

Enterprise-wide customer experience transformation spanning 6 million customers targets deeper loyalties and increased revenues

Challenge

Client lacked an enterprise strategy for revamping customer experience and advancing its transformation goals.

A Fortune 100 Retirement Services Provider sought to reinvent and unify the way it interacts with its customers. This effort would support its enterprise digital transformation, accelerate speed to market, reduce account attrition, increase assets under management, and improve customer satisfaction across all lines of business (LOBs). Standing in the way of transformation were the client's own disjointed processes, siloed operating model, disparate back-end systems, limited channel integration, and — perhaps most importantly — the lack of a strategic transformation plan. To get this vital initiative moving forward, the client knew it must be grounded in its relationship epicenter: customer experience.

Solution

Client partnered with NTT DATA Consulting to define and deliver on its customer experience vision.

NTT DATA Consulting worked closely with senior client leaders across all LOBs to craft an enterprise transformation strategy, as well as a multi-year roadmap for driving targeted initiatives through a customer experience lens. The team clearly defined the customer experience objectives and built a durable methodology for identifying, prioritizing, and sequencing the most meaningful improvements. As a result of this process, NTT DATA Consulting earmarked — and is now helping to implement — a set of high-impact projects designed to simplify processes, improve channel parity, unify the company voice across all products, and align underlying data and technology systems. NTT DATA Consulting also established a program framework, communication strategy, and governance structure that will serve as the centralized arbiter and clearinghouse for all future initiatives in the customer experience transformation effort.

NTT DATA Consulting Client Success Story:

Fortune 100 Retirement
Services Provider

Offerings:

Transformation Planning
and Roadmap

Business Optimization

Project Management Office (PMO)

Client Results:



**6 customer
experience projects
currently underway**

NTT DATA Consulting helped the client architect an enterprise strategy for revamping its customer experience.

Results

NTT DATA Consulting delivered a customer experience transformation strategy, a roadmap for realizing it, and a governance model for sustaining it.

6

Customer Experience
projects underway



Centralized
execution standards across all LOBs



Mobile-First
design strategy created

1-2-3

Prioritization
model established for future projects

About NTT DATA Consulting

NTT DATA Consulting takes an industry-centric approach to business and technology consulting. We seamlessly integrate business strategies and enabling technology to help clients accelerate business-driven transformation and compete in the digital world. NTT DATA Consulting has the unique ability to create end-to-end solutions by tapping the entirety of NTT DATA's global technology and business process capabilities. In financial services, our 1,000-plus business consultants and 4,000 technology experts work with 25 of the leading financial institutions in North America. Visit www.nttdata.com/USconsulting to learn more.

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 to learn more.

Let's Get Started

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

www.nttdata.com/usconsulting

704.936.1600

ntt.data.consulting@nttdata.com

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Client Quote:



NTT DATA
*Consulting is
my preferred*

consulting partner. I have good relationships with other firms, but they are not in the same place and don't have the same level of understanding of our business as NTT DATA Consulting."

- Top 4 U.S. Bank