birla**soft**

Accelerate your
Customer Experience
Transformation
with Birlasoft

Orchestrate seamless customer journeys with intelligent automation, modern apps, and enhanced employee experience.

Customer experience has become the one of the major differentiators for a business in today's customer-focused economy. With each wave of digital innovation, businesses must keep their customer journeys seamless, consistent, and frictionless.

Birlasoft' s customer experience practice brings end-to-end capabilities for continuously delivering delightful experiences that set the benchmark for customer-centricity.

Overview of our CX Service

At Birlasoft, we are dedicated to enhancing customer experience through a comprehensive suite of services designed to elevate your organization's CX capabilities. Our approach encompasses the following key areas:

01
Strategy and Consulting
Conduct extensive research and CX evaluation with an empathy-led approach with Birlasoft's CX Consulting Framework to move your organization to customer-centricity.

02
Maturity and Excellence
Conduct audits and assessments to benchmark your CX maturity and define a roadmap to pivot your CX transformation.

03
Experience Design
Design validated and vetted CX solutions by placing user and usability at the heart of experience design.

04
Journey Transformation
Define your future state and transform core CX journeys outside-in with AI, automation, and modern apps.

Birlasoft CX Solutions

Providing a robust digital experience starts with customer-centric strategy and design. Birlasoft's customer experience and automation practice builds on and maximizes your investment with an integrated set of offerings.

Intelligent Automation

Leverage Enterprise Process Automation to accelerate SCM, HR, ITOps, and Finance workflows.

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Apply Intelligent Document Processing powered by AI and ML, Optical Character Recognition, and Conversational AI to speed customer outcomes.

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Digitize and automate end-to-end processes like Lead-to-Cash, Procure-to-Pay, and Make-to-Deliver with ERP automation.

Modern Business Apps

Personalize every customer interaction by augmenting CRM workflows with modern web and mobile apps.

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Deliver consistent and accurate services and solutions to your customers by modernizing supply chain and finance solutions.

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Develop intuitive portals for corporate users, customers, suppliers, and dealers for enhanced convenience.

Employee Experience

Build digital capabilities to offer a modern workspace experience for your employees.

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Accelerate CX transformation with low-code and no-code app development.

Why Birlasoft for customer experience transformation?

300+
CX Consultants, Architects and Strategists

250+
Engagements

20+
Certified Usability Analysts

30+
Interaction Design for Usability Certifications

90+
Satisfied customers

50+
CX workshops held

Success Stories

Electric Vehicle Player

Experience Design | Business apps

- Transform real-time charging management solution for functionality with critically required features.

- Redefined information architecture based on user findings and redesigned the UX for intuitiveness.

Medical Devices Manufacturer

Journey Transformation | Business Apps

- Transform sales processes to provide a modern and intuitive customer experience when billing for products used in medical procedures.

- Build integrated mobile and web solutions for each persona to iteratively implement capabilities over a long-term engagement.

Industrial Products OEM

CX Consulting | Customer Portal

- Built an E-commerce portal and integrated with current solutions to transform aftermarket parts purchase experience for customers.

- Birlasoft led Design Thinking Workshops defined MVP criteria, mapped user journeys, prioritized use cases and defined technical requirements with cross-stakeholder collaboration.

Truck Body Manufacturer

Journey Transformation | Employee Experience, IDP

- Digitized, automated, and integrated internal document workflows by understanding user roles to enhance employee experience.

- Improved document management by capturing document workflows, categories, and types in detail across 5 companies and 18 BUs.

Empowered by Innnovation

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified CK Birla Group, Birlasoft with its 12,500+ professionals, is committed to continuing the Group's 161 year heritage of building sustainable communities.

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RESOURCES