

TCS HOBS™ for Context-Driven Engagement



In the hyper-connected world that we live in, customers have taken centerstage across all business functions. They now interact with companies and react to their products and services on various channels such as communication platforms, contact centers, websites, mobile applications, and social media platforms. To serve these digitally connected customers better, a single channel or a single round of interaction is no longer adequate. An omnichannel strategy will allow businesses to cater to customers anytime, anywhere.

TCS HOBS™ for Context-Driven Engagement is a unique contextual intelligence-driven and customizable interface that helps businesses transform customer engagement. With customer centricity as its guiding principle, the solution provides businesses with all relevant information about their customers right at their fingertips, allowing them to personalize interactions and service support. TCS HOBS™ for Context-Driven Engagement enables an intelligent contact center with zero back-office support, thereby helping businesses reduce operational costs and improve the time to market.

Overview

Imagine a world where customers do not need to reach out to a contact center for issues related to a product or service. A world where a service provider reaches out even before the customer is aware of a potential problem and helps address it quickly and accurately. While all this would have seemed far-fetched a few years ago, it is very much possible now.

TCS HOBS™ for Context-Driven Engagement, as a system of intelligence, dynamically orchestrates an end-to-end solution for businesses to significantly improve customer servicing. The solution enables a crucial shift from managing interactions to managing customers and service context. It derives contextual intelligence to drive personalized interventions (next best action) and simplify engagement. With the benefit of increased automation and reduced complexities, it helps orchestrate existing capabilities and technologies to provide a better experience to customers.

By adopting TCS HOBS™ for Context-Driven Engagement, businesses can leverage a context-intelligent solution based on a customer journey-centric approach. Besides reducing operational costs, it helps improve the time to market.

Our solution

TCS HOBS™ for Context-Driven Engagement has been designed to deliver customer-centricity at reduced costs. The solution is highly modular, scalable, and capable of being implemented as a whole or in parts to support various business requirements and meet the changing needs of customers. TCS HOBS™ for Context-Driven Engagement utilizes an organization's existing technology investments to enhance its capability to achieve purpose-driven results.

TCS HOBS™ for Context-Driven Engagement comes with a range of features, such as:



Experience visualizer: With multi-channel capability, this functionality visualizes the journey of a customer and allows businesses to take necessary steps to deliver results based on customer



Smart process manager: With features such as interaction maps, it enables organizations to design processes and create different versions of them to cater to various customer segments.



Knowledge center: A goal-centric feature, it brings all rules and compliance elements under one roof and reduces manual effort by automating them. This allows businesses to focus more on customer processes and products.



Intelligent amplifier: The solution can integrate with any AI/ML prediction engine and uses intelligence to change how customers are served.



Automation factory: With the Machine-First™ approach, this feature allows reuse of the current automation portfolio and accelerates automation with pre-built integration adapters.



Data layer: Flexible enough to be both on-prem or on-cloud, the data layer enhances performance, quality, and data security with tools like data cleanser and performance manager.



Benefits

With the TCS HOBS™ for Context-Driven Engagement, businesses can reap the following benefits:

- **Channel strategy:** Adopt an omnichannel approach to provide a convenient support experience to customers across various segments. It further ensures a seamless handover of communications to self-service digital channels so that customers receive the answers they seek anytime.
- **Drivers of user experience:** Deliver proactive, predictive, and profitable interactions to improve customer and employee satisfaction.
- **Digitalization strategy:** Accelerate the digitalization of businesses while complementing the existing infrastructure investment.
- **Efficient and optimized operations:** Deliver optimal customer experience while reducing operational costs.
- **Business agility:** Orchestrate current capabilities and technologies to help businesses improve time-to-market and respond to change.
- **Consolidation of IT strategy:** Bring all similar business functionalities together to integrate the fragmented IT landscape across the organization.

TCS Advantage

By joining hands with TCS, businesses can leverage the following advantages:

Cross-industry collaborations:

TCS has received positive feedback for its business orchestration engine from several organizations. The solution has received appreciation for the value it brings to the table. One notable example is Australia's largest telecom operator, where our solution helped significantly improve customer experience with 61% cost savings.

Contextual knowledge across domains:

Our certified subject matter experts offer a potent combination of rich communications, media, and information services domain experience. They are well-trained to deliver strategic solutions to fulfill the varied requirements of different customers and businesses.

Unique and innovative solution:

At TCS, we believe in delivering a design-and-deploy-once concept that encourages efficiency and reduces duplication. Our solutions are always data-driven, and with Machine-FirstTM and cloud-first approaches at the core, we ensure customer-centricity and cost efficiencies.

Awards and accolades



Contact

Visit the <https://www.tcs.com/what-we-do/products-platforms/tcs-hobs/solution/hobs-for-context-driven-engagement> page on <https://www.tcs.com>

Email: hobs.marketing@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world’s largest businesses in their transformation journeys for over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India’s largest multinational business group, TCS has over 601,000 of the world’s best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE in India. TCS’ proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

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