The traditional customer service is shifting to a more value driven, innovative and hyper-personalised service, with technology providing the platform for this shift.

The last few years have witnessed remarkable amount of customer service innovations across all verticals with BPM Companies from India leading from the front. Companies are leveraging digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR to transform or make a significant change in the way they service their customers, creating new revenue streams and new customer experiences. To showcase and recognize such innovations NASSCOM launched NASSCOM Customer Service Excellence Award - 2017.

There are 4 categories of awards:

1. **Co – Creation** – Co-creation, the process where providers and the customers work together to create better ideas, products and services. The joint creation of value by the provider and the customer; allowing the customer to co-construct the service experience to suit their context and establishing a holistic business function.
2. **Transformation** – Design, build and implement a transformational innovative solution which tracks end to end consumer journey through centralized and standardized operating models thus driving growth for the customer
3. **Return on Investment** – Implement solutions which drives continuous improvement initiatives across processes enabling high business outcomes for the customer in terms of revenue enhancements, cost optimization and customer stickiness
4. **Process Improvement / Efficiencies** – Enable future readiness with smart technology, operational agility, strong reusable analytical frameworks, introducing the next generation channel of consumer engagement thus ensuring process efficiencies and enhanced productivity and operational efficiencies across functions

WINNERS

Category 1: Co-Creation

1) EXL

EXL partnered with its client to prove the RPA concept to address problems with GAP claims by setting up an RPA Center of Excellence Delivery in conjunction with the BPM Competency Center and develop a heat map of RPA opportunities thus enabling adoption of RPA as an enterprise tool.

2) Genpact

For its client, a healthcare major, Genpact deployed an operating model connecting 7 delivery hubs servicing multiple languages and time zones across the globe – ensuring consistent standards and an omni-channel experience. Their Analytics CoE provided predefined data led insights to enable "smart operations" and transform into a holistic multi-channel consumer operations hub.

3) Intelenet Global Services Pvt Ltd

For its client, a leading UK bank, Intelenet conceptualized COLE, a Center of Lending Excellence to deliver best in class service which facilitates extremely efficient processes and reduced time to decision, thus automating and transforming the client's mortgage process. The CoE, a one stop solution initializes an era of excellence in mortgage service operations.

Category 2: Transformation

1) Axis Bank
The bank transformed its phone banking which was always a 'Cost center' to a 'Profit center' using technology like speech analytics to monitor quality of customer transactions, and transform idle data. Leveraging IVR as a sales tool for overall sales improvement achieved via better transaction handling they ensured that the bank achieved 131% Y-o-Y growth in business generation in FY17.

2) CSS Corp
Used in-house Customer Intelligence platform to transform its customer, a leading home router company's "Cost Center" to "Profit Center" implementing Premium Tech Support (PTS), a platform-based solution that integrates channel insights, understands customer behaviour and delivers Personalized Customer Experiences

3) Hinduja Global Solutions
HGS transformed the services of a leading US Financial service provider using Re-engineering & Design Thinking approach to automate manual and legacy systems and processes leveraging Robotic Process Automation (RPA) and a combination of blended, full and cognitive automation making their massive processes more efficient while maintaining cost optimization

Category 3: Return On Investments

1) **Capgemini Technology Services India Limited**

   Capgemini helped in automating and optimizing end-to-end loan origination processes for its customer, one of Sweden's oldest, safest and most profitable banks, for all its products and service offerings, creating great RoI. This process also ensured the smooth transition of all the legacy systems across its 58 bank branches

2) **Firstsource Solutions**

   As an end to end digital partner for one of its premium customer in the TV and broadband business, Firstsource focused on providing agile solutions across channels through in-house development of sophisticated sales conversion technology, which standardised delivery of Sales through Service (STS) creating immense RoI for the client.

3) **HCL Technologies Ltd.**

   For a leading European Bank, HCL integrated and mapped an end-to-end customer lifecycle journey on a workflow tool known as Toscana© giving a single view across all channels, providing Risk Analysis, Lean Study and Automation assessment using RPA and AI providing immense cost optimization to the client.

Category 4: Process Improvement and Efficiencies

1) **Aegis**

   For a large Global Automobile giant, Aegis implemented a Data Mining Tool (DMT) improving productivity tracking mechanism, managing multiple portfolios like complaint management, sales activities which also enabled revenue enhancement through improved lead generation and quick resolution of customer complaints.

2) **ERICSSON INDIA GLOBAL SERVICES P. LTD.**

   Ericsson India the GIC arm of second largest provider of mobile telephone services in US, implemented a unique Virtual Reality (VR) -based learning application to train their vendors and other interest groups on the benefits of converting to an upgraded mobile tower network technology, C-RAN, which supports 5G over the existing towers. The solution enabled hands-on demonstration retaining the flavour of real-life, but, augmented with the advantages of remote learning.

3) **Flipkart Internet**

   Flipkart implemented an in-house solution 'Flipkart Caretouch' which provides a revamped support experience to it's over 1lakh sellers. The solution re-defines process flows to support Universal Agent (UA) and single ownership construct, using technology specifically for the seller support and issue resolution.

4) **SUTHERLAND GLOBAL SERVICES**

   For one of the largest Healthcare Providers in USA, Sutherland implemented an Advanced Analytics and Robotic Process Automation (RPA) solution in 8 months, developing and deploying end to end management of the Accounts Receivable across Commercial / Medicare / Medicaid providers enabling process efficiencies.

5) TATA BUSINESS SUPPORT SERVICES LTD

For its eCommerce services Tata CliQ, TBSS provided best in class customer shopping experience with Omni Channel support, integrating all customer touchpoints. This ensured superior interaction quality & response time @ the contact center & Social Media platform.

6) Wipro Ltd.

For its client a Fortune 50 US based Healthcare Payer, Wipro implemented a E2E healthcare claims processing solution integrating CLOUD + PREDICTIVE MODELLING + RPA + COGNITIVE SOLUTIONS & AI systems which resolved legacy platforms errors, complex calculation and determination steps thus ensuring process efficiencies and improved business outcomes.