 edition of the awards (the highest number of standouts by a service provider then, as well). We thank our clients and partners for their trust in Tech Mahindra and their support in helping us win these awards.

We hope you enjoy reading this compendium. We will be more than happy to provide further details, if required.

-Tech Mahindra



**Kunal Purohit**  
Chief Digital Services Officer  
Tech Mahindra

"As organizations embrace a new order of complexities, realizing the potential of Technology is becoming increasingly important to stay Relevant and Resilient. New age technologies like Gen-AI, machine learning, metaverse, or quantum computing have begun to show their potential as disruptive solutions to long standing problems. At the same time, leveraging the existing capabilities and technologies and doing more with less is of equal importance. We are happy to see that our consulting-led, innovation-based, collaborative ways of working have helped clients succeed in both areas. It is great to see our standouts in the 2023 ISG Case Study Research reflect these."

"In a significant majority of the client partnerships that we analysed in 2023, the standout aspects of success did not come from a single project or program. Rather, the case studies this year was based on scope of work that was often embedded in ongoing or broader engagement or combined multiple related projects executed in a partnership. Further, a focus on operational transformation and related efficiency improvements were the most dominant objective for these partnerships." said Paul Reynolds, ISG Partner and Chief Research Officer. "Over the last few years, Tech Mahindra has been active participant in ISG Case Study Research, and their standout case studies are representative of the value they bring to their client."



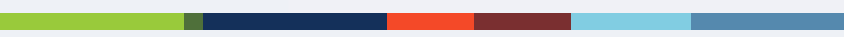
**Paul Reynolds**  
Partner and  
Chief Research Officer, ISG

# 2023 Standout Case Studies

- Unifying and improving disparate systems overhauled a telecom's efficiency after a brand change
- Augmented reality solution improves service times and efficiency for an automobile major
- Adopting a new platform revolutionized a gambling and liquor licensing agency
- A unified airport services solution improved reliability, and customer experiences
- Facing competition from fintechs, a bank transformed a key part of the customer experience

- Energy monitoring solution significantly improved efficiency of Ethiopia's grid
- Managed payments solution boosts user experience and annual revenue
- Use process mining as basis to modernize ERP, transforming supply chain operations
- Marketing demonstrations powered by high-tech solutions increased sales and revenues
- Business agility and scale powered by enterprise resource planning transformation

[Click here for standouts from 2022](#)



# Unifying and improving disparate systems **overhauled a telecom's efficiency after a brand change**



Standout Case Study

2023

Communications

Australia and New Zealand



## Opportunity

One New Zealand Group is a large telecommunications company. As a result of a series of acquisitions and a brand change, they were dealing with redundant, disparate CRM systems.

This set-up created multiple inefficiencies. Users had to navigate multiple systems, information had to be manually re-entered between applications, and customer data was not centralized.

They partnered with Tech Mahindra, a long-time provider, based on their technical expertise and industry knowledge.

## Imagining IT Differently

Tech Mahindra built a solution to unify the client's disparate systems and streamline their operations. Their work included:

- Modernizing and automating core systems.
- Integrating new features, like an AI model that identifies and blocks spam calls and messages.
- A front-end transformation to improve user experience and brand consistency.
- A complex, 70% automated migration from the old systems to the transformed CRM.

According to the client, the solution exceeded their expectations, especially in scaling.

## Future Made Possible

Tech Mahindra's solution was implemented quickly and efficiently, delivering several key business outcomes:

- Automation and modernization improved processes, reducing cycle times and costs.
- Customer satisfaction scores improved 19 points.
- Automated migration reduced migration time from 19 to just 2 days, and reduced migration costs by 60%.

According to ISG this case study is an example of how a provider's skills can speed and improve a transformation.



# Augmented reality headset solution improves **service times and efficiency** for an automobile major



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Standout Case Study

2023

Manufacturing

Global



## Opportunity

Ford, an automobile manufacturer, was looking for a way to speed up their repair service through their service network.

The client maintains a large service network that includes dealerships and partners. Technicians in the network often run into a situation where they need to consult with an expert at Ford. In extreme situations, the expert has to travel to consult on-site leading to delays, and significant costs, and implications for customer satisfaction.

For this, they partnered with Tech Mahindra, a provider with whom they had a long history of working together in other parts of the business.

## Imagining IT Differently

The solution co-created by Tech Mahindra and Ford used augmented reality for technicians to obtain remote assistance:

- A wearable headset allows Ford experts to see what workers in the field are looking at.
- The headset uses augmented reality features, to displaying notes or diagrams to the workers.
- Tech Mahindra also helped to develop the business side of the solution, managing things like onboarding, ordering and delivery.

Ford reported this solution significantly exceeded their expectations across all metrics.

## Future Made Possible

The remote assistance solution has been rolled out to more than 4,600 dealers and delivered significant benefits:

- Successfully reduced time-to-resolution, while boosting service KPIs and customer satisfaction.
- Created new training opportunities for field service technicians; headsets can help them prepare for rollout of new products and tech.
- Lower carbon footprint by cutting down travel.

According to ISG this case study is an example of a provider's strong role in co-creating a user-friendly, technically feasible solution at scale.



# Adopting a new platform revolutionized **a gambling and liquor licensing agency**



Standout Case Study

2023

Public Services

North America



## Opportunity

The client is the state of Vermont's licensing and enforcement agency for liquor and gaming. They needed to update their infrastructure after transitioning from a state-owned model to an agency-operated model.

Their technology systems were aging, disparate, and dependent on paper processes and manual labor. It was difficult to review applications, organize trainings and certifications, and conduct investigations.

They partnered with Tech Mahindra, a new provider for them, based on the strengths of their domain knowledge.

## Imagining IT Differently

Tech Mahindra delivered a solution that allowed their client to manage all of their licensing, compliance, and reporting through a single digital platform. It featured:

- A digital payments process for fine payment.
- Automation of processes like license and permit issuances and renewals.
- A centralized data hub for profiles of 5,000 businesses, 40,000 training records and more than 50,000 licenses.

The client reported the solution significantly exceeded their expectations, especially in how the provider scaled the solution.

## Future Made Possible

The new platform helped to streamline the client's work, improving their speed and optimizing their processes.

- Processing time was reduced from 2-4 weeks to 5-10 days.
- Revenue increased by 10%.
- Non-compliance rates dropped by 25%.
- Employee productivity rose significantly.

According to ISG, this case study is an example of how a provider's expertise can ease a transition and enable new capabilities for an enterprise.



# A unified airport services solution improved reliability, and customer experiences



Standout Case Study

2023

Travel and Logistics

India



## Opportunity

Adani Digital Labs manages Adani Group's transportation and utility portfolio. They needed to digitize their services at their seven airports in order to keep up with the growing business and fast-changing customer needs.

They needed to improve their ability to cross- and up-sell the retail services available at their airports, and provide a seamless experience to travelers.

They partnered with BORN XDS, a Tech Mahindra company, on the strengths of their domain knowledge and ability to manage ecosystems. BORN XDS proactively proposed a solution, and helped develop and achieve the client's objectives.

## Imagining IT Differently

BORN XDS, developed a solution that streamlined and united the airport experience for travelers. Their work was centered around a unified retail services platform called Adani One and included:

- An end-to-end marketplace solution enabling transactions between vendors and customers via web and mobile apps.
- A new cataloging and payments solution to streamline workflows.
- Carrying out a complex integration and onboarding process for over 2,500 outlets.

The client reported the solution exceeded their expectations across all metrics.

## Future Made Possible

The marketplace solution created a seamless, omnichannel experience for travelers at Adani Group's seven airports.

The unified system has created an improved experience for both customers and vendors. It has also improved the reliability of the airports' retail infrastructure.

According to ISG, this case study demonstrates how a provider's active role in proposing and helping to create a solution can deliver significant impact to an industry.





# Facing competition from fintechs, a bank **transformed a key part of the customer experience**



Standout Case Study

2023

Banking and Financial Services

India



## Opportunity

The Bank of Baroda is one of the largest banks in India. They were looking to improve customer service in order to stay competitive against start-up digital banks.

They identified an opportunity to grow their contact center. The previous contact center was built on legacy technology, and depended on more than 1,000 full-time employees to operate. It offered limited customer interactions, few self-service options, and low visibility.

The client partnered with Tech Mahindra, a first time provider for them, on the strength of their ability to scale solutions.

## Imagining IT Differently

Tech Mahindra delivered a solution that leveraged automation and AI for an improved customer experience. It offered features like:

- Enabling an omni channel customer experience, with webchat, video call and self-service features.
- Analytic tools, like AI call monitoring, generated valuable insights about their service.
- Process automation and AI-based quality of service tools to optimize operations.

The bank reported that Tech Mahindra's solution exceeded their expertise, especially in the provider's industry knowledge.

## Future Made Possible

The new contact center streamlined the customer experience for the client and improved their business across key metrics:

- Cost savings of around \$2 million, with revenue gains of \$2.2 million.
- Quality scores significantly improved across all businesses.
- Digital-enabled features, like those that eased third-party integrations, opened up new efficiencies and capabilities.

According to ISG, this case study is an example of how a provider's expertise can enable a robust digital transformation.



# Energy monitoring solution significantly improved efficiency of Ethiopia's grid



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Standout Case Study

2023

Energy

Middle East and Africa



## Opportunity

The client is Ethiopia's electricity utility. They needed solutions to improve their visibility into operations as a means to improve their efficiency.

As Ethiopia's digital economy expands, electricity has become increasingly vital. But their infrastructure was not always able to support their increased needs. A lack of visibility made it hard for the country to prepare for peak energy demands and anticipate critical failures.

Tech Mahindra partnered with Ethiopia Electric to consult on ways to improve the efficiency of their energy grid. This was their first engagement with the client.

## Imagining IT Differently

Tech Mahindra devised an energy monitoring system that helped the client better manage their electrical grid. This solution depended on:

- IoT smart meters installed at each substation to capture energy parameters.
- A robust data infrastructure to gather, process and store information.
- ERP and data management applications to integrate energy data with customer information and capacity insights.

The client reported that this solution exceeded their expectations, particularly in the provider's skill scaling up their capabilities.

## Future Made Possible

This solution was a critical step in delivering a more efficient energy infrastructure. It:

- helped significantly reduce energy losses and power theft.
- improved accuracy in demand forecasting, system resilience, and outage management.
- ensured precise billing and financial reporting.
- reduced costs through an optimized energy procurement strategy.

According to ISG, this case study is an example of a provider's role as a critical strategic partner, helping to realize process improvements.



# Managed payments solution boosts user experience and annual revenue



Driver & Vehicle  
Licensing  
Agency



A TECH MAHINDRA COMPANY

Standout Case Study

2023

Public Services

UK, Ireland, and Scandinavia



## Opportunity

The Driver and Vehicle Licensing Agency wanted to transform the way customers pay for vehicle excise duty.

Offering a direct debit solution provided an additional payment channel for the customer. The client had a deadline of 18 weeks to deliver a solution to meet government commitments following a procurement process. The high volume of transactions and the short timeline created a large challenge, and equally sizable opportunity, for the client.

They partnered with Target Group Limited (a Tech Mahindra company), a long-standing service provider, based on the strength of their technical expertise and skill with ecosystems.

## Imagining IT Differently

The solution created a secure, robust, reliable, and resilient online service to support direct debit payments by customers. It also supported transactions through third-party, over-the-counter service providers, and supplied a contact center solution for use by the client's staff.

The service is fully integrated and compliant with BACS, including automated registration and the management of direct debit mandates.

The client reported that the solution has exceeded their expectations, especially with the providers' skill in scaling, which was not a major consideration when they hired Target Group Limited (a Tech Mahindra company).

## Future Made Possible

The new payments service has been a consistently high performing and successful solution:

- Performance exceeds a 99.5% uptime.
- Gathers over £18.5 billion in revenue and an average of 1.325 million Direct Debit mandates successfully set up each month.
- The direct debit feature has been used by more than 31million motorists.

According to ISG, this case study is an example of an impactful partnership, leveraging domain strengths to secure strong business outcomes.



# Use process mining as basis to modernize ERP, **transforming supply chain operations**



Standout Case Study

2023

Manufacturing

North America



## Opportunity

Vinmar is a marketing and distribution company focused on plastics and chemicals. They were looking to transform their supply chain operations to drive business growth, with a specific goal of overcoming the limitations of their legacy ERP system. The client noted significant friction between their back-office operations in India to process orders and invoices originating from their markets globally.

Vinmar chose Tech Mahindra, a provider they had not worked with before, for this work based on their expertise in process mining.

## Imagining IT Differently

Tech Mahindra developed a solution, while using process mining to identify improvement areas. Their work involved:

- Integrating with existing ERP and connecting it to multiple IT systems and bespoke applications.
- Optimized key processes including payments, sales order invoicing, and credit processes.
- Developing a system to monitor transactions in real-time and generate data insights to inform business decisions.

The client reported this solution was critical to help them maintain a competitive advantage.

## Future Made Possible

Tech Mahindra's solution successfully addressed the issues in their supply chain operations.

Following this implementation, Vinmar is on a track to hit their ROI goals around the solution. With their overall efficiency improved, this has also helped free up staff to focus on more important tasks, presenting an opportunity to improve overall productivity.

According to ISG, this case study is an example of the use of process mining in a transformation program, resulting in efficiently managed business processes.



# Marketing demonstrations powered by high-tech solutions **increased sales and revenues**

Global leader in digital communications

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Standout Case Study

2023

Technology

Global

**\*ISG®**

## Opportunity

The client is a leading digital communication solutions company. They wanted to improve sales by developing new, more engaging ways to introduce people to their digital workplace and smart building portfolio of solutions.

The client's goal was to highlight the practical applications of their devices in real-life scenarios. Hands-on demonstrations would also create more opportunities for their technicians to get experience with their products before going to market.

Tech Mahindra partnered with the client to develop a new experience, providing both creative and technical support.

## Imagining IT Differently

Tech Mahindra developed a hands-on experience for prospective clients, leveraging:

- Hands-on experience on metaverse for prospective clients, leveraging interactive 3D environments displaying product functions, smart-office layouts, and more. Digital twin tech synched these virtual displays with their physical counterparts in real time.
- Gamified scenarios such as challenges, quizzes, and games; complete with leaderboards.
- Data collection and analytics tools to maximize feedback from demonstration attendees.

The high level of technology being exhibited required work from the provider to optimize their performance, especially for high traffic events.

## Future Made Possible

Tech Mahindra's solution was viewed by thousands of prospective clients and contributed to important business outcomes:

- Demonstrations led to increased sales and revenues during and after events.
- Data collected during events created valuable lead generation for customer acquisition.
- Sped training cycles for technicians on site, and for potential users.

According to ISG, this is an example of a successful collaboration to creatively apply digital technologies for delivering unique and impactful customer experience.

# Business agility and scale **powered** **by enterprise resource planning** **transformation**

Global Travel &  
Logistics Company

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Standout Case Study

2023

Travel and Logistics

Global

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## Opportunity

The client's business operations were underpinned by disparate systems that hindered their ability to operate efficiently and scale seamlessly. They required technology to support their long-term strategy and enable them to keep up with their expanding needs.

As part of this, they were looking at an integrated approach to Enterprise Resource Planning, with a vision to reduce process redundancy and improve flow, while streamlining complex billing systems.

They partnered with Tech Mahindra, a longtime provider, on the strengths of their industry knowledge and expertise in managing such scenarios.

## Imagining IT Differently

Through their partnership with Tech Mahindra, the client developed a new ERP solution with the goal of streamlining their business processes. Highlights from this collaboration include:

- Use of automation to reduce manual effort and wastage
- Better visibility of business operations
- Enhanced capacity and customer centricity

According to ISG, this case study is an example of a long-term partnership that enables a new and improved operating model based on an ERP transformation.

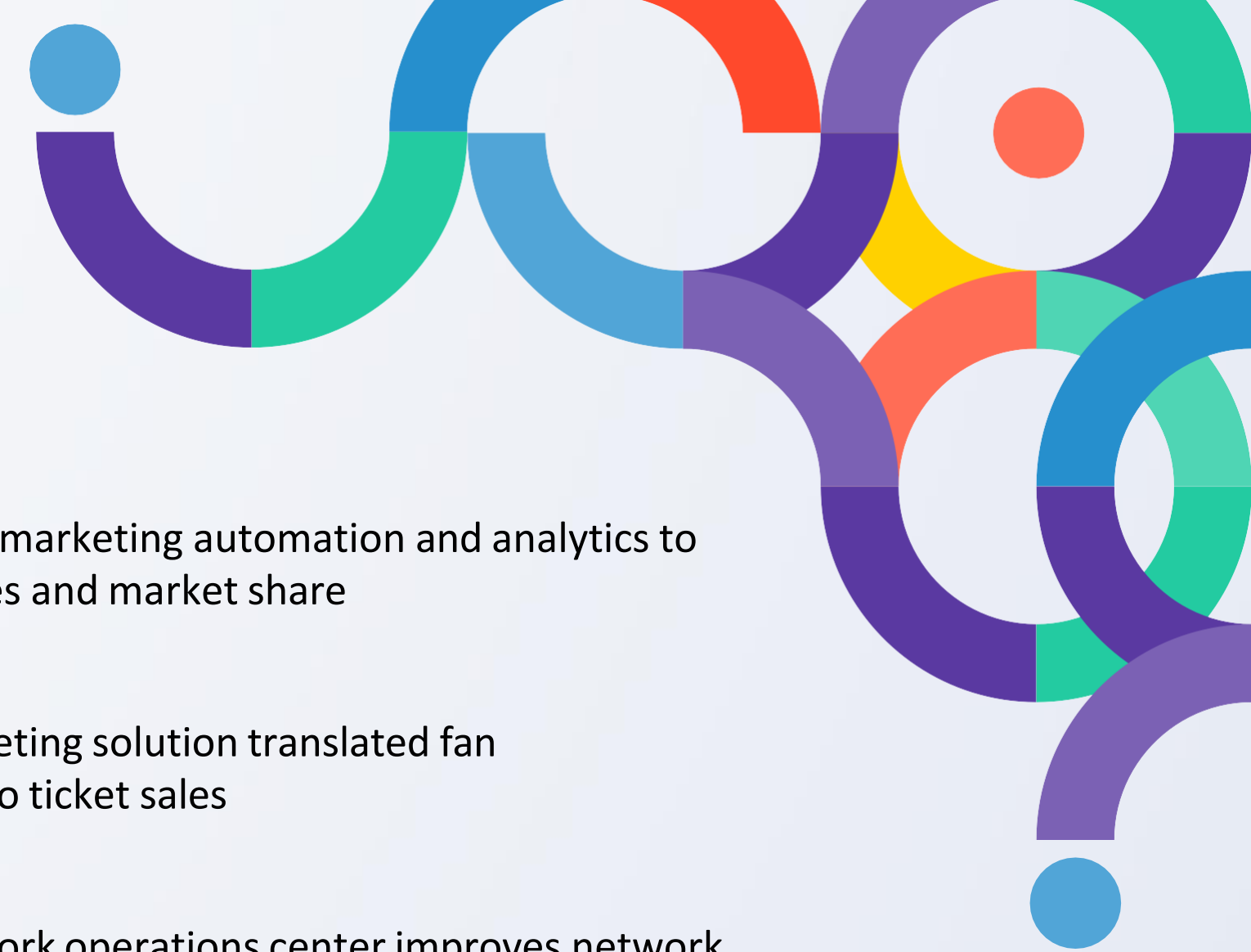
## Future Made Possible

The partnership with Tech Mahindra has helped the client to be more competitive in their industry. This has been key to sustain growth and market leadership, with new offerings and a superior operating model. With the new ERP solution, the client saw tangible gains through:

- Streamlined operations and reduced costs
- Improved quality control
- Enhance customer satisfaction

The new solution also enabled the client to better adapt to changing business requirements.

# 2022 Standout Case Studies



- Streamlining network visibility, resilience, and security through a Network-as-a-service model
- Delivering geospatial intelligence using remote sensing and advanced analytics
- Exploring the potential of the metaverse to cross-and up-sell banking products
- Collaboration to support a large-scale fiber rollout speeds up the time taken to a third
- Transforming contact center operations with tangible business outcomes

- State-of-the-art marketing automation and analytics to grow digital sales and market share
- Advanced marketing solution translated fan engagement into ticket sales
- Intelligent network operations center improves network availability and reduces operating expenses
- Automation CoE with outcome-based pricing improves NPS, employee satisfaction, and telesales



# Streamlining **network visibility, resilience, and security** through a Network-as-a-service model



Digital Case Study Awards 2022

Media and Entertainment

Global



## Opportunity

Thomson Reuters, a global provider of media and business services, was consuming IT and network services under a Technology Service Agreement (TSA) from a company they had recently sold.

The agreement had strict timelines and they wanted to move away to an own digital enterprise network that could be consumed on an OPEX model.

They partnered with Tech Mahindra, a provider they had worked with for more than ten years, trusting their expertise with ecosystems to complete the transformation before the transitional service agreement expired.

## Imagining IT Differently

Tech Mahindra, built and deployed a telco-agnostic, greenfield network which was offered on a network-as-a-service model to the client. They

- Created a cloud-based core network, and defined security controls
- Migrated the network, applications and data to the new stack
- Under the managed services agreement, continue to develop and refresh the network.

The partnership was structured for the long-term and to avoid extensive capital expenditure for the client, with Tech Mahindra taking responsibility for critical assets and regional partnerships.

## Future Made Possible

The network was established with no disruption to Thomson Reuters' business, and well within the TSA timelines. The uniform network enables better network visibility, resilience and security, with vulnerability detection of 95%.

According to ISG, this case study is an example of a provider's ability to orchestrate value across the ecosystem and deliver a large-scale transformation through an innovative business model, that supports client's business priorities.





# Delivering geospatial intelligence using remote sensing and advanced analytics



Digital Case Study Awards 2022

Energy

Australia and New Zealand



## Opportunity

Horizon Power is an energy utility in Western Australia. The client serves a large geographic region across difficult or remote terrain linked by sparse or lengthy roads. Managing assets can require thousands of kilometers of travel with no prior view of the issue. Or it requires accessing environmentally or culturally sensitive areas.

Horizon partnered with Altavec, a Tech Mahindra company, for a digital solution which would provide greater visibility into their network. They were drawn to work with the provider based partly on the strength of their intellectual property and ability to deliver critical business use cases in multiple areas.

## Imagining IT Differently

Altavec designed a largescale survey effort and applied analytic tools to process and visualize the resulting data. This survey covered over 5,800 kilometers of network, requiring more than 400 of infield data capture hours. The work involved:

- Leveraging LiDAR, drones, manned aircraft, and high-definition image capture to gather a complete 3D digital view of network assets.
- Their proprietary geospatial intelligence platform AIMS 3D to creating an automated, rapid access, 3D version of the network.
- Programming AI and ML tools to scan the complete model for areas of concern or opportunities for optimization.

## Future Made Possible

Altavec's solution helped Horizon Power save costs and improve efficiency. The digital inspection methodology means less disruption for network customers, businesses, and communities in survey areas. It also improves on operational efficiency and crew safety, when compared to manual methods, and creates more opportunities for predictive maintenance.

This work further positions Horizon Power, and the state of Western Australia, to accelerate the uptake of renewable energy resources on their journey to net zero carbon emission by 2050.

According to ISG, this case study is an example of IT/OT integration in a digital transformation.



# Exploring the potential of the metaverse **to cross-sell and up-sell banking products**



Digital Case Study Awards 2022

Banking and Financial Services

India



## Opportunity

The Union Bank of India saw a potential with metaverse to engage with tech-savvy and younger customers. They hoped they could adopt it as a way to add a new channel of engagement for customers and prospects.

Because the metaverse is a rapidly developing area, they partnered with Tech Mahindra, a longstanding provider. The client hoped to leverage their expertise in the area and avoid the pitfalls associated with new technology adoption.

## Imagining IT Differently

Working with the client, Tech Mahindra built a metaverse called the Uni-Verse. This is a virtual lounge accessible from any device—not just a VR headset. This platform pushes adoption of metaverse in the banking space with new features:

- Users can easily browse banking services and products, and interact with one another.
- Customer activity generates more data and leads for the client's sales teams.

For this work, Tech Mahindra used their processes and frameworks for exploring new solutions related to metaverse and 3D modelling.

## Future Made Possible

Tech Mahindra's work helped the bank to attract new customers. For the bank, the platform proved the metaverse's potential for cross- and up-selling products to a new market segment. This work set a foundation for them to expand adoption of metaverse, with a roadmap that includes enriching user experience through interactions, banking transactions, as well as immersive training to employees.

According to ISG, this is an example of a collaboration where the client can leverage the expertise and investments of a provider to explore the value of a new technology or trend for its business.



Collaboration to support a large-scale fiber rollout **speeds up the time taken to a third**

**openreach**

**TECH**  
**mahindra**

**Digital Case Study Awards 2022**

Communications

UK, Ireland, and Scandinavia

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### **Opportunity**

Openreach, a BT company, and Tech Mahindra worked on a series of solutions designed to reduce the operational costs and time-to-market on a major rollout of fiber cable.

Openreach, which provides copper and fiber connections for communications service providers, was working to bring fiber to 25 million homes. But they were challenged by legacy technology in their inventory and network deployment systems.

They picked Tech Mahindra, a long-time partner of more than ten years, to work with them based on the provider's industry expertise.

### **Imagining IT Differently**

Tech Mahindra developed a number of solutions enhancing the client's operations support systems with focused upgrades:

- A unified inventory system eliminated siloes that were slowing down work.
- Developed a templated network modeling tool.
- Deployed an orchestrator that enables templated service activation across multiple domain configurations.

Updates like these were focused on reducing time, costs, and the burden of rolling out their new network.

### **Future Made Possible**

Tech Mahindra's solutions are speeding up the client's operations and enabling significant cost reductions. Their unified inventory system reduced provisioning failures and accelerated provisioning times. The solutions are also helping in savings from network and service systems. Thanks to the OSS-driven migrations, a new network launch can be completed in one third the time it took before at reduced development costs.

According to ISG, this case study is an example of a collaboration on the systems and processes enabling a large-capital project.

# Transforming contact center operations with **tangible business outcomes**

Large Beauty  
Care Company



Digital Case Study Awards 2022

Consumer Products

North America



## Opportunity

The client is a beauty care company primarily using a direct sales model. Their ability to grow was slowed by legacy systems for sales and contact centers, resulting in a poor customer experience. This friction was contributing to a costly level of agent turnover and hindering their expansion into new markets.

Eventus, a Tech Mahindra company and longtime partner, proactively developed and executed a strategy that included process and technology improvements which improved experience with guaranteed cost savings and enabled growth. The client was particularly drawn by Eventus's IP and domain expertise.

## Imagining IT Differently

Eventus evaluated and scored more than 10,000 interactions between agents and consultants to identify interventions that would improve agent productivity, streamline the CRM, and encourage more collaboration between the field consultants and contact center agents.

Eventus also leveraged their IntelligenceHub platform to provide a 360-degree view into the client's customer and consultant interactions, as well as actionable insights and functional reporting. It allowed modelling of 'what-if' scenarios and gave predictions of key KPI outcomes.

## Future Made Possible

Eventus helped the client transform their business, significantly improving operations and helping them stay ahead of their competition.

The call center saw better aligned agent schedules to incoming call volumes, and improved agent productivity boosting the call center occupancy from below 70% to 87%. The client achieved their goal of reducing agent attrition by 12% annually, and significantly reduced their expenses.

According to ISG, this case study is an example of how a provider's process solutions and IP can help a client address a roadblock and unlock savings.



# State-of-the-art marketing automation and analytics to **grow digital sales and market share**

An Integrated  
Telecom Operator



Digital Case Study Awards 2022

Communications

Europe, Middle East and Africa



## Opportunity

The client is an integrated telecom operator. They operate in a highly competitive market and their opportunities for growth were limited by legacy systems. The systems took long to launch new campaigns, lacked real-time analytics, and were costly to maintain. This led the client to explore a solution that would allow them to target customers more effectively and grow revenue.

In addition, an urgent driver for a new solution was the COVID-19 pandemic, which adversely affected expatriates. This segment was a big part of the customer base and the outbreak spurred many of them to leave the country and cancel their service.

## Imagining IT Differently

The client partnered with Comviva, a Tech Mahindra company, for their specific domain and technology experience for a new state-of-the-art marketing automation solution: MobiLytix Real Time Marketing, powered by AI.

More than 40 sophisticated AI and machine learning models were deployed to create a 360-degree view of subscriber behavior and a holistic understanding of the customer lifecycle.

This gave the client the ability to analyze customer information in greater detail, on a real-time basis. Using predictive models, they could generate custom offers and bundles of their favorite services for each user.

## Future Made Possible

The new solution proved its worth within the first year of its launch. Targeted offers helped reduce churn rates, boost digital revenue, and increased offer uptake. Also, personalized offers on digital platforms were made available with effective integrations, that led to a boost in digital revenue.

As validated by ISG, the partnership with Comviva exceeded all goals and expectations for the client and the solution gave them a new organizational capability they previously lacked and pursue their aspirations to be a market leader.



# Advanced marketing solution translated fan engagement into ticket sales



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Digital Case Study Awards 2022

Sports

North America



## Opportunity

The Jacksonville Jaguars is an NFL football team. They were looking for a way to translate fan engagement into ticket sales.

One challenge was that the organization depended on manual effort to identify sales opportunities. They also used multiple, disparate tools to manage their marketing channels.

Tech Mahindra, a longtime provider, proactively brought the client a solution which could help them better understand the team's highly engaged fanbase.

## Imagining IT Differently

Tech Mahindra created a solution which made it easier for the client to connect their sales teams and sales data with insights about their fans:

- Centralized data from multiple sources to create a dynamic view of sales and audience.
- Automated tools maximized the sales team ability to up- and cross-sell tickets.

Part of their solution also included driving more fans to the official Jacksonville Jaguars mobile app, positioning it as a key avenue for engagement and data-gathering.

## Future Made Possible

Tech Mahindra's solution contributed to a boost in marketing activities, driving both higher lead conversions and increasing ticket sales. The team reported that the simplified tool stack and hyper-target audience segmentation improved fan engagement.

According to ISG, this case study is an example of an incumbent provider leveraging their understanding of a client's business problem to proactively propose a transformational solution.

# Intelligent network operations center improves network availability and reduces operating expenses



Digital Case Study Awards 2022

Communications

DACH



## Opportunity

Telefonica Germany GmbH wanted to lead the German telecommunications market by offering higher 5G coverage.

However, massive 5G rollouts would negatively impact their bottom line. Reactive field maintenance with manual analysis of network issues proved especially expensive, and involved stringent SLAs.

Telefonica was seeking a solution that would allow them to keep these costs in check, while expanding their approach towards autonomous networks

## Imagining IT Differently

Telefonica partnered with Tech Mahindra, who developed and scaled a closed loop network operation in 2 phases:

- Demonstrated quick wins by building a network anomaly detection system which could detect fault patterns in real time, notify operators and generate tickets.
- Introduced AI-based maintenance that could predict network issues and trigger preventive actions to resolve them

This work leveraged Tech Mahindra's Makers Lab, proprietary AI and analytics platform, and experience managing ecosystems.

## Future Made Possible

Tech Mahindra's solution is multi-vendor, domain and technology compatible. It supports legacy and virtualized networks. It is slated to reduce network operations cost within the first year of operation.

The predictive algorithm has a lower hardware requirement and reduced unnecessary truck rolls, thereby contributing to a reduced carbon footprint while scaling 5G deployments.

According to ISG, this case study is an example of a client leveraging a provider's experience and IP.



# Automation CoE with outcome-based pricing **improves NPS, employee satisfaction, and telesales**

**Leading Telecom  
Provider in ANZ**

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Communications

Australia and New Zealand



## **Opportunity**

A leading telecommunications company in Australia and New Zealand wanted an RPA solution to improve their customer service operations. They were running multiple CRM systems and processes that resulted in highly error-prone manual interventions.

These processes also consumed significant time and effort of their customer support teams, while also increasing related costs. Overall, this was a drag on key operational metrics related to new customer acquisition, customer satisfaction, or cross-selling effectiveness.

Tech Mahindra, a long-time and highly regarded partner, proposed a strategic center-of-excellence (CoE) with an outcome-based pricing model.

## **Imagining IT Differently**

Ahead of setting up an RPA CoE, Tech Mahindra used a multi-step framework to identify, execute, then validate the opportunities for RPA.

Target the automation to areas like billing and order entry directly helped improve customer experience. Tech Mahindra and the client also identified other areas for RPA deployment in HR, enterprise, finance, wholesale, and infrastructure.

In all, they deployed more than 100 robots across the business units to manage more than 1.5 million transactions, annually.

## **Future Made Possible**

As validated by the client to ISG, the RPA CoE significantly improved their productivity, accuracy, consistency, reliability, compliance, and employee satisfaction. Tangible improvements were noted in areas like order cycle time, operating costs, net promoter scores and telesales.

The solution saved an estimated 200,000 hours of work per year. Further, a survey of internal stakeholders showed a high approval rating for RPA CoE, as it helped them to focus on human interactions and on more meaningful tasks.





# TECH mahindra



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