

ITC Infotech's Digital Experiences for Connected Customers



Redefining the Customer Experience

In the age of the empowered customer, businesses need to fundamentally change the way they engage across channels, delivering a consistent and superior experience throughout the customer journey. The need of the hour is for a defined and actionable enterprise customer experience strategy that drives a renewed focus on customer acquisition, retention and centrality. Given each and every customer interaction delivers a brand experience, ITC Infotech's suite of CX Services & Solutions enables our clients to redefine Customer Experience.



Our Experience and Service Offerings

Built on a strong foundation of domain depth and technology experience we have enabled some of the largest corporations in the world to derive value from their CRM and Customer Experience initiatives. Our expertise spans across Retail, Airlines, Hospitality, BFSI, Travel, and CPG industries; straddling leading technology platforms. ITC Infotech's core expertise is reflected in our solutions in the Loyalty Management, Marketing Automation, Experience Design, Connected Service, headless Commerce, omni-channel enablement and Mobility Solution areas.



Cloud Loyalty Solution

ITC Infotech offers various tools, accelerators and solutions in the Loyalty space, which help increase implementation success rates in reduced timeframes. Our solutions come with a pre-set industry specific attributes for Airlines, Retail and Hospitality, along with a pre-built generic set of lightweight web services to integrate the solution with multiple channels

Business Benefits

- Single platform to manage multiple programs, currencies, tiers and promotions
- Industry specific flavor for reduced timelines and cost of implementation
- Easy integration across channels and applications
- Drive enriched customer experiences through personalization, social integration and Gamification

eCommerce Solution

ITC Infotech's API driven Headless Commerce Solution comes with prebuilt customer data interfaces enabling clients to hit the ground running from day one. Our solution integrates powerful AI based personalization and product recommendation engine aligned to customer's online behavior. The solution's Content Management System is in tune with the AI recommendation engine for delivering personalized content. Its inbuilt integration with cloud loyalty and service solutions allows for rewarding customers and enabling enhanced customer-centric experiences.

Business Benefits

- Faster time to market
- Microservices on-demand
- Modernizing purchase experience through eCommerce/mCommerce
- AI assisted product recommendations based on buying/browsing behavior & channel preference
- Location based offers

Integrated Marketing

ITC Infotech's Integrated Marketing solution, enables seamless integration with customer data (across 1st, 2nd and 3rd party data stores) and execution of personalized campaigns across multiple marketing channels. Its in-built functionality allows for automated triggering of relevant marketing communications based on real-time customer actions, and enabling marketers to engage with the right audience at the right time in their buyer's journey. Our solution acts as single marketing platform ensuring increased reach and enhanced targeting mechanism, while providing access to reports and dashboards for quick assessment of the sales and marketing funnel.

Business Benefits

- Omni-channel delivery of relevant, engaging, and personalized campaigns to customers
- Building individualized programs adapting to customer behavior, decisions and actions
- Single View of Customers
- Higher conversions with a consistent and cohesive marketer-controlled platform
- Monitoring and measuring Campaign effectiveness, ROI using powerful analytics and reporting

Omni-channel Enablement and Mobility Solutions

The core objective of an omni-channel solution, is to deliver a consistent Customer experience and personalized content/service across all channels of interaction. Mobility is the primary channel for customer interactions with the brand, and companies are aligning to this with Mobile-First channel engagement. ITC Infotech's omni-channel enablement services enables a connected journey for our Client's Customers across any channel of choice. ITC Infotech has immense expertise in designing, building and deploying omni-channel solutions including mobile applications on leading mobility platforms.

Connected Service Solution

ITC Infotech's Connected Service solution is a "Proactive Service Model" aimed at improving efficiency, profitability and customer satisfaction through seamless digitization of the value chain. The key features of this offering include:

- Access to equipment specific Service and Parts information
- Remotely access, diagnose and equipment service
- AR assisted first time resolution of field issues
- Remote Resolution by Service Center representative
- Work order assignment & scheduling for field service team with dynamic routing and periodic customer communications

Business Benefits

- Automated incident management based on inputs from IoT enabled equipment
- Dynamic Asset Performance - real time and historical view
- Context specific Parts & Services information

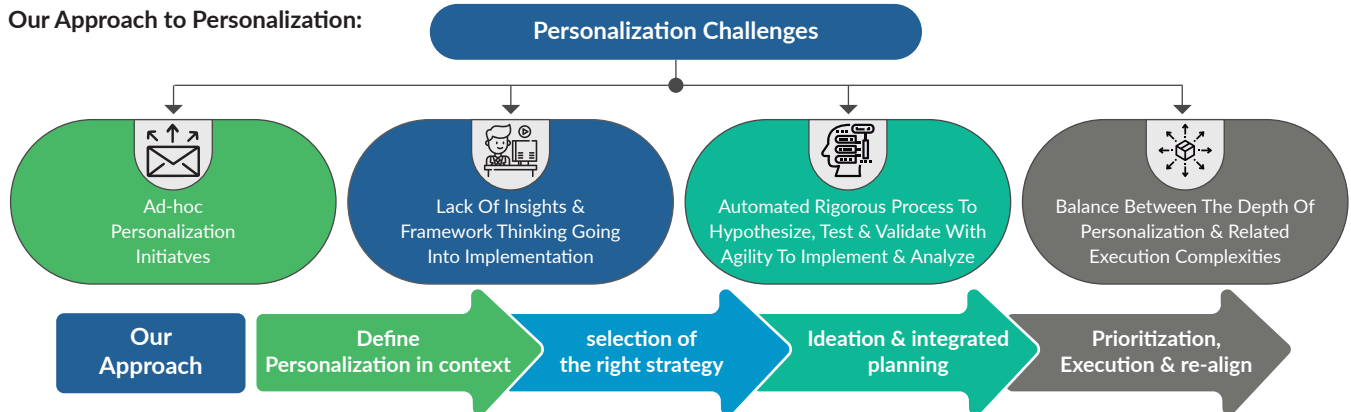


Analytics Led Insights

“Utilize your Enterprise Data to drive Customer Engagement through Personalization”

ITC Infotech is a pioneer in providing intelligent analytical solutions/offerings for its clients that have directly resulted in incremental revenues and optimized marketing costs. Our Value Management (CVM) Offering helps Businesses to enhance knowledge about their customers through analytics and drive superior customer and marketing initiatives.

Personalization and convenience is one of the key expectation of consumers in today's world. While the impact of personalization is without any doubt, the complexities involved in driving a successful personalization strategy can seem very overwhelming. We at ITC Infotech help marketers use analytics to unravel value from personalization using a right blend of science and art.



Value Proposition & Benefits Realized

- Single Customer View across the organization by integrating Data from multiple resources (internal and external)
- Contextualized Segmentation Strategy to design, execute and monitor Organizational Customer initiatives
- Market Segmentation to understand overall shopping needs and behavior of current and potential customers and drive the right Acquisition Strategy
- timely and Accurate Customer Intelligence across the organization through dashboards, reports and business workshops to enable “Fact Based Decision making”
- Actionable Insights through personalization models to drive marketing and customer initiatives such as Cross Sell and Up Sell Campaigns, Acquisition Strategies and Win-back initiatives resulting in Higher Marketing ROI

UX Enhancement – Design thinking led approach

ITC Infotech's innovative UX offerings focuses on rich and enhanced user experience that is extensible and configurable across platforms. ITC Infotech's deep understanding and hands-on expertise on User Experience design helps our Client's customers by transforming their brand interaction across touch-points, into a highly intuitive and engaging customer journey experience. Our Design-Thinking led approach allows us to define, design and deploy UX transformations of business applications, mobile applications, websites and other omni-channel interaction applications to ensure maximum user adoption. Few of the best practices we follow in our design thinking process includes.

- Profile based experience designing
- Minimizing User data entry
- Customer Journey focused design elements
- Content relevancy and next-action based layout for improved user adoption

Business Benefits

- Contemporary design for improved User Experience
- Optimal navigation, composite data view, real-time informational mash-ups for better user adoption

About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business.

The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Healthcare Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Healthcare, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term flexible, trusted and sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.