



## Customer Experience and Channels Services

Our services span the project lifecycle to help you seamlessly integrate business strategies with enabling technologies for competitive advantage.

### STRATEGIZE

- Evaluation of CRM Software Vendors
- Benchmarks and Reviews of Data and Analytics Quality Maturity
- Customer Insights Roadmapping
- New Product and Feature Design
- Customer Impact Analysis

### IMPLEMENT

- Data Repository Creation
- Implementation of CRM Software Tools
- Testing, Data, and Process Reviews
- Dashboard Creation
- Program and Project Management

### RUN

- Customer Communications and Documentation Review
- Customer Data Quality, Lineage, and Reporting
- Customer Processes Review
- Application Development

“NTT DATA Consulting developed a plan that was well thought out and brought people to the table that had the know-how and experience to get it done.”

TOP 4 U.S. BANK

## Helping You Address the Challenges of Today's Market

Financial services providers have always sought to provide a customer experience that outpaces their competitors. However, today's competitors are not simply other financial service institutions. Increasingly, consumers want you – their bank, credit card provider, or lender – to mirror the experience they have when interacting with Amazon, Zappos, and Apple. They demand transparency, real-time solutions, and immediate problem resolution. But regulations and legacy technology can impede your ability to be nimble and responsive to your customers. NTT DATA Consulting's deep understanding of business priorities, technology advancements, and customer expectations makes us uniquely qualified to help you design and implement a successful customer-centric strategy.

## Specialized Problem Solving: Customer Experience and Channels Practice

NTT DATA Consulting's Customer Experience and Channels practice is a team of seasoned consultants with deep subject matter experience in marketing and sales, customer communication, customer relationship management, and channel optimization. We combine our customer experience and industry expertise, strong project management, mature data and analytics methodologies, and customer experience-driven assessments and roadmaps to help clients design and operationalize their customer experience strategy.

## Client Success Story: Fortune 100 Retirement Services Provider



*Created a customer  
experience transformation  
strategy with six  
projects underway*

### CHALLENGE

Our client sought to reinvent and unify the way it interacts with its customers to support its enterprise digital transformation, accelerate speed to market, reduce account attrition, increase assets under management, and improve customer satisfaction. Standing in the way were the client's disjointed processes, operating model, back-end systems, and their lack of a strategic plan.

### SOLUTION

NTT DATA Consulting worked closely across all lines of business to craft an enterprise transformation strategy and a multi-year roadmap for driving targeted customer experience initiatives. The process clearly defined customer experience objectives and built a durable methodology for identifying, prioritizing, and sequencing the most meaningful customer experience improvements.

### RESULTS

NTT DATA Consulting delivered a customer experience transformation strategy, a roadmap for realizing it, and a governance model for sustaining it. Six customer experience projects are already underway.

## Why NTT DATA Consulting?

Our industry-centric business and technology consulting approach offers a distinctive set of capabilities to help you grow and compete in the digital era:

### Industry focus

We help you address your most pressing and complex challenges from the vantage point of your industry – financial services. Our consultants provide the deep, industry-specific insight and specialized counsel you seek to overcome hurdles, create new growth paths, and innovate your business.

### Unmatched expertise

As a leading provider of business and technology consulting solutions to the financial services industry, we have more than 1,000 dedicated business consultants and we work with 25 of the leading financial institutions in North America.

### Integrated approach to business and technology

We use our expertise and proven track record to create solutions that seamlessly integrate business strategies and enabling technologies for competitive advantage in the digital world.

### Solutions for your entire business

We help you strategize for the future, implement transformative change, and run with efficiency for the long term by orchestrating solutions that tap the entirety of NTT DATA's global resources and technology expertise across digital, cloud, ERP, application management, and BPO.

### Personalized attention

Our client-first culture ensures personalized and responsive attention that delivers an exceptional customer experience backed by the reach and resources of NTT DATA's global capabilities.

## About NTT DATA

NTT DATA is a leading business and IT services provider and global innovation partner with 80,000 professionals based in over 40 countries. NTT DATA emphasizes long-term commitment and combines global reach and local intimacy to provide premier professional services, including consulting, digital, managed services, and industry solutions. We're part of NTT Group, one of the world's largest technology services companies, generating more than \$100 billion in annual revenues and partner to 80% of the Fortune 100. Visit [www.nttdata.com/americas](http://www.nttdata.com/americas) to learn more.

## Let's Get Started

To learn more about how we can help you succeed, please contact:

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