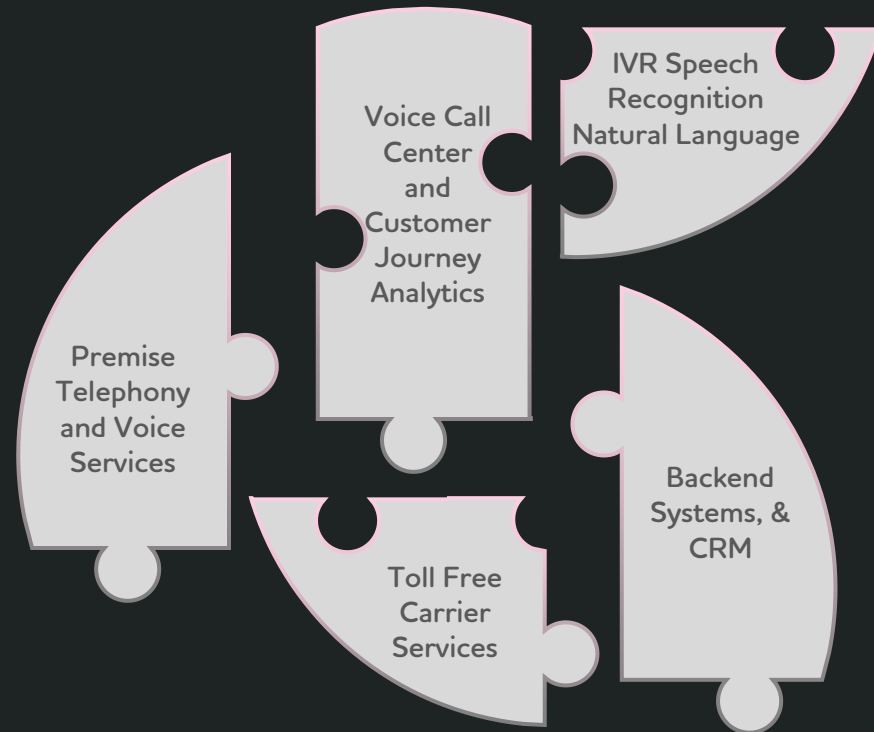
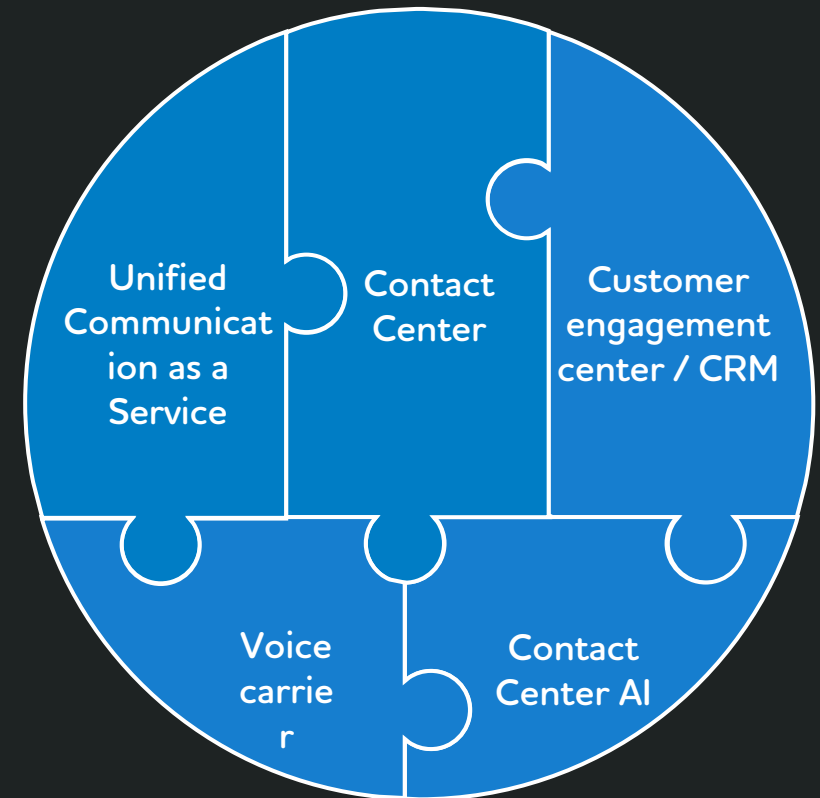


Why Digital Contact Center Platform ?

Fragmented inconsistent experiences



Reimagination of Customer Care on Cloud



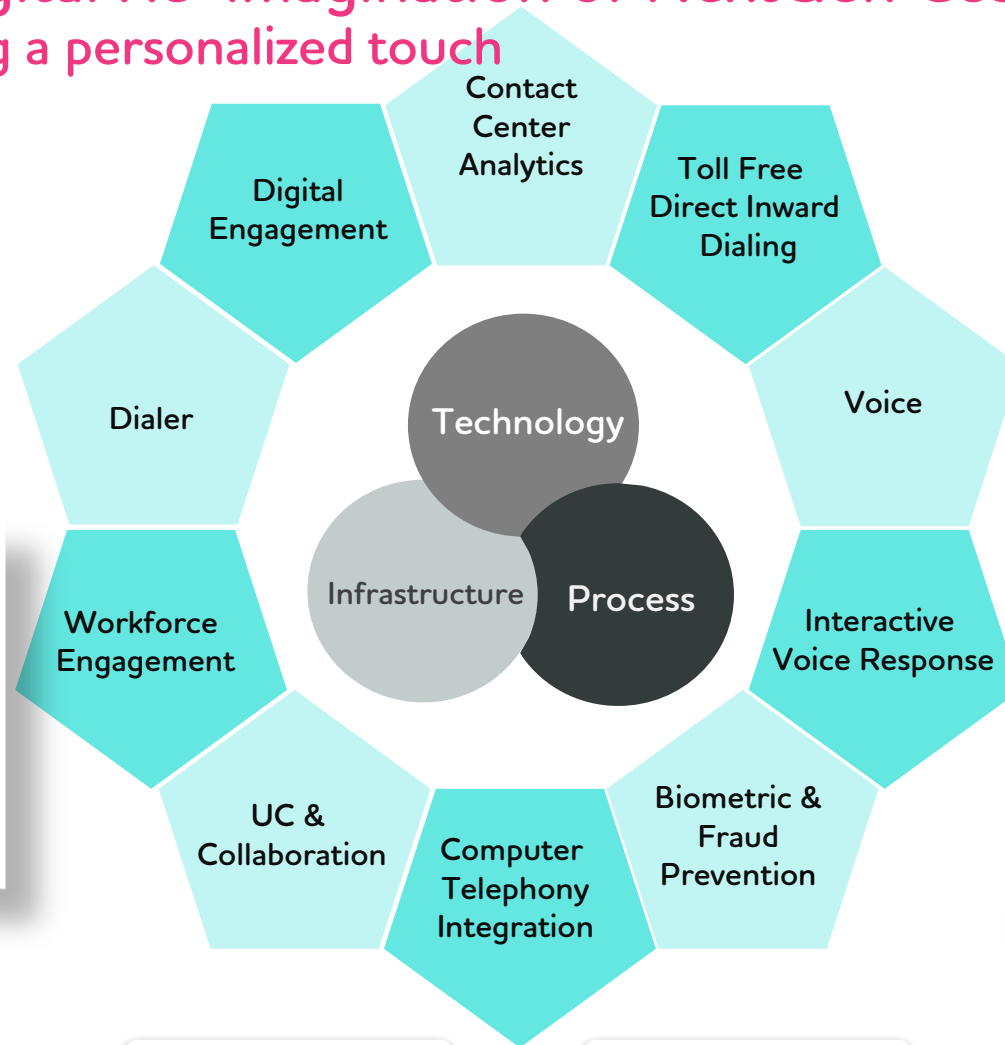
TCS Framework for Digital Re-imagination of NextGen Customer Care

Experience Intelligence enabling a personalized touch

2023/2024
INNERCIRCLE
for Microsoft Business Applications

Voice Of Customer

- Vision for CX
- Understanding customer journeys
- AS IS Business Process Maps
- Current challenges - all touch points
- KPIs for Customer Care
- Security and compliance



Business Outcomes

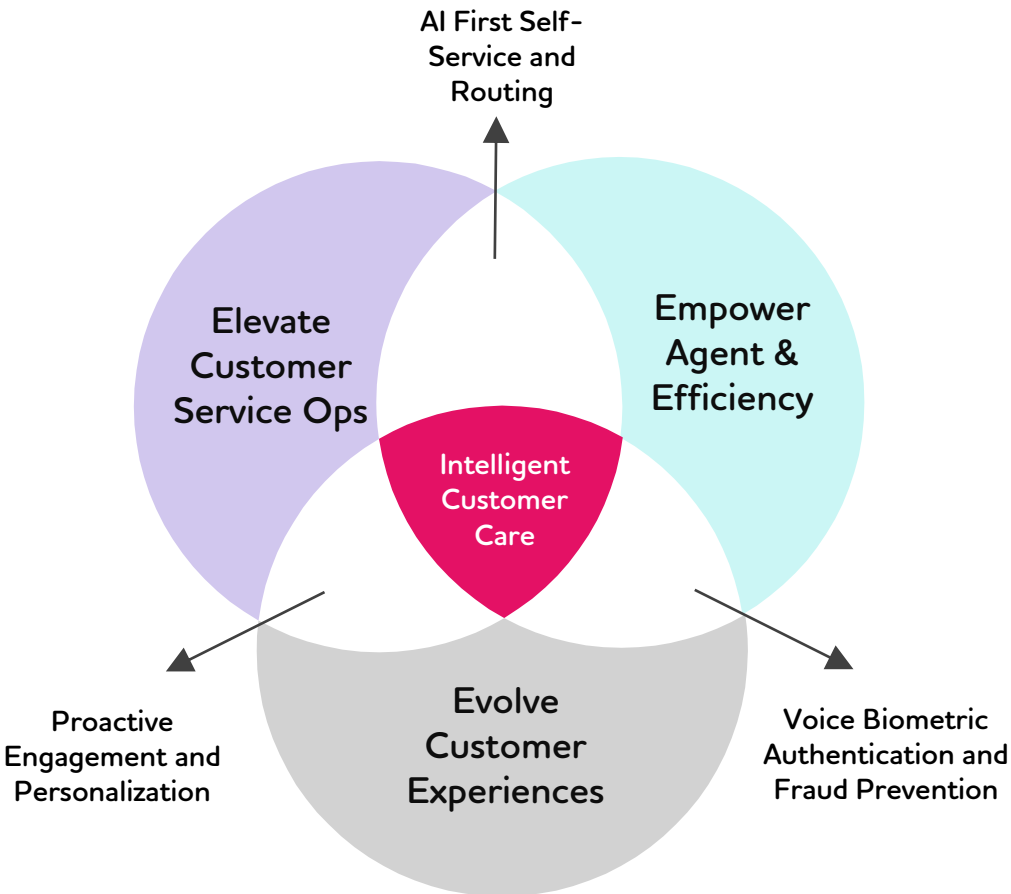

- Future Contact Center on Microsoft Cloud
- Agent productivity and case management
- Personalized intuitive customer interactions
- Strategic Technology recommendation
- Total Cost of ownership




3 Weeks of Assessment Framework

Enhance Customer and Agent Experience with TCS' Digital Contact Center Platform Offering

2023/2024
INNERCIRCLE
for Microsoft Business Applications


Benchmark against Customer Care best practices
Latest technology trends to enable maturity in CX and personalized experience for brand loyalty.



Modernize contact center with Next-Gen Cloud
Increase customer acquisition and revenue from upsell/cross-sell. Reduce TCO & improved ROI with Pay as you use and grow



AI-First Approach
Highly sophisticated conversational AI improving FCR by 20%, reducing Average handling Time by 25%..



Empower Agent
Efficiency through modern, universal desktop, real-time AI assistance, Knowledge database, collaboration tools



Strengthen security with advanced authentication
Safeguard customer interactions with Biometric Authentication and Fraud Prevention solutions.