

## Videos showcased at BEC 2025

**The Tata Best Practices Programme** brings Tata companies together on a common platform to share, learn and apply proven practices across seven subject matter expert forums. By enabling cross-company dialogue and practical learning, the programme helps organisations adapt insights from across the Group and translate them into meaningful improvements within their own operations.

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**Tata AIA Life** transformed sales learning by turning trainer expertise into an accessible, on-demand digital coach for its frontline teams.

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**Tata Tele Business Services** responded to evolving business needs by enabling channel partners to play an active advisory role in shaping and cascading strategic priorities, in the form of an advisory committee..

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**Tata Power Delhi Distribution Limited** moved from periodic surveys to real-time customer feedback, using an automated engine to capture authentic experiences and guide decisions through a unified Customer Experience Score.

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