TECH MAHINDRA'S
VIRTUAL ANALYST
AI and NLP Powered Platform for Insights

Tech Mahindra Business Process Services (TechM BPS) is the BPO arm of Tech Mahindra (a $5.2 Bn multinational company). Entering a new era of transformations, we refocus energies towards '**Creating memorable digital experiences everyday**' for our customers.

Tech Mahindra
VIRTUAL ANALYST

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VISUALIZATION
Powered by our SMEs across tools

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AI DRIVEN SELF SERVICE ANALYTICS
Powered by partner driven NLP engine

"Uncomplicated decision making" is the theme of next gen organizations. Tech Mahindra's Virtual Analyst is a platform which supports businesses with insights and recommendations in a presentable form "on the fly" thereby making decision making easier

HIGHLIGHTS OF THE VIRTUAL ANALYST

SPOT IQ
Automated Instant Insights and trends

Advanced Analytics
Easy integration with R / Python

Simple English Search
NLP Powered Search Engine

Recommendation Engine
Proactive recommendations for future business scenario

On the fly data aggregation
Millions of rows aggregated within seconds

Dynamic Dashboards
To address the ever changing business priorities

KEY FEATURES

- Ease of Integration, Scale and Speed both on prem. and on cloud
- Ease of Data Consumption with almost all types of connectors
- Plethora of Statistical Analyses and outputs
- Automated root cause analysis to provide deeper insights
- Self Service Presentation Mode to showcase insights

UNLOCKING INSIGHTS FOR MEDIA COMPANIES

PRECISION MARKETING
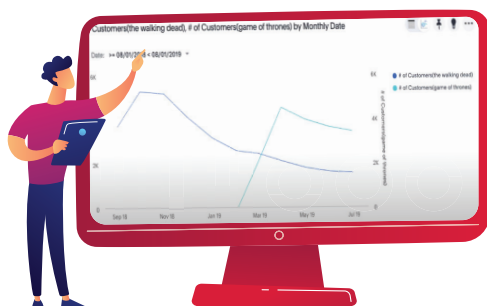Clear understanding of user personas and behaviors for engagement strategies

CHURN MANAGEMENT
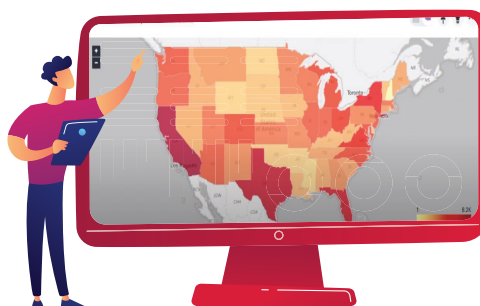Engage customer's in the final week of watching their show

MARKETING CAMPAIGN STATISTIC
Performance reporting to optimize channels of influence

SUBSCRIBER BEHAVIOR
Establish a certain degree of predictability by studying content consumption patterns

SUBSCRIBER SEGMENTATION
Specific customer actions and inactions to develop relevant user engagement strategies

TREND ALERTS
Automatic insight driven actions identified through variations in trend

Deliver superior self-service customer billing experience to increase net promoter score and reduce customer churn.

Problem:
- Low NPS in enterprise billing system.
- Growing customer base led to more dissatisfaction
  - Multiple bills for separate services
  - No view on breakdown by location, store and other categories

Solution:
Through Tech Mahindra's virtual analyst, we provided the below:
- Self service customer billing portal
- Natural language search engine for customers to drill into details
- Spot IQ feature serves automated insights even before asking a question

Insights:
Automated identification of insights such as:
- Anomalies on high mobile phone charges
- Locations with zero usage
- Location wise charges and correlation across locations

Insights:
The NPS increased by ~45% just by introducing the tool. Churn loss prevention was estimated at £2m

- **110,000+** Enterprise Customers
- **999,000** Enterprise Customer Records
- **1.1Million SMB Customers**
- **3.5 B Rows of Data**
- **4TB Call Detail Records, Customer and Account Data**

KEY SECURITY FEATURES

- **Secure Access at Scale through centralized governance**
- **Single Version of the Truth across lines of business**
- **Trusted and Retraceable Answers**

BENEFITS

Persona Based Relevant Insights

Maximum Strategic Impact with Minimum data tuning

Result oriented outputs

Easy to Deploy & Flexible architecture

> "Companies do not want to wait days to build a report and weeks, or even months, to generate insights. They need to fill the AI-analytics continuum, democratize data discovery and data manipulations, and obtain (near) real-time insights. Tech Mahindra's Virtual Analyst aims to address all three of these tasks by employing the power of cognitive technology."

- Nelson Hall, in their blog "Democratizing Analytics: Tech Mahindra Virtual Analyst"
https://research.nelson-hall.com/blogs-webcasts/nelsonhall-blog/?avpage-views=blog&type=post&post_id=961

EXPLORE OUR OTHER SERVICES

Content Operations
- Content metadata
- Content moderation
- Content localization
- Rights & permissions
- Creative services
- Process consulting

Customer Support
- Omni-channel services
- Process automation
- Conversational AI

Finance & Accounting
- Source to pay
- Order to cash
- Record to report

Supply Chain Mgmt.
- Source to contract
- Procure to pay
- Support services

Digital Marketing
- Website operations
- Campaign operations
- Social media mgmt

Analytics & Insights
- Analytics-as-a-service

OUR COMITMENT

- **ROI of 25%+ cost savings** delivered by process re-imagination
- **350+ industry use-cases** on intelligent automation
- **Collaborative disruption** enabled through an ecosystem of rich partners (traditional and niche)
- **Humanized experience** in designing organization change management powered by (Design Agencies: BIO, Mad*Pow, BORN)
- **Platform led implementation** - 30% faster than the best in the market
- **Innovative commercial model** with skin-in-the-game

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).

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