

# TCS Connected Consumer and Operations

Microsoft Business Unit



Energy service providers and the utilities industry are in need of an adaptive selling solution that can help them provide an omnichannel experience to customers with a one-stop-shop for all household and commercial needs. The integration of a predictive analytics platform can help business leverage actionable insights to condense the sales cycle and bring down costs by aligning the sales and marketing strategies.

TCS Connected Consumer and Operations is a comprehensive contract management life-cycle solution that enables connected operations across various touch points to create smart homes. The solution harnesses the power of intelligent integrated business cloud platform to improve customer satisfaction with self-service capability and real-time monitoring of usage, and analysis of meter and appliance data. Based on the tenets of sustainability, simplification and customer experience, the solution is equipped with home warranty and protection plans that can help you provide superior customer experience.

## Overview

Smart home device manufacturers are looking for real-time monitoring and analysis solutions that enable smarter customer interactions. A growing concern for home security is driving the market's growth even as it struggles to adapt to the changing demands and new ways of operating. The absence of latest technological solutions is leading to reduced visibility, subpar customer services and minimal customer collaboration. However, a government push on smart cities and consumer preference for home automation will keep fueling demand for smart homes.

TCS Connected Consumer and Operations solution monitors the usage patterns in real-time and provides a 360-degree view of the customer profile and recommends the next set of actions. The solution leverages Dynamics 365 and Azure platforms to enable an omnichannel journey for customers, partners and contractors. The solution also provides constant information on the utility networks to automatically schedule visits and dispatch field technicians for installations, repairs and monthly collections, reducing the volume of abortive field visits by 10%. Equipped with predictive capabilities, the solution leverages predictive analytics to make in-time recommendation and manages complexities effectively to give a competitive digital edge.

## Solution

TCS Connected Consumer and Operations provides the following features that can help your organization develop a more connected customer experience:

- **Predictive insights:** Predict customer needs with a 360-degree view of their profile, leverage analytics for next actionable recommendation for home warranty plans and annuity contracts, and condense sales cycles.
- **Business relationships:** Use multichannel journeys to craft fulfilling business relationships to generate leads and empower sales teams.
- **Process automation:** Automate utilities business processes for in-field operations, supply chain, inventory, subscription-based billing and annuity contract management.
- **Easy Adoption:** Simplify migration of home warranty offerings through change management system including handholding CSRs and field technicians.
- **Real-time monitoring:** Real-time monitoring by the power of integrated cloud platform.

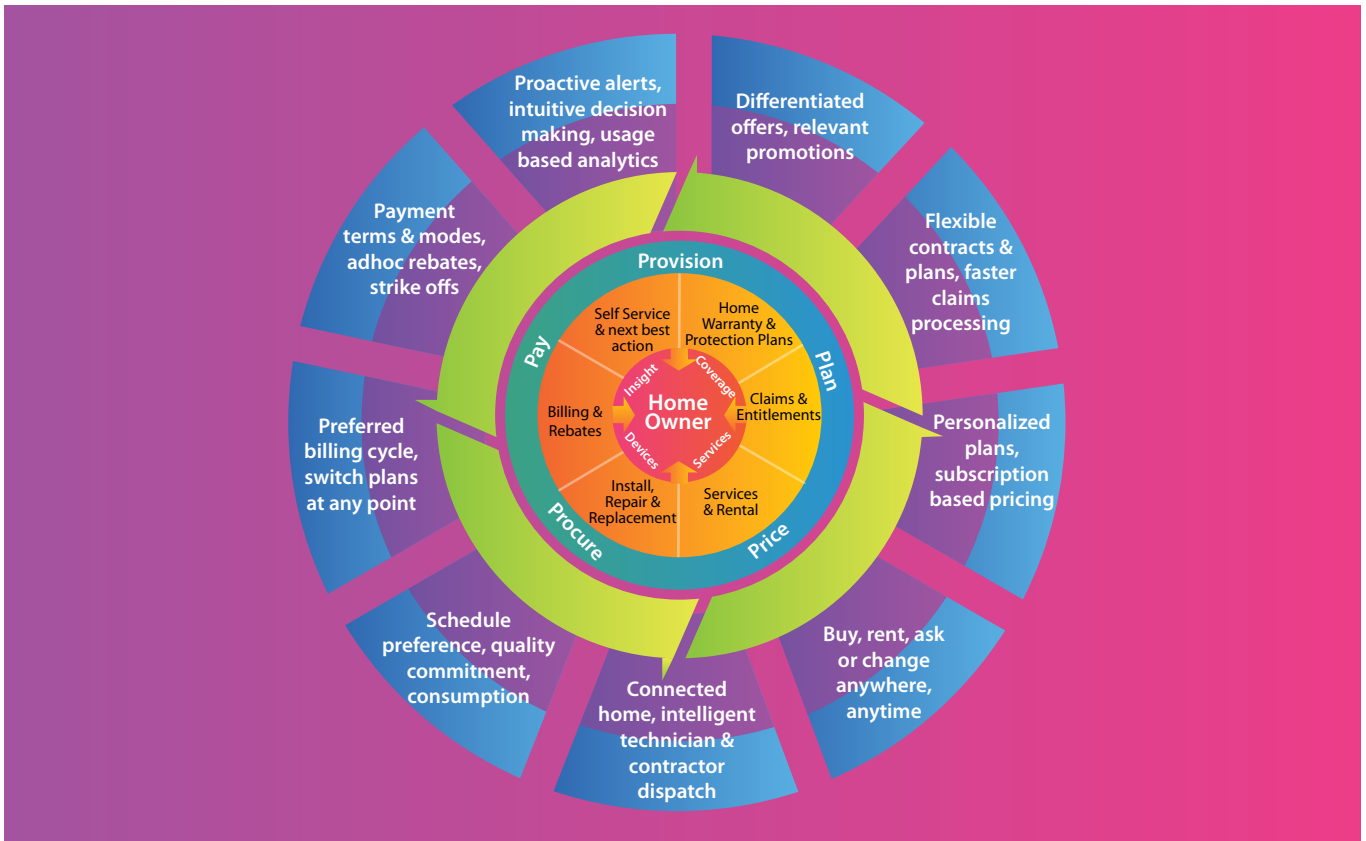


Figure 1: TCS Connected Consumer and Operations enables connected operations to create smart homes

### Benefits

TCS' Connected Consumer and Operations is a tailored solution that provides the following benefits to organizations:

- **Omnichannel journey:** Improve customer interactions through our 'Design for Experience' approach across preferred channels such as portal, email, social, phone and web chat; answer customer calls within 30 seconds and increase first-time resolution up to 90%.
- **Field staff:** Expedite fulfillment of requests through better aligned processes and systems; schedule and dispatch field staff to service the utility networks based on customer needs; reduce the volume of abortive field visits by 10%.
- **Green approach:** Help cities incorporate clean energy goals into smart city plans; reduce carbon emissions by 5%; and build a green space for customers and partners.
- **Cyber risk protection:** Boost resiliency through digitization and automation; prevent security issues by designing and developing connected systems with advanced authentication.
- **Customer connect:** Remains connected with the customer through 'get local' and community engagement.

### The TCS Advantage

A partnership with TCS can help you deliver a superior consumer experience by offering a range of key differentiators:

- **Business acumen:** An experienced leader in providing digital transformation solutions to the utilities industry, TCS understands the growing needs of the customer and provides a customized solution to address industry-specific issues with its expertise on the Microsoft Business Applications platform.
- **Innovation-based approach:** Our solution leverages an innovation-based approach and AI/ML solutions to provide predictive analytics that can enhance the sales and marketing processes in your organization.
- **Partner alliances:** Our consultative approach mode and interoperability with business solutions teams helps us build powerful alliances with partners and companies in their transformational journey.
- **Partnership with Microsoft:** TCS partnership with Microsoft for product engineering has resulted in the development of joint testing, device centers and device automation labs. A Microsoft Gold Partner and winner of the coveted Inner Circle award, TCS co-innovation approach allows us to create diverse strategic partnerships with various alliance partners to drive technological proliferation.

## Awards & Recognition



### To know more

Visit the [Microsoft Business Unit](#) page on [tcs.com](#)

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### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 488,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit [www.tcs.com](http://www.tcs.com) and follow TCS news at [@TCS\\_News](#).

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