birlasoft

WHITEPAPER

Beyond The Deal

Building Lasting Relationships



Relationships are built on shared goals, empathy, and a commitment to mutual success. We, at Birlasoft, believe in leading with values and emotions, ensuring meaningful engagements with customers, clients, partners, and employees.

For us, every customer engagement is a relationship beyond the contract. As a “People First” organization, great customer experience is an essential for us in our business engagements. While contracts define the formal terms and obligations, successful relationships extend beyond these written or implied agreements.



In the context of IT service delivery Birlasoft follows the following framework for “Relationship beyond the contract” obligation:



Collaboration & Communication

A successful relationship extends beyond the formal contract by fostering open communication. Regular check-ins, feedback loops, and collaborative problem-solving contribute to a healthy partnership.



Value Added Services

Going beyond the contract means providing additional value. For IT services, this could involve proactive monitoring, suggesting optimizations, or offering training sessions to enhance user adoption.



Flexibility & Adaptability

Contracts often have rigid terms, but a strong relationship allows for flexibility. When unforeseen challenges arise, both parties can adapt and find mutually beneficial solutions.



Long Term Vision

Beyond immediate deliverables, consider the long-term vision. How can the IT service provider contribute to the client’s strategic goals? Aligning interests ensures a lasting partnership.



Trust & Reliability

Trust is the foundation. Delivering consistently, meeting deadlines, and being transparent build trust beyond contractual obligations.

Benefits

Birlasoft's enduring relationships with its clients thrive on mutual understanding, commitment, and shared values fostering loyalty, adaptability, and maturity, resulting in long-term partnerships.

1

Sustaining Relationships

Birlasoft's successful business relationships involve both parties going beyond the mutual effort, understanding each other's aspirations, and achieving explicit and implicit goals. Many clients have endured partnerships for more than 15+ years.

2

Values

Birlasoft consistently goes the extra mile, expressing appreciation, & demonstrating integrity. This commitment leads to sustained growth, maturity, and stability resulting in improved quantifiable achievements and enhanced customer satisfaction.

3

Behavior

Through its actions, Birlasoft contributes to a strong sense of commitment & relationship-building increasing loyalty & improved collaboration with existing customers. This allows partners to become more adaptable & flexible, adjusting to changing needs and circumstances.

4

Emotional Bonds

Birlasoft nurtures robust relationships founded on trust, mutual growth, and shared values that extend beyond mere contractual obligations. These principles foster collaboration and cultivate long-term partnerships.



Empowered by Innovation

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 CK Birla Group, Birlasoft with its 12,500+ professionals, is committed to continuing the Group's 161 year heritage of building sustainable communities.

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RESOURCES

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