

Customer Centricity

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Customer Centricity has become the new paradigm for enhanced performance. While businesses understand the philosophy 'Putting the Customer first', being truly Customer-centric has assumed an all-encompassing and critical role in today's connected world. Companies are grappling with growing Customer expectations in a hyper-competitive environment which is compelling them to push boundaries and innovate keeping the Customer at the centre. Incorporating Customer perspectives, intentions and values into business strategy and organisation capability development is at the core of this Customer Centric approach. Organisations that do so are able to strengthen their brand, reinforce Customer loyalty and support profitable growth.

Facilitating Tata group companies to embrace Customer Centricity

Tata Business Excellence Group (TBExG) works as an advisor and knowledge partner for Group companies to help them develop and sharpen their Customer centric approach and enhance business performance by delivering higher value to their customers. This is achieved through comprehensive Diagnostic Studies (Deep Dives) and Sharing of Best Practices in various Customer related areas for both B2B and B2C companies.

In Deep Dive studies, the team takes a 360-degree view of the business and the problem statement by conducting a comprehensive and highly qualitative analysis, using various tools and methods. This analysis enables a deep understanding of the different interplays between internal and external ecosystems - which leads to actionable insights cutting across functions and breaking organisation silos.

In its pursuit of excellence, the TBExG team strives to bring cutting edge methodology and new concepts to the Deep Dive process through collaboration with knowledge partners.

TBExG helps Tata companies in the following Customer Centricity areas:

- Key Account Management
- Voice of Customer Study
- Customer Experience Mapping
- Customer Centric Culture Study
- Customer Segmentation
- After Sales Service & Service Excellence
- Sales Productivity
- Channel Effectiveness
- Consumer Insights

The Team



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