

Tech Mahindra and Bank of Baroda partner to deploy digital solutions to enhance customer experience

Technology

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As a part of the partnership, a first-of-its-kind Centre of Excellence for any Public Sector Unit (PSU) bank in India has been set up

Mumbai, May 31, 2023: Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions, today announced its partnership with Bank of Baroda, to deploy digital solutions to enhance customer experience. As a part of the partnership, Tech Mahindra has set up a first-of-its-kind Centre of Excellence (CoE) for the bank's Contact Centre to equip them with new-age solutions to meet dynamic customer requirements.

The partnership is aimed at digitally enhancing the operations of Bank of Baroda through the deployment of multiple digital solutions in a single model at Contact Centre. As a part of the partnership, Tech Mahindra will provide its technical and software capabilities to digitalize operations at Contact Centre through solutions like speech analytics, quality monitoring tool, knowledge management portal, conversational Interactive Voice Response (IVR), BOT based training tools, among others.

Birendra Sen, Business Head, Business Process Services, Tech Mahindra, said, “Technology has the power to profoundly transform the

banking sector and enhance customer experiences by altering traditional banking processes. Our partnership with Bank of Baroda is another step towards empowering the banking sector with new-age technologies and digital solutions. Through our first-of-its-kind Centre of Excellence, we will aim to extensively deploy digital solutions to help Bank of Baroda achieve greater operational efficiency and provide improved services to their end customer. This partnership is yet another landmark in Tech Mahindra's journey towards becoming a partner of choice for the Indian banking industry."

Through this collaboration, Tech Mahindra will leverage its world-leading network and infrastructure capabilities along with its foundational technological capabilities including pervasive Artificial Intelligence (AI), Blockchain, 5G, Augmented Reality (AR), and Virtual Reality (VR) to transform customer experience and deliver real business outcomes.

Dinesh Pant, CGM, Bank of Baroda, said, *"Our partnership with Tech Mahindra is a major step forward in ensuring greater operational efficiency and providing immersive experiences to our customers through the deployment of digital solutions across India. Tech Mahindra's Center of Excellence will help modernize our non-core operations as we march forward in our digital transformation journey."*

This partnership is in line with Tech Mahindra's DigitALL philosophy for comprehensive business transformation. As part of NXT.NOW™ framework, which aims to enhance 'Human Centric Experience', Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of its customers.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6+ billion organization with 157,000+ professionals across 90 countries helping 1290 global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Tags :

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