Tech Mahindra

Social Media for a Smarter Enterprise

Powered by Pegasystems

Business Situation

B2B and B2C enterprises are experiencing the potential of social media in influencing their businesses. There is an urgency to leverage social media data to listen to their customers and utilize customer feedback to help transform business.

The Key Questions to:

- How do you attract, listen, analyze, and engage with customers on social media platforms?
- How can you improve customer responsiveness and customer happiness?
- How can you reduce customer experience related risks and propel customer loyalty?
- How do you convert detractors and mobilize promoters who are active on social media?

Key Industry Trends

- Increasing customer engagement: Organizations are seeing an increasing amount of business as a result of customer recommendations on social media platforms
- Integrating social media into various facets of business: Many businesses are using social media to inform decision-making that extends from global marketing to product innovation and beyond
- Social media influencers: There is an emerging requirement for tools and techniques to quantify the influence of Key Opinion Formers and Drivers in the social media and digital space

Business Challenges

- Inability to capture relevant data: There is ambiguity in identifying the most relevant data and extracting actionable data from the captured data
- Fragmented approach to harnessing social media: With respect to utilizing social media, data companies continue to operate in silos rather than completely integrating it into their enterprise CRM systems
- Impacts to the Brand: Businesses are not equipped to handle unexpected developments in the social media space that affect their brand equity

Solution Overview

Hundreds of tools exist in the market for monitoring social media. Third-party research suggests, however, that there is significant dissatisfaction with leading social media tools that offer poor and unactionable analytics, lack an end-to-end focus on the social media value chain, and are unable to scale with clients–a result of the small scale of vendors.

We have combine the existing best-in-class tools to create a solution that can perform all social media tasks: crawl, analyze and tag posts, respond to users, monitor potential crises, manage influencers, and create business intelligence reports.

Engaging with customers on social media is critical in the current scenario. The large volume of traffic and high amounts of spam and noise (irrelevant data) make this a difficult process. Tech Mahindra's automated Case Prioritization feature leverages Pega and ensures engagement with high-priority posts and ignores "junk" posts. A built-in business rules engine facilitates routing to category-specific agents for efficient engagement based on vertical-specific processes.

Pega

Solution Components

This solution is an end-to-end approach that transforms your enterprise into a social enterprise:

- Near-real-time social media monitoring
- Added Natural Language Processing (NLP) later to filter junk messages and noise (irrelevant data)
- Rules-based adaptable taxonomy for efficient categorization
- Rules-based assignment to manage effective work flow
- Case Prioritization feature enables handling of critical factors first

Solution Benefits

- Potentially avoids catastrophic social media crises
- Net Promoter Score (NPS) leaders shown to have >2x revenue growth and 15% lower costs than average
- Typical 1% - 2% lead conversion rates potentially can bring in sizeable revenue due to large reach
- Proactive customer service: Listen to what customers are saying about an offering
- Lead generation: No longer a linear process – social media enables the capture of prospects at various stages in the purchase decision funnel
- Reduction in operational costs: Enables actionable items to be filtered and issues to be prioritized for optimal use of resources – proactive resolution stalls escalating costs

Solution Framework

Industry Scenarios

The solution is applicable across verticals such as **Telecommunications, Banking & Financial Services, Retail & Consumer Packaged Goods (CPG), Hospitality, and Travel & Logistics** for the following:

- Customer Service: crisis management, product support, grievance handling, proactive remedial action, and eliciting feedback
- Lead Generation/Sales: target segmentation, identifying needs/gaps, selling, cross-selling, and up-selling
- Brand Management: Sentiment Analysis, engaging the audience, analyzing ppinions and trends, competitor analysis
- Product Innovation: competitor analysis, eliciting new ideas, feedback for pilots, identifying needs/gaps

About Tech Mahindra

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 84,000 professionals across 49 countries, helping 540 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, information technology, and vacation ownership.
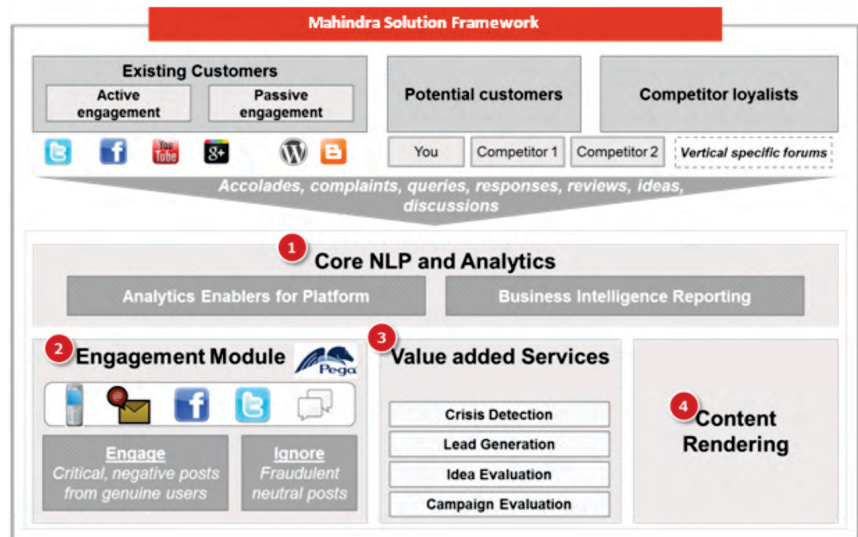
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About Pegasystems

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.
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