



Service Life Cycle Management Solution

Powered by Pegasystems



Business Situation

Aftermarket services have become a differentiator that generates repeat purchases in both business-to-business and business-to-consumer relationships. Cutting-edge aftermarket service solutions that simplify complex aftermarket services, streamline operations, and achieve sustainable improvements in total product life cycle would result in sustained customer satisfaction.

is critical to fulfill the customer service request at the first point of contact. In order to achieve this, robust technology that provides multichannel capabilities is required. The technology should provide a 360-degree view of the customer on a unified platform that has the capability to fulfill all customer requests with automation.

Business Challenges

- Organizations inability to enhance customer service delivery and simultaneously provide the flexibility to build processes rapidly that meet the organizational service strategies
- Lack of an integrated solution to monitor the requests in real time and enable quick decision making
- Absence of a 360-degree view of the customers to provide the right Next Best Action for their requests

Solution Overview

Tech Mahindra has built a customer experience transformation solution titled Service Life Cycle Management that leverages Pega's process-driven CRM and Case Management capabilities. As Pega® technology, which is based on Smart BPM, works with existing assets to revitalize and transform them. It also dynamically automates back-end processes and fulfill customer requests.

The solution utilizes Pega's unified platform and addresses the customer service delivery area for profitable customer relationship management.



Solution Components

Multi-channel capabilities to capture service requests

Built-in decision management capabilities for diagnostics and suggesting the right Next Best Action (NBA)

Case-based automation to build backed processes dynamically

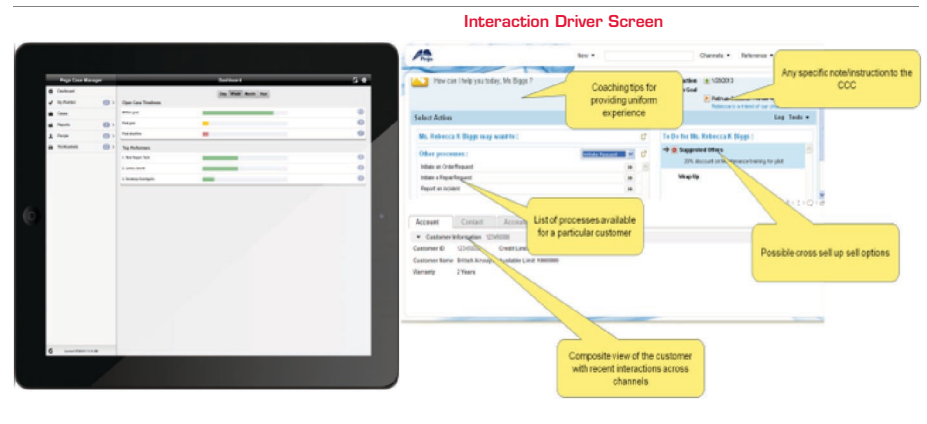
Real-time monitoring to know the statuses of service requests, with SLA-driven rules for accelerating closure

Feedback loop closed by integrating key measures such as (net promoter score) NPS for improvement

Solution Benefits

- Turns customer service group into a revenue generating unit
- First or near-time resolution for a customer service request
- Provides actionable NBA to address customer needs by leveraging their recent history and interactions using Pega's decisioning capabilities
- Provides a personalized experience in real time regardless of channel it by using the decisioning model to suggest the best possible response in the context of the process

Solution



Industry Scenarios

Application in the Manufacturing and Hi-tech Industries

Tech Mahindra's Service Life Cycle Management solution can be implemented for organizations in the manufacturing and hi-tech industries where incidents are reported for repair, service, and/or part replacement. Rule-based diagnostics provide a guided approach for the contact center to handle the incident effectively and suggest the best recommendation. The resulting back-end process (for example, a repair request) can be automated by leveraging Pega's Case Management capability.

About Tech Mahindra

We are the ICT Advisory and Transformation services consulting division of the Business Value Enhancement group in Tech Mahindra. Business Value Enhancement (BVE) help businesses achieve seemingly opposing and equally significant outcomes such as low inventory AND high availability, sustainability AND profitability, same price AND improved service levels. Accepting No Limits, Alternative Thinking and Driving Positive Change are the principles that guide us in everything we do for our clients.

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling enterprises, associates, and the society to Rise™. We are a USD 2.7 billion company with 83,000 professionals across 49 countries, helping over 560 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to derive tangible business value. We are part of the USD 16.2 billion Mahindra Group that employs more than 155,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, and information technology and vacation ownership.

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About Pegasystems

Pegasystems Build for Change® technology is the heart of better business software. It delivers business agility and empowers leading organizations to rapidly close execution gaps and seize new opportunities. Pegasystems is the recognized leader in business process management and is also ranked as a leader in customer relationship management software by leading industry analysts. For more information, please visit us at www.pega.com.