Leveraging Customer Service Management to Drive Business Transformation

Rupinder Goel
Global CIO, Tata Communications

- Rupinder Goel

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Speaker Introduction



Name: Rupinder Goel

Title: Group CIO

Function: Digital Transformation by driving adoption of cloud, mobility, big data, social and automation.

Company: Tata Communications Limited

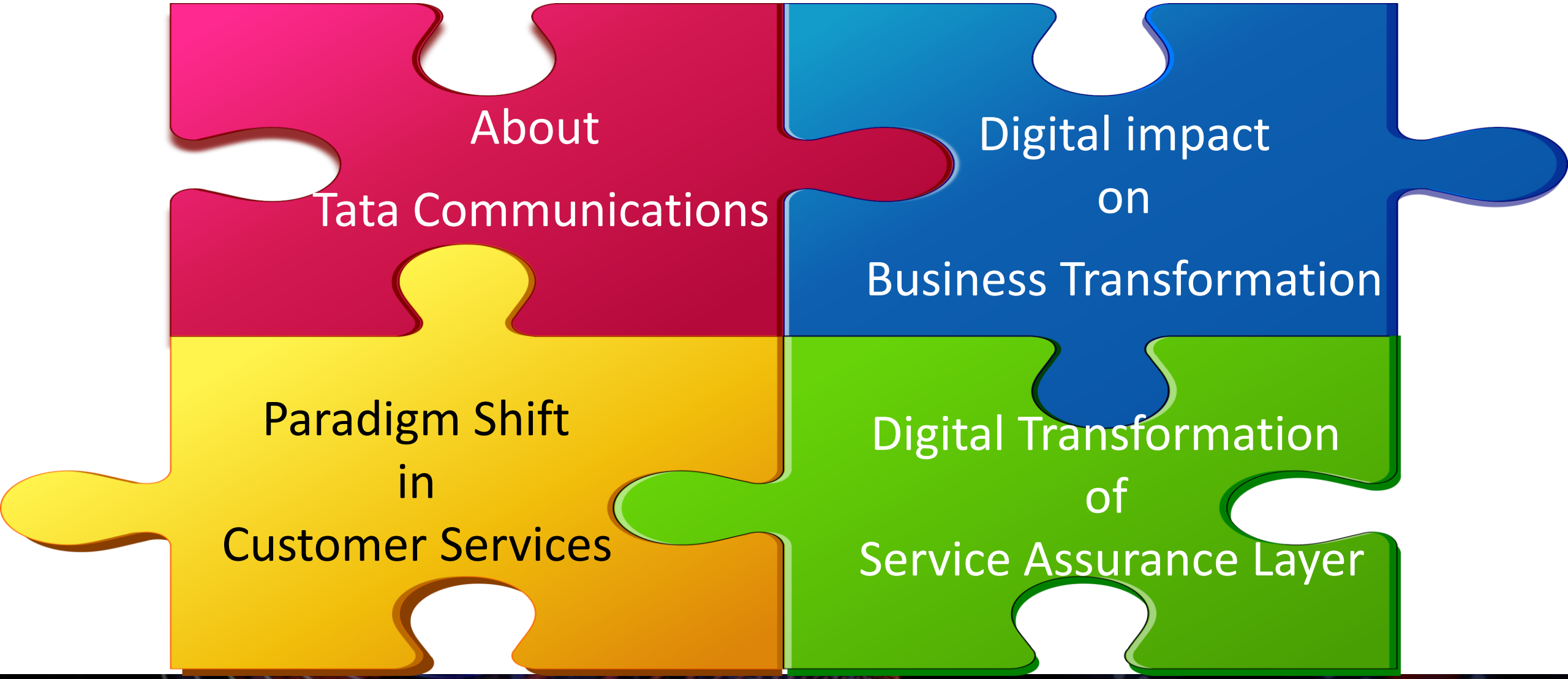
Experience: 25 years of functional and general management experience in IT and telecommunications for B2B and B2C segments in Group MNC's information technology and innovation with experience working in Canada, US, UK, Singapore, Africa and India.

Expertise: Telecommunication, Digital Transformation, IT, Strategic Outsourcing

Current Projects: Deploying business transformation models using technology for emerging markets of Asia and Africa and global foot print of Tata Communications

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Agenda



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Tata Communications – A Glimpse

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TRULY GLOBAL

Reaches **99.7%** of Worlds GDP

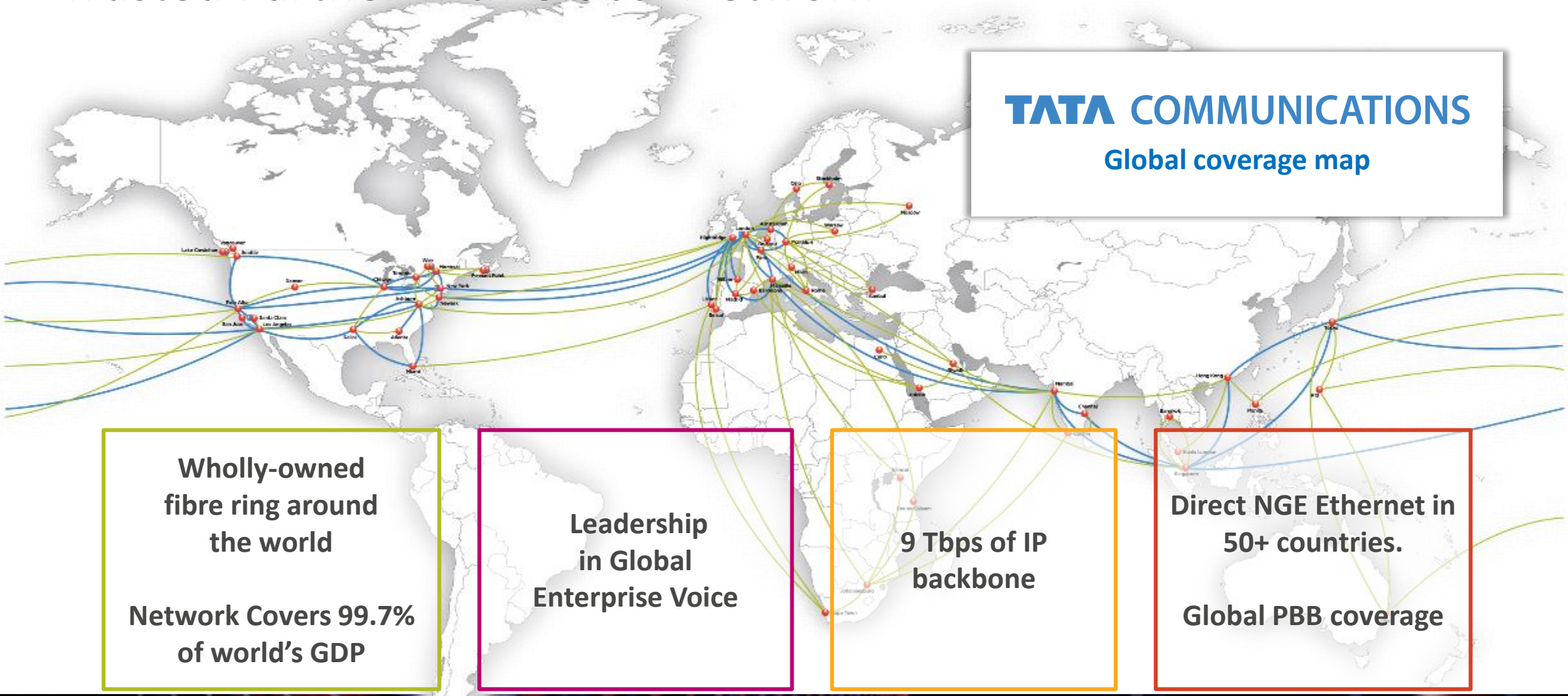
Carries **24%** Internet routes, **19%** Global Voice

Workforce in **31** Countries

TATA COMMUNICATIONS

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Trusted Partner with Global Network



TATA COMMUNICATIONS

Global coverage map

Wholly-owned fibre ring around the world

Network Covers 99.7% of world's GDP

Leadership in Global Enterprise Voice

9 Tbps of IP backbone

Direct NGE Ethernet in 50+ countries.

Global PBB coverage

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Digital impact on Business Transformation

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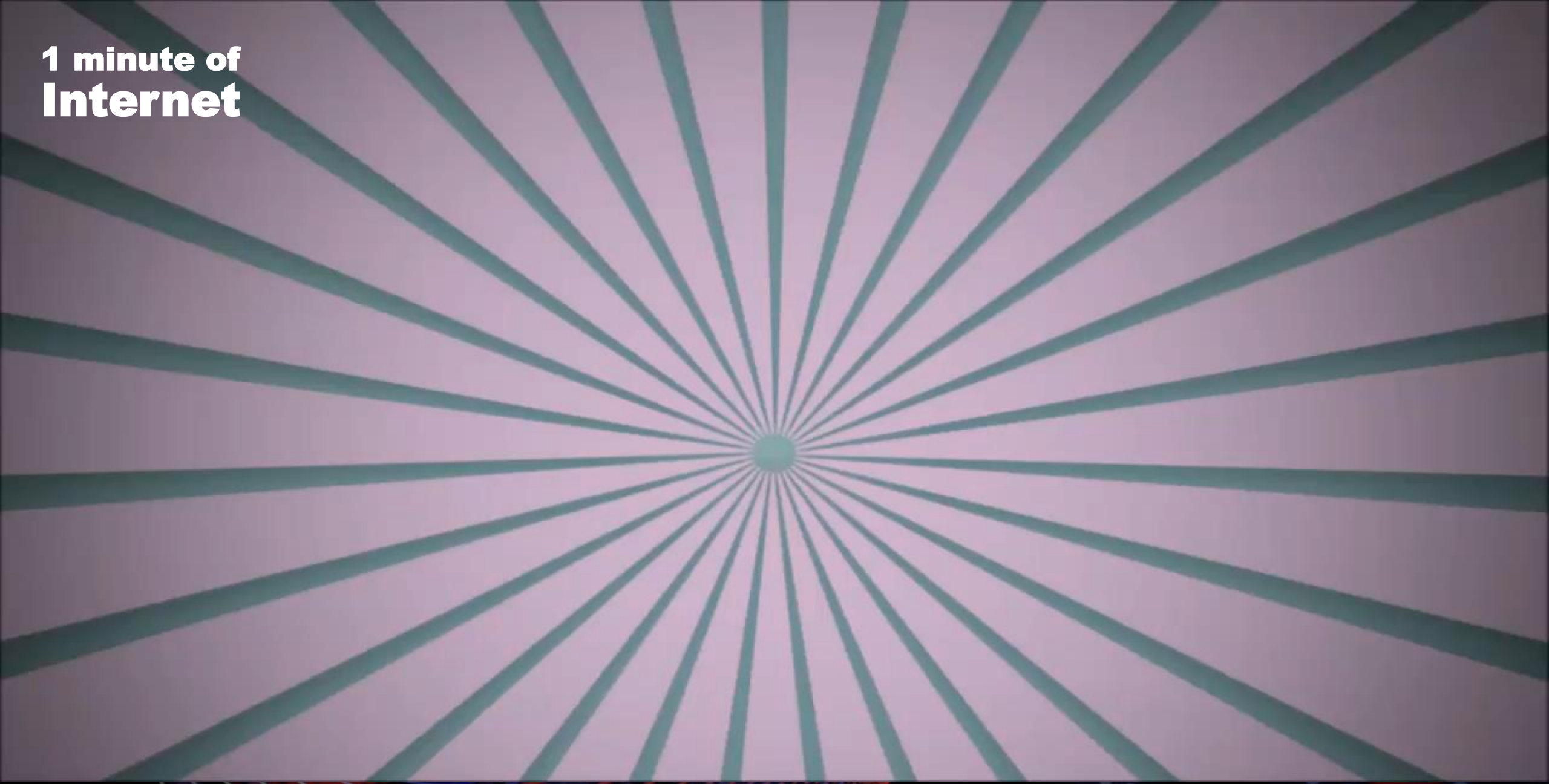
Time to Reach
50 million users

Radio	38 years
Television	13 years
Internet	4 years
Facebook	3.5 years
Twitter	9 months
Instagram	6 months

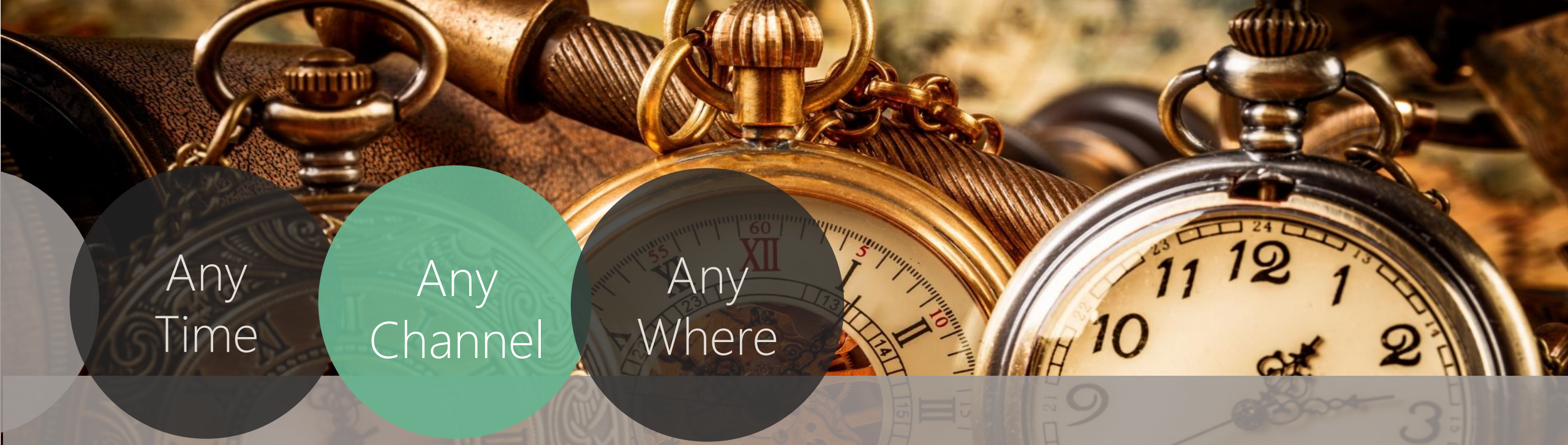
Pokémon Go 14 days (21 million)



1 minute of Internet



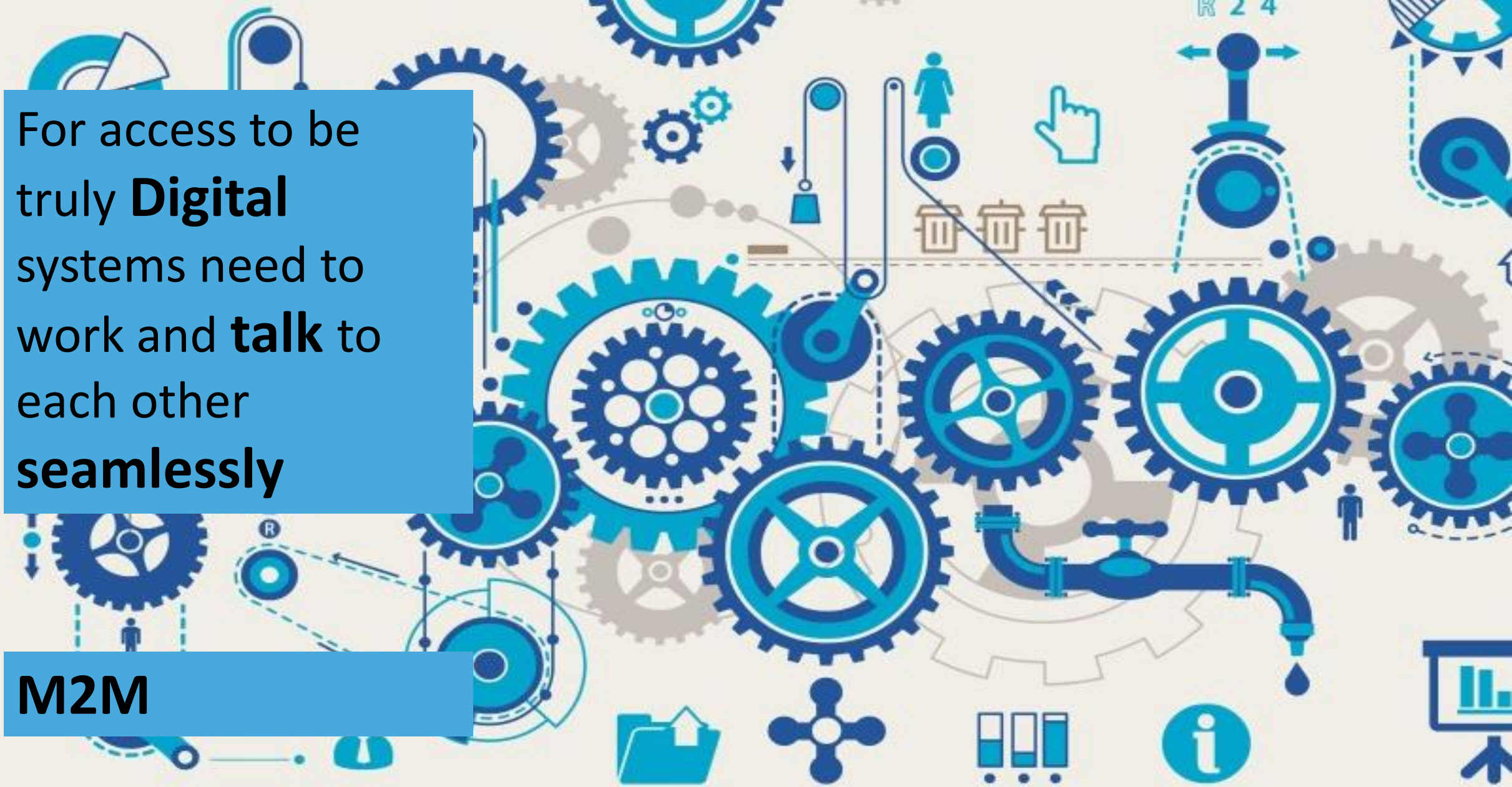
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The world is changing fast

Sharing Economy & M2M redefining economic and business models

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Future Lies in

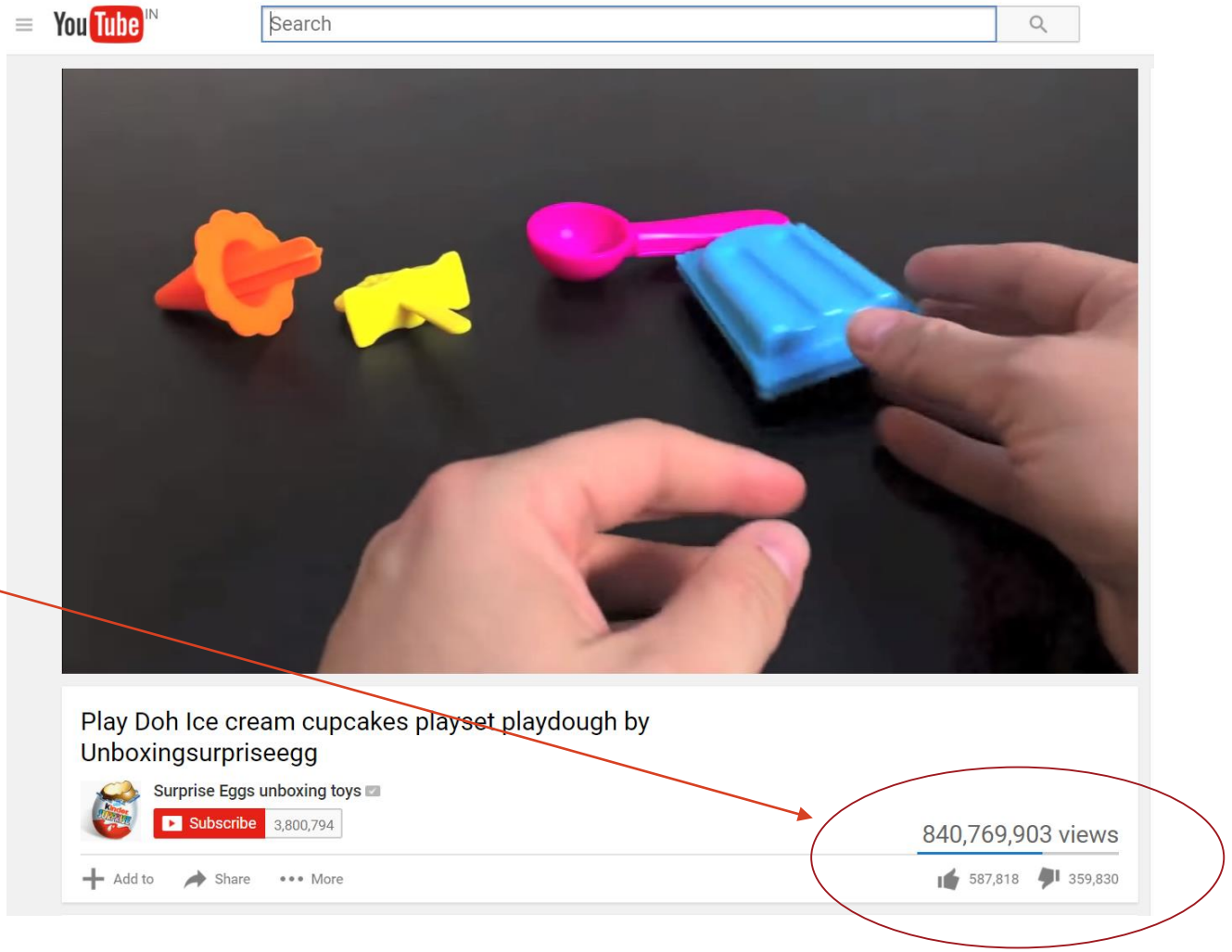
Automation



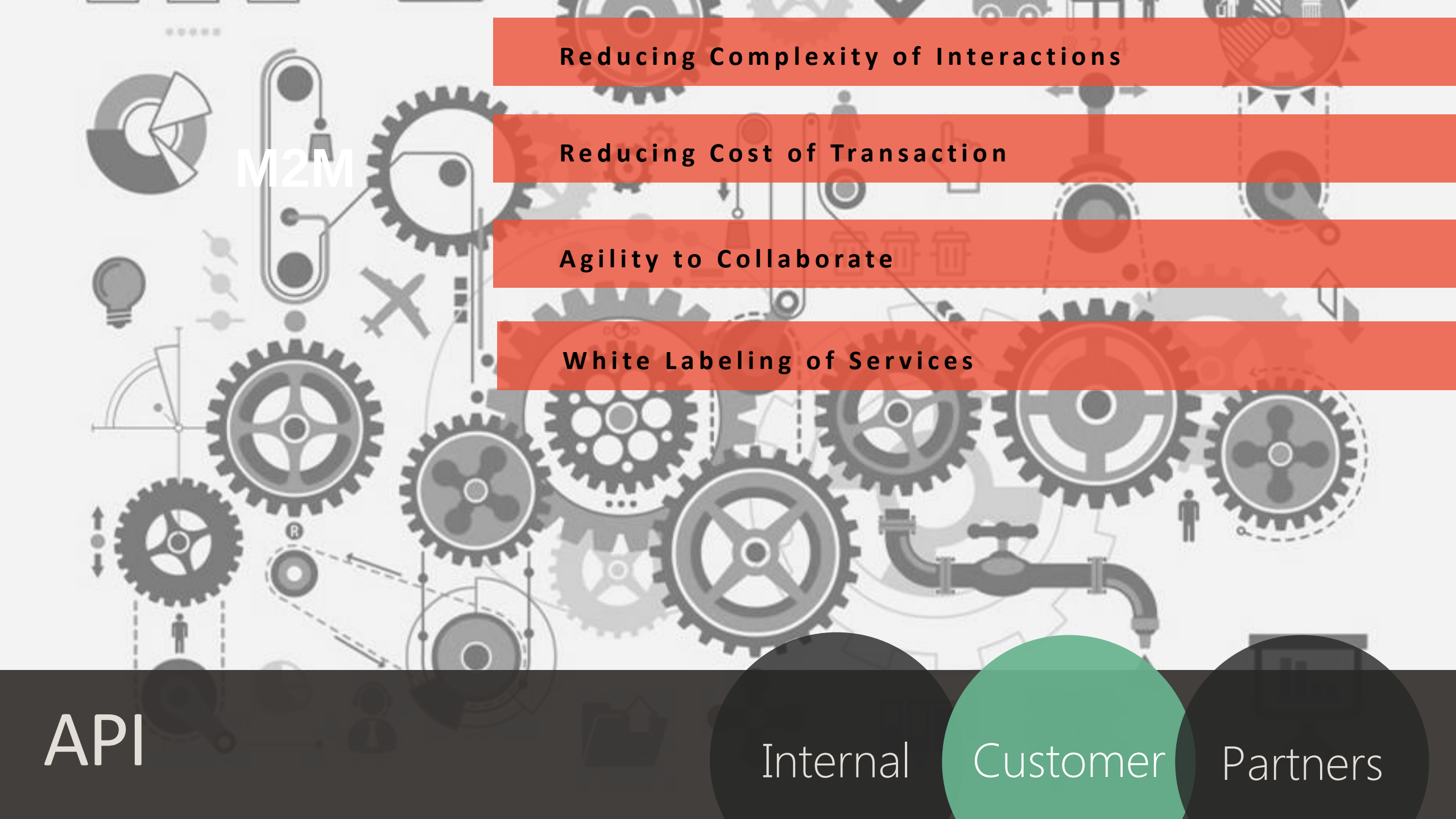
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The phenomenon with kids

Unboxing Videos



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M2M
Reducing Complexity of Interactions
Reducing Cost of Transaction
Agility to Collaborate
White Labeling of Services
API
Internal
Customer
Partners

Jeff Immelt, CEO GE

Every industrial company will be a software company

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Clayton M. Christensen

Businesses evolve, Business units don’t

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Paradigm Shift in Customer Services

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Customer Services – State of Affairs



Poor Customer Experience | Increasing Costs | Reactive Services | Lost Revenue Opportunities

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Customer Services – Systems and Processes



Multiple Systems | Manual & Broken Processes |Data Integrity Issues |Falling NPS

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Customer Services - Expectations



Effortless | Connected | Proactive | Social | Mobile | Analytics

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A New System Of Action is Needed

REQUESTER



Request Service



Self-Serve



Machine Notifications



Real-Time Source of Truth



WORKFLOW & AUTOMATION

ACTIONER



Prioritize & Assign



Collaborate



Automated Action

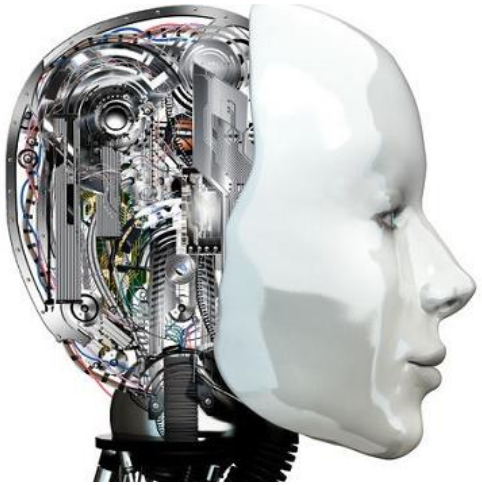


Solve Issues

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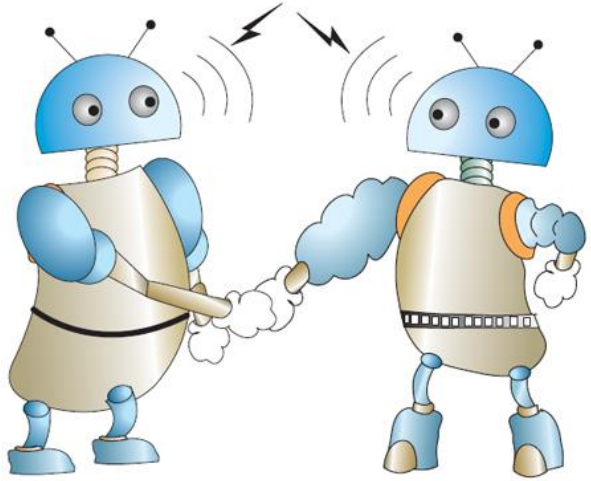
Customer Services - Major Trends













Omni Channel | Virtual Agents| Customer Experience | Cloud | M2M & AI | Analytics

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Digital Transformation of Service Assurance layer
A Journey of Tata Communications

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Service Assurance – Challenges and Risks











Customer Issues| Broken Processes |Complex and Legacy Systems | Rising Costs

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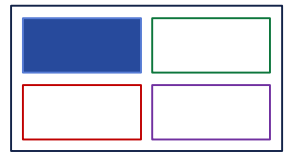
Service Assurance – Key Objectives and Goals



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Enhance User Experience Increase Satisfaction

Service Experience



Capability Utilisation

- Enabled consumer grade experience to drive adoption and customer satisfaction
- Enabled Omni channel customer engagement for Customer Services engagement
- Introduced ticket deflection options to reduce in ticket volumes
- Driven entitlement based approval

Potential Value

IMPROVED CUSTOMER SATISFACTION	
25- 30 %	Improvement in CSAT Score
Consumer grade experience and greater adoption	

TICKET DEFLECTION	
10 %	Tickets deflected
Self help options and Knowledge	

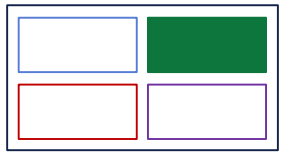
ENTITLEMENT BASED APPROVALS	
70 %	Services requests are auto-approved
Entitlement matrix is driving auto approvals	

COST SAVINGS
$$$ per Month
Manual effort saved in ticket creation and assignment

Service Portal | Service Catalogue | Knowledgebase | Entitlement Matrix | Omni Channel Engagement

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Improve Operational Efficiency & Effectiveness
Service Quality



Capability Utilisation

- Automated CMDB reference from Crammer for Services mapping.
- Moving from Tribal knowledge to institutional knowledge
- Auto assigning all event driven tickets.
- Optimising L1 FTE by automating password reset, access requests, entitlement based assignment of requests
- Maintaining availability and service level measurements in ServiceNow and Improve vendor performance
- Integrating Field Services management for end to end service delivery visibility.

Potential Value

TICKETS / AGENT

11-14 Tickets / L1 Agent

2-3 Tickets / L2 Agent

Contextual information: CMDB with relationships

DIRECT L2 ASSIGNMENT

30- 35% Tickets deflected

Correct categorization info. driven by portal catalogues

ZERO TOUCH RESOUTION

25- 30 % **Improvement in CSAT Score**

Automated fulfillment of password and access requests, entitlement based assignment of requests & Integrated FSM

RS SAVINGS

$$$ per Month

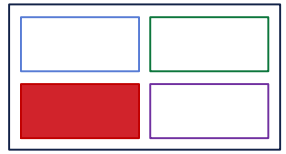
Efforts saved due to productivity metric improvements

Service Aware CMDB | Knowledgebase | Entitlement Matrix | Business Services Availability

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End to End Service Delivery Tracking

Service Accountability



Capability Recommendation

- Digitise Field Asset, deployment and tracking process: Reduce asset damage & loss further adding to outage and loss to business.
- Decrease effort in asset verification
- Enable Field Services Management for asset management, uptime to maintain SLA, downtime and compliance costs
- Implement demand to delivery of Services in a single system to improve business alignment

Potential Value

ASSET TRACKING	
>95%	Accurate inventory
25%	Less audit effort
Asset movement & tracking on field to be system enabled	

ASSET UTILISATION	
95%	Asset Utilization
0	Maintenance cost of retired assets
Asset deployment & utilization to be tracked in system	

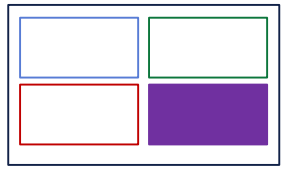
Service Delivery Tracking	
100%	Full contextual history
Enable case to field level E2E tracking	

RS SAVINGS
$$$ per Month
Savings due improved return on asset and project investments

Field Services | Knowledgebase | Entitlement Matrix | Mobility | Skill Based Scheduling | Resource Management

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Simplification of Service Delivery IT Landscape
Rationalization and Consolidation



Capability Recommendation

- Automate and optimise manual processes across the Service Delivery landscape
- Manage vendor performance across the Service Delivery landscape
- Build cost transparency at a business service level to further drive rationalisation and consolidation
- Provide data visibility to support better decision making

Potential Value

CONSOLIDATE BE-SPOKE WORKFLOWS & Apps

700+	Applications and workflows

Rapid application development capability on a stable platform

ENABLE NON IT FUNCTIONS

03	HR, Facilities, Finance

Utilize service management solution to enable & consolidate Non–IT Functions

BUSINESS SERVICE TRANSPARENCY

20%	Top priority business services

Cost transparency will drive Rationalisation and consolidation

RS SAVINGS

Rs. $$$ per Month

Savings due to landscape simplification and consolidation

Platform Now| ITBM | Performance Analytics| ESM | Vendor Management

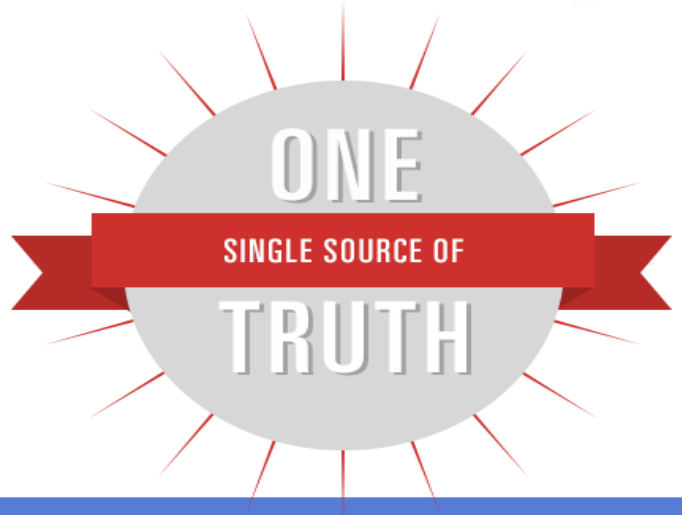
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Lessons Learned









Cloud First| Customer First| Improved Operational Efficiencies | Single Source of Truth

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Top Takeaways

1

Single Source of Truth to Customer

2

Inside Out and Transparent System

3

Proactive Vis-a-vis Reactive System of engagement

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Thank You

Rupinder Goel

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