

# Customer Experience Services in Telecom and Media

## TCS

### Report Abstract

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11-pages

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## Who is This Vendor Assessment For?

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NelsonHall's CX Services in Telecom and Media profile on TCS is a comprehensive assessment of TCS' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for security services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX Services sector.

## Key Findings & Highlights

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Under its Business 4.0 framework, TCS moved from a siloed model of business processes, applications, and infrastructure operations to CX alignment approach, which incorporates insights innovation, automation efficiency, and cloud effectiveness in CBO. Today Cognitive Business Operations combine application operations, infrastructure operations, and business operations. Through this unified approach, it targets established IT services clients in the space for which TCS helped build their BSS/OSS and IVR since the early 2000s.

## Scope of the Report

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The report provides a comprehensive and objective analysis of TCS' CX services offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

## About The Author

Ivan Kotzev is NelsonHall's Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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