

**TCS at MWC18**

**4 E1Ex – Hall 4  
Fira Gran Via , Barcelona**



## **Envisioning Telcos as “Custodians of Digital Experience”**

Digital revolution ushers in a new era of hyper-connectivity enabling innovative products in the market. Consequently, customers with abundance of choices in the Digital economy, are redefining the traditional view of ‘Customer Experience’. To survive and succeed in this hyper-competitive landscape, Telcos need to transform themselves from connectivity providers to **Custodians of Digital Experience** for their customers.

In this journey, Telcos have started leveraging their unique position of being the singular agent of connectivity and enabler of digital ecosystem. Going forward, they have to create a compelling and targeted customer experience at every touch point. A **real-time, device-agnostic and location-independent single window** for customer engagement is the need of the hour.

At MWC, we would like to show case how Telcos have leveraged **TCS’ Front Office Transformation (FOT)** Solution framework for their transformation journey. Our framework enables Context-Aware Customer Engagement, Hyper-personalisation, anytime-anywhere-any device omni-channel integration, intelligent interactions leveraging AI & Robotic Process Automation etc. to derive some of the key business outcomes outlined below:



**Hyper Personalised Digital Marketing** delivered through TCS’ Digital Marketing framework, enables Telcos to deliver holistic and personalised marketing across multiple channels. Our framework offers a digitised and harmonised view across the value chain including content, experience, engagement etc. Data & Analytics and Machine learning further enhance Customer experience and Outcomes across channels.



**Context aware customer engagement** enabled through a single view of customer, product and processes enhanced by analytics provides personalized customer engagement. Cognitive technologies enable Telcos to shift towards automated real time engagement with customers across channels improving customer Experience and radical cost take-outs.



**Re-imagining Workplace towards paradigm shift in customer engagement** - Telcos have leveraged TCS’ gamification platform to transform the way they engage with their millennial workforce to enrich Customer Experience. Gamification themes, backed up by technologies including AR/VR Platforms, enable them to unify workforce across the enterprise and improve Net Promotor Score.