LTIMindtree

Case Study

CX Transformation for a Global Manufacturer of Materials Processing Machinery and Aerial Work Platforms

The era of digital customer experience in manufacturing

The Experience Economy is driving manufacturers to leverage intelligence from the siloed data from disparate sources and touch points to develop full understanding of their customers. The Digitization of the processes across the customer value chain is helping manufacturers in building the connected intelligence to revolutionize customer experience.

An End-to-End digital platform to manage customer lifecycle journey for creating world class experiences across the sales and marketing processes is paramount in today's era. This also enable manufacturers to launch new offerings, services and create innovative business models.

LTIMindtree customer

Our customer wanted to establish an integrated customer experience which calls for the replacement of their CRM system with a modern cutting-edge platform that help them in following areas

Integrate sales and services seamlessly

Build a Global B2B and B2C eCommerce solution with Regional Content Management and promotions.

Digitize CPQ (Configure Price Quote) process.

Digitize Field Service Management System.

After several due diligence rounds for evaluation on different parameters, our client chose Oracle Cloud CX product suite and LTIMindtree as the implementation partner.

Oracle offers market-leading CX industry solutions for manufacturers to manage front and back office customer experience. The unified CX platform of solutions enables a customer centric, omni-channel approach for managing engagement across the key processes. As Oracle CX for Manufacturing cuts across product solution areas, it can either be a full end-to-end digital solution across Marketing, Sales, Service, Commerce, and Data or elements can work with a company's existing solution in an area.

Why LTIMindtree for Oracle CX cloud implementation

Deep Domain Expertise in manufacturing
Industry vertical solutions for End-to-End CX value Chain

Expertise and Referenceable Customers
We have team of certified CX consultants who delivered End to End CX solutions for Multiple customers

Custom Plug-n-play Solutions
Solving some complex business problems faced by Industries in the CX transformation journey

Rapid implementation kit
Leveraging LTIMindtree's Canvas D2C Xpress & Enclose Framework rich with process repositories

Pre-built, configurable integration packs
With backend ERPs, taxation, payment gateways & logistics systems

RPAs & Bots
To improve operational efficiency, especially in service & field-service

ORACLE
Partner

Integrated with
ORACLE
Cloud

Powered by
ORACLE
Cloud

Our solve

Unified Service Management Solution-CX Field Service

Implementing Oracle Field Service Solution for Depot & Field Service Operations | Efficiency improvement by eliminating redundant paper-based processes | Standardizing business operation for 20+branched and 60+field service orgs | Improving invoice cycle time by enabling credit card payments.

CRM Migration to Oracle CX Suite-CX B2B Sales/Service

Implementing Oracle Sales and Service cloud to replace current global Salesforce CRM | Creating a foundation for Customer data master | Providing business process improvements in current solution.

Modernize & Rollout Commerce solution: CX Commerce

Rollout | Enabled Credit card payment method | Upgrade to OSF (Open Storefront Framework)

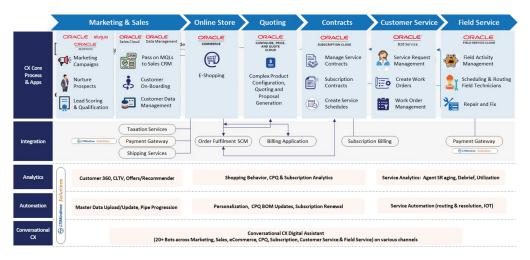### Standardized global Quoting solution-CX CPQ

Implementing Oracle CPQ for Terex Material processing & Utilities line of business | Rationalize Pricing Strategies across all sales.

Enhance Data Monetization Solution-CX Subscription Management

Enhance subscription management cloud solution for automatic renewal of IOT Telematics Service | Enable other offerings like warranty via subscription based business model

Digitization of CX Value Chain

Custom solutions built for the client to address unique business scenarios

eCommerce

Bolt on payment solution between industry standard gateways and Oracle Commerce Cloud.

Analytical solution to understand consumer's shopping behavior

Field Service

Mobility based, enhanced field service solution to help technicians with:
Real time product availability and pricing, Product ordering, Debrief Work Order field service

Subscription Management

Solution to automate the processes of a recurring revenue model by enhancing subscription management cloud

In-scope processes

B2B Sales & Service | Field Service | eCommerce | CPQ | Subscription cloud

Regional Coverage

Americas, EMEA & APAC

Technology Coverage

Oracle Sales and Service Cloud | Oracle Field Service Cloud | Oracle Commerce Cloud (B2B and B2C) | Oracle CPQ Cloud | Oracle Subscription Management Cloud | Oracle PaaS – OIC, IDCS, VBCS, PCS

Our unique approach to overcome transformation challenges

Challenge	LTIMindtree Approach
Unique business requirements of industrial manufacturing that are not solved in the out of the box product	Created plug and play custom solutions using the platform's capability
Managing the transition in the user experience from the old CRM system to the new Oracle CRM	Worked closely with the business leads in identifying hot spots. Engaged UX designer to propose change in UI. Built POC in LTIM instance. Collaborated with Oracle COE on product enhancements
Implementing a generic, scalable and enterprise CX solution across the whole value chain	Formed CX Architecture review board (ARB). The board reviewed the solution designs, monitored the implementation and ensured customer success.

Values delivered

- 10% increase in online revenue

- 100% reduction of paper trail in field service operations

- User adoption of the Oracle CX solution >95 %

- 30% Efficiency gain for all personas in service organization

- Opened additional revenue stream by launching B2C Channel

- 60% reduction in cycle time for service estimate approvals

- IT cost (CAPEX) reduction by moving to Oracle CX Stack

'Client' was awarded with the **Oracle Markie Award 2020 for Best Commerce Experience** in both B2B and B2C space

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/