



Digital Transformation

Customer Experience Services

Creating differentiated and interconnected customer journeys and experiences

We take a consulting-led approach to creating a fully integrated end-to-end customer experience (CX) across all platforms your customers use to connect with you – analog, automated, digital, online, mobile and more.

Optimize the business return on your investment in digital technologies with a more coordinated and customer-focused sales, marketing and customer-service capability.

With our capabilities, experience and technology partnerships, we're able to deliver a common integrated customer experience across automated, contact center, online and mobile experience platforms.

Digital channels

With a rapidly accelerating volume of customer contact taking place across digital channels, maintaining customer satisfaction and reducing churn are ongoing challenges. Customer-centricity is core to ongoing success and growth, but many organizations are struggling with the volume of data that comes from their digital channels and having a good visibility of their customers, their needs and their ideal service experience.

We provide a truly connected and data-driven customer experience, integrating your on-premises or cloud-based contact center platform with digital channels, supported by our Customer Experience Advisory and Customer Success Management services.

We work with your team to drive adoption, continual improvement and innovation throughout the lifecycle to help you extract maximum value from your customer experience solution and deliver real impact across your customer journeys, products and services.

Marketing insights

Executing a marketing and branding strategy is one thing, but how do you measure its effectiveness, build on its success and integrate it with your sales teams and customer-service delivery engine across your automated, contact center, online and mobile experience platforms?

Our advisory-led consultancy services focus on your underlying business challenges and an experience-centric approach to the design and architecting of solutions. We help you overcome current challenges, move to a single view of customer data and address your future customer engagement needs. Our expertise includes app development and design, digital marketing, customer management platforms, CRM and customer analytics.

Platforms and automation

One of the promises of digital transformation is the potential to introduce greater levels of automation and self-service across your customer contact channels – and we can help you achieve this.

We have the expertise to design and implement robotic process automation (RPA) solutions, virtual agents and AI-driven chatbots and ecommerce systems. We can also assist you in getting the most out of the customer experience and relationship management (CERM) framework, so you can better manage the customer journey, align processes, unify organizational silos and deliver a consistent, end-to-end customer experience.

Our platform-based outcomes are experience-centered, interconnected, secure by design and cloud-ready, designed to achieve your digital automation objectives.

This gives you the opportunity to scale quickly, adapt to peaks in customer demand, increase efficiencies, provide competitive differentiation and service customers on their preferred channel.



Why NTT

Global expertise

NTT Ltd. is a leading global technology services provider. Our global assets and integrated ICT stack capabilities provide unique offerings in cloud-enabling networking, hybrid cloud, data centers, digital transformation, client experience, workplace and cybersecurity.

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