

CUSTOMER CENTRICITY

Customer Centricity has become the new paradigm for enhanced performance. While businesses understand the philosophy 'Putting the Customer first', being truly Customer-centric has assumed an all-encompassing and critical role in today's connected world. Companies are grappling with growing Customer expectations in a VUCA and hyper-competitive environment which is compelling them to push boundaries and innovate keeping the Customer at the centre. Incorporating Customer perspectives, intentions and values into business strategy and organisation capability development is at the core of this Customer Centric approach. Organisations that do so are able to strengthen their brand, reinforce Customer loyalty and support profitable growth.

Facilitating Tata group companies to embrace Customer Centricity

Tata Business Excellence Group (TBExG) works as an advisor and knowledge partner for Group companies to help them develop and sharpen their Customer centric approach and enhance business performance by delivering higher value to their customers. This is achieved through comprehensive Diagnostic Studies (Deep Dives) and Sharing of Best Practices in various Customer related areas for both B2B and B2C companies.

In Deep Dive studies, the team takes a 360-degree view of the business and the problem statement by conducting a comprehensive and highly qualitative analysis, using various tools and methods. This analysis enables a deep understanding of the different interplays between internal and external ecosystems - which leads to actionable insights cutting across functions and breaking organisation silos.

In its pursuit of excellence, the TBExG team strives to bring cutting edge methodology and new concepts to the Deep Dive process through collaboration with knowledge partners.

The TBExG team has completed more than 45 Customer Centricity Deep Dives across Tata group companies in the last seven years.

Customer Centricity Deep Dives Key Account Management (KAM)

Deeper customer engagement, long term partnerships and innovative co-creation with clients is emerging as a strategic imperative for most B2B companies across industries. This is fueled by changing customer expectations as they become more knowledgeable, look for partnerships and not just commodity suppliers and want innovative and customised products and solutions. To help companies improve their Key Account Management, TBExG has conducted 5 Deep Dives to diagnose gaps and recommend robust frameworks, models, processes & best practices that will help companies retain and develop key client relationships for higher business returns.

Voice of Customer Study

Qualitative Voice of Customer Analysis is a critical tool for understanding customer expectations, decision drivers and for mapping experience across touch points. Unlike quantitative surveys such as CSAT, VOC is a highly engaging and interactive process of discovery for deep and actionable insights. TBExG has developed a robust and strong VOC methodology which has

delivered immense value in more than fifteen projects across Group companies.

Customer Experience Mapping

The digital era has led to multiple, often interconnected touch-points and the customer experience is becoming complex and multi-channel. While this poses a challenge, companies that can deliver great customer experiences can successfully differentiate in an increasingly competitive and commoditised market. Customer Experience has become a discipline in itself and underpins the Customer Strategy of some of the world's best companies. TBExG is helping companies to map their customer's journey and touch points, understand the experience they are delivering and identify areas for improvement. Using a combination of latest tools and methodology, we have completed seven Experience Mapping projects.

Customer Centric Culture Study

"Culture eats Strategy for breakfast"- Peter Drucker. This cannot ring more true for companies making efforts to improve their Customer Centricity. While they focus on process improvements, capability building and evangelisation of the Customer, it is important to understand key aspects of their organisation culture vis-a-vis their Customers, in order to create sustainable changes enabling high Customer Centricity. TBExG has a benchmarked tool to assess the Customer Centricity quotient of an organisation and provide actionable insights for improvement. This has been successfully conducted across more than eight Group companies.

In addition to the above, TBExG also delivers Diagnostic Deep Dives on Customer Segmentation, After Sales & Service Excellence, Sales Productivity, Channel Effectiveness and Consumer Insights. Details can be made available on request.

Apart from Deep Dives, TBExG also works with the Group Centre on initiatives related to Customer Centricity, Consumer Insights and Tata Group Customer Promise.

“ The most important contribution by TBExG in our journey towards Customer Centricity is your ability to bring to the centre of the decision-making process the confluence of three important pivots: the most important being the Voice of the Customer and the detailing of the customer experience circle, followed by benchmarking pertinent competition and finally the Voice of Employees and the Culture survey. This, along with a comprehensive action planning exercise and implementation support through joint reviews, I am sure will not only enable and make our journey towards customer centricity effective but also provide our brand and business sustainable distinctiveness in the market place.

Tata Housing

To know more about how your company can benefit from Customer Centricity related initiatives, contact Sanjeev Singh at sanjeevsingh@tata.com or +91-9552870202 and Mamta Saraf at msaraf@tata.com or +91-9920162402.
