In a digitally enhanced, always on and increasingly transparent world, the balance of power has swung back towards Customers. Companies are grappling with growing Customer expectations in a VUCA (Volatility, uncertainty, complexity and ambiguity) and hyper-competitive environment, which is compelling them to push boundaries and innovate keeping the Customer at the center. Getting an organisation to rally around the customer is no mean feat and is especially challenging for businesses that have matured and been organised around a channel or their products (product centric).

Customer Centricity

TBExG helps organisations develop and sharpen their Customer centric approaches 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 focused companies.

COMPREHENSIVE APPROACH

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

SUBJECT MATTER EXPERTISE

TBExG has access to and collaborates with subject matter experts (SMEs) from within and outside the group to leverage their experience and knowledge. Till date 15 SMEs from Group companies across B2B and B2C, have participated in various functional areas. TBExG also leverages Tata Group Center expertise by working with ‘Customer Champions’ and ‘Megatrend Subgroups’ on Customer Promise and Customer Centricity initiatives across organisations.

Facilitating Tata Group Companies to Embrace Customer Centricity

TBExG works as an advisor and knowledge partner for Group companies to help them develop and sharpen their Customer centric approaches and enhance business performance by delivering higher value to their customers.

In the last three years, TBExG has conducted Customer Centricity Deep Dives for Tata Communications, Tata Teleservices, Voltas, Tata Capital, JUSCO, Tata Class Edge, Tata Housing, Tata Motors, IHCL, Tata Power, JAMIPOL, Trent and Tata International.
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 which measures scores on attributes, VOC is a highly engaging, intense and interactive process discovery for deep and actionable insights.

CUSTOMER EXPERIENCE ANALYSIS AND DESIGN
• The digital era has led to multiple, often inter-connected touch-points and the experience is becoming complex and multi-channel.
• Customer experience is also rapidly becoming the differentiating battleground in an increasingly competitive and commoditised market.
• TBExG helps 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 global frameworks and contemporary tools, we have completed seven Customer Experience Mapping Deep Dives.

CUSTOMER CENTRIC CULTURE STUDY
• “Culture eats Strategy for breakfast”- Peter Drucker. This cannot ring truer for companies making efforts to improve their Customer Centricity.
• The move to Customer Centricity is, in many ways, more of a journey than a destination – achieving improvement in Customer experience requires focus on all areas of the organisation including people, processes, structure, strategy and systems.
• In order to determine if you have the necessary organisational culture to deliver truly Customer Centric Customer experiences, TBExG has a benchmarked tool to assess the Customer Centricity quotient of an organisation and provide actionable insights for improvement.
KEY ACCOUNT MANAGEMENT

• 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, are looking for partners, not commodity suppliers. Customers expect innovative, customised products and solutions.
• TBExG has conducted more than five KAM Deep Dives to understand current processes and diagnose gaps and recommend robust frameworks, models, processes and best practices that will help companies retain and develop key client relationships for higher business returns.

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

Clients Speak

“Thanks to the TBExG team for the Deep Dive exercise and the insights shared. As our MD had mentioned, we will be prioritising some of the recommendations and start working on them. I am sure you will see some difference in the coming months as a shopper instead of an Assessor!”
— Westside, Trent

“The findings and recommendations shared are of a very high quality and are surely worth implementing. We would do our best to take at least some of the them into implementation and also look at implementing the KAM model to other TIL companies as well. We look forward to working with you closely on other assignments in the future.”
— Tata International

“The Deep Dive diagnosis process had a clear understanding of the organisation, structured approach, actionable feedback and theme based workshops that officers across levels could easily relate to. Compliments to TBExG team for their enthusiastic engagement with the JUSCO team at all levels.”
— JUSCO

“The exercise was a very good value add for businesses and trust we will implement all your suggestions”
— Tata Capital

To know more about how your company can benefit from Customer Centricity related initiatives, contact Vinod Kumar at vinodkumar@tata.com or +91-9028085882