



Customer Success Solutions

Improved account management & faster issue resolution

Drawing on data and analytics to improve customer success

Customer Success in B2B organizations, such as Datacom, network equipment vendors or software defined networks, smart devices and ISVs -- is a complex endeavor. Companies not only have to understand customer requirements but intelligently target content, customize offers and resolve issues. Given the complex processes, this is a challenging task. At Mindtree we are committed to improving products & services to extend the customer life time value. We draw upon data, customer models and analytics to anticipate customer needs and demonstrate the value your brand promises them.

Holistic approach

The major change in the B2B segment has been a shift in focus from an on-prem model to a SaaS model. This shift has redefined the goals for Account Management, Sales, Support and Engineering (see figure 1).

Customers use our expertise and technology to address emerging challenges that determine Customer Success such as:

- How to evolve products and services based on a data-driven understanding of the customer?
- How to tailor offers to retain customers with high churn risk?
- How to resolve issues efficiently through customer's preferred medium?

Our solutions are designed to holistically align product features/support to engage customers, improve retention, build NPS and extend customer life time value (LTV).

Benefits unlocked by Mindtree's B2B Customer Success solutions

- Reduced customer churn by 15-20% and enabled cross-sell/upsell increase by ~60% for a leading ISV
- Increased First Call Resolution rate by 25%, reduced issue resolution time by 25% and reduced queries requiring agent support by 25% for a leading gaming company

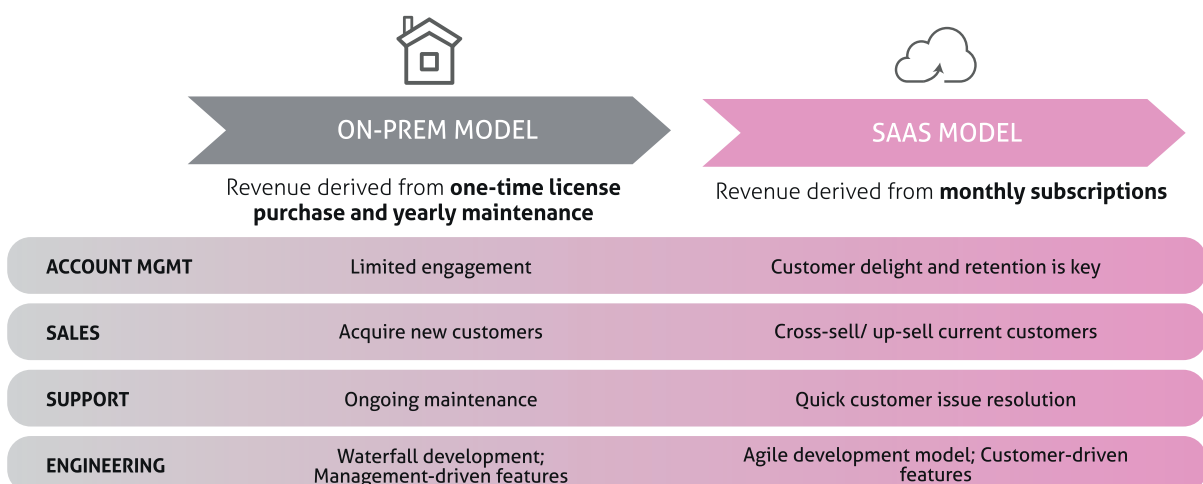


Figure 1

How we do it

We use a standard set of tested techniques to deliver results (see Figure 2):

- Data Aggregation and Processing using internal and external, structured and unstructured data (CRM, product information, customer service reports, social, market data, etc.)
- Integrated Customer View that connects data that has traditionally been confined to siloed systems
- Advanced Analytics Engines for Next Best Action

that delivers predictive and prescriptive actions to improve retention, cross sell/ upsell and product feature optimization

- Self service solutions for issue resolution that include automated chat applications, context specific help, video assistance, feature gamification and use of social media/help from user communities and which, significantly, also drive down cost of support.

Mindtree's Customer Success offering enables better customer account management and issue resolutions

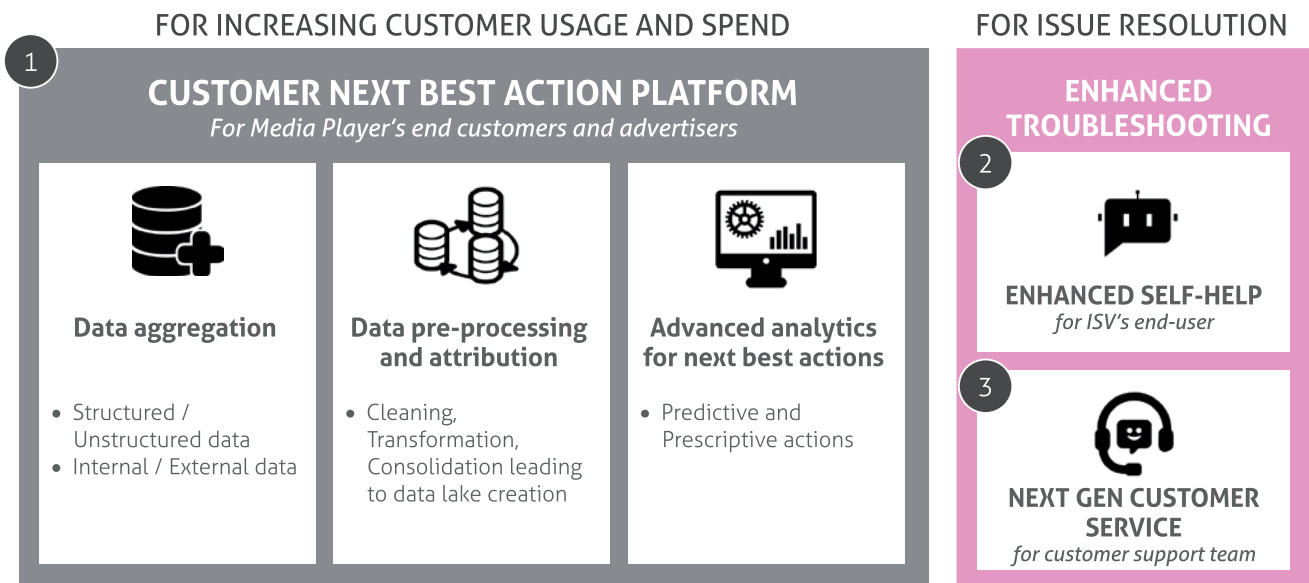


Figure 2

Why Mindtree?

To deliver Customer Success, Mindtree has developed a host of tools, platforms, assets and capabilities. These have been successfully deployed by customers to acquire result-oriented 'Decision Moments' capabilities. These include:

- 100 data sets to combine with other data
- Data ingestion starter templates

- Customer 360 view
- Cloud optimized data lakes
- Modeling sandbox for rapid exploratory data analysis
- 35 pre-built big data program components
- 20 machine-learning algorithms
- 25 vertical-specific business apps

Learn more at : <https://www.mindtree.com/services/digital/b2b-customer-success>

ABOUT MINDTREE

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.