

The Marketing implementation does increase the contactable customer volume. In the long term we should see more customers returning to us to convert.
– Head of Data science

Well done everyone in TCS and thanks for such a great piece of work!
– Director of Marketing




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2 0 2 1

TCS redesigns customer engagement on Microsoft Dynamics 365 Cloud

Customer Objectives

-  **Reimagine market Outreach:**
360 view of customers with marketing intelligence on customer journey
-  **Strengthen sales funnel:**
Opportunity management with improved customer segmentation
-  **Employee experience :**
Reduce manual labor and errors leading to missed opportunities.

What TCS Delivered

- 1 Delivered a fully GDPR compliant system with a highly intuitive UI on cloud.
- 2 Extreme automation for Campaigns.
Redesign lead nurturing strategy
- 3
- 4 Standardize single market outreach platform across all LOBs.

Business Outcomes

- ✓ ↑ 75% better Predictive reporting.
- ✓ ↑ 80% Increase in Operational efficiency.
- ✓ ↑ 90% Opt-in rate for “One or more Channel”
- ✓ ↑ 100% Improved customer strategy and targeted marketing