



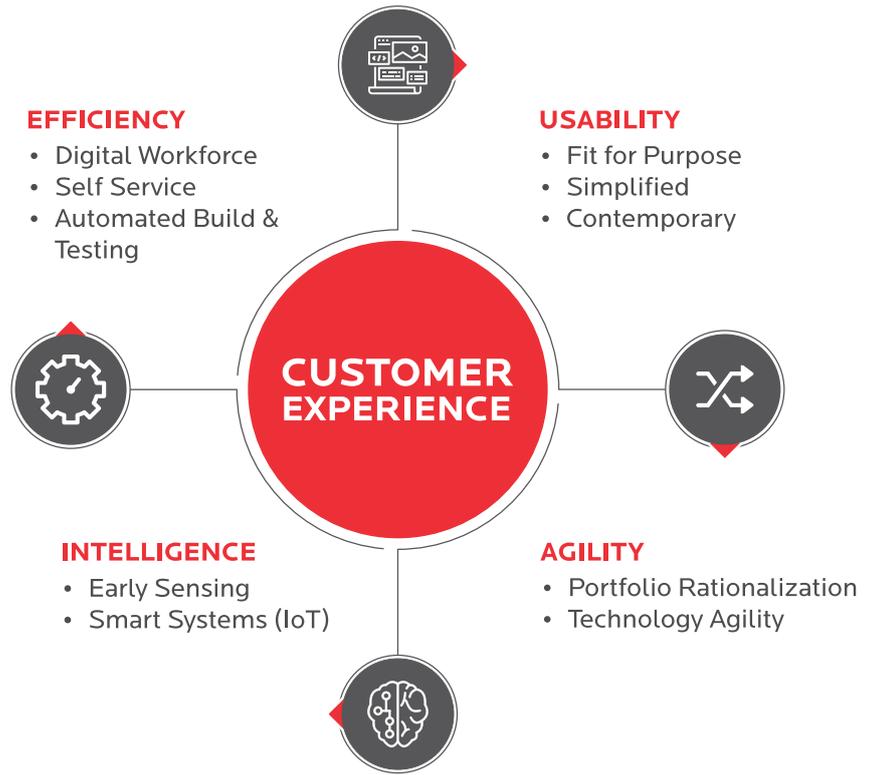
Multi-Channel
TruCX

Experience Powered by Digital

To succeed in digital world your company should not think of technology as a support function but as a strategic competency. Enterprises are defining Digital as a set of use cases linked to define business outcomes. Digital world has radically changed the consumer behaviour and expectations, which is driving the business transformation. At the same time, about 50% of the executives have achieved <10% ROI on their digital investments.

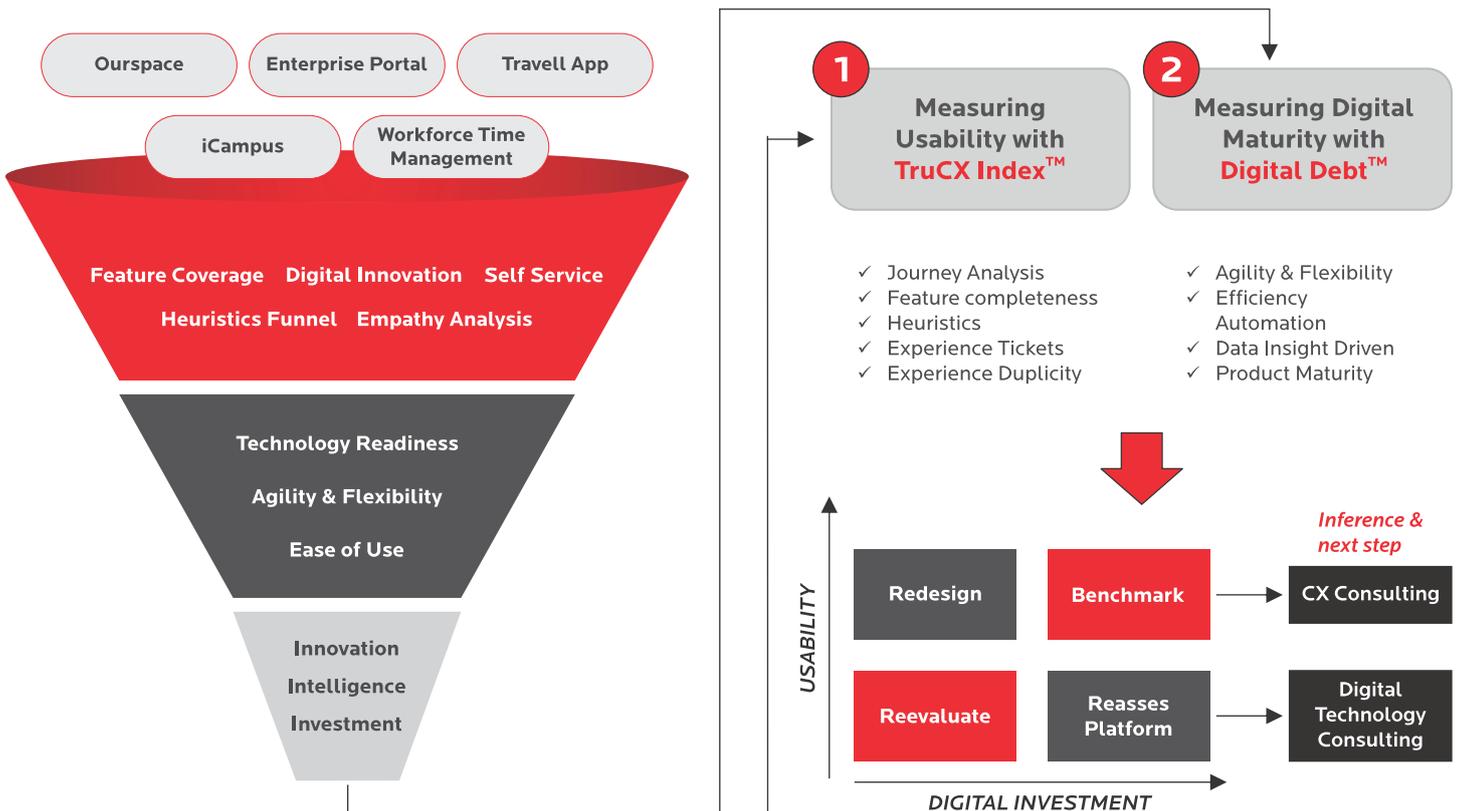
In this scenerio, the ability to control customer experience (CX) can have major impacty on any organization. To optimize and manage CX efficiently, it is highly imperative that there is a statistical measure or an index attached to this qualitative concept.

At Birlasoft, we have transcended the convential approach from managing applications to managing customer experience for those application by keeping user at the centre - by merging the customer experience approach with the overall Technological readiness.



The Birlasoft Way

The 'TruCX™ framework' helps us work across all applications in a 'Day in the Life' approach taking one customer journey at a time- analyzing them on various parameters. These applications through our "CX funnel" gives us TruCX index™ which is the score for customer experience (CX).



Our Capability Overview



Focus Platforms



Our Solutions and Accelerators



Banking360™

Banking360™ is a BFSI solution which touches all stages of customer lifecycle and transforms experience and enhance revenue powered by insights generated by AI algorithms across multiple data sources (social, transactions, accounts, demographics etc.).



Tru360™

Tru360™ is Birlasoft's Digital Maturity Assessment Framework to assess and analyze digital maturity level of business functions and help develop & design digital interventions to help customer leap to the next level of digital maturity



XFD™ - Experience Focused Design

Business Goal and End Users objectives should match each other to experience a excellent application. With our XFD approach, we combine creative, technology and content to create best in class Customer Experience across the value chain



Sales Workspace

This is our state-of-art intuitive portal that aims at making a Relationship Manager's life easier by providing a one stop shop for recruitment, engagement and empowerment.



Amazon ALEXA and/or AI BOTs

24*7 Mobile / Internet banking services, with intelligent lead generation for Cross/Up-selling, to New Prospects or Existing customers, using new channels such voice-enabled platforms (e.g. Amazon ALEXA) and/or AI BOTs



Producer Workspace for Insurance

The 'Producer Workspace' is a state-of-art portal intuitive that aims at making a Insurance Producer's life easier by providing a one stop shop for recruitment, engagement and empowerment powered by OTSWCM Solution-Sitecore 8.2

Global Engagements

CX Re-haul for a Leading Digital Bank which helped in increasing usability of the application by making it intuitive for the end users, improving consumer journey and flow for faster decision making

Enhanced Online Experience for 70000+ customers' base directly affecting retention and **generating 20 million GBP** worth of invoices through self service portal for a leading European utility company

Experience transformation for a leading re-insurance firm which simplified employee engagement & personalized employee experience

Built a state-of-art responsive portal gate and flight attendants for leading American airlines, which was wquipped with advanced features like contextual & personalised feeds, predict uswer query responses and device agnostic design

Designed and implemented a customer 360 degree suite for a leading American bank which included relationship manager portal, customer portal and integration with AI engine to feed in intelligence to the portals. This solution helped bank up-sell, cross-sell and provide a personalized experience.



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 157-year heritage of building sustainable communities.