

How IT Solution Providers Are Winning with Exceptional Customer Experience?



Anuj Gupta
Hitachi Systems



Gunjana Shah
Insight Business Machines



Paresh Shah
Allied Digital Services



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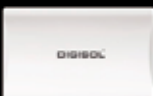


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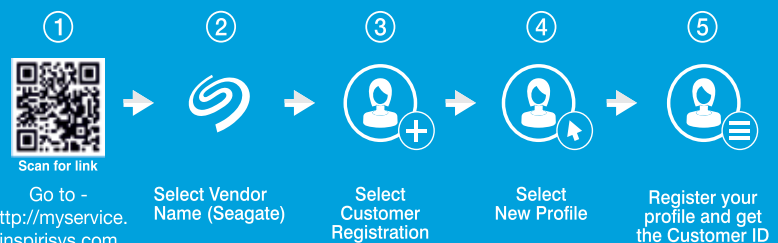
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How IT Solution Providers Are Winning with Exceptional Customer Experience?

In today's fiercely competitive IT landscape, customer experience (CX) has become more than just a buzzword—it's now a business imperative. For IT channel partners, delivering more than just technical solutions is the key to winning long-term client loyalty. It's about enhancing every touchpoint in the customer journey through personalized, proactive service. This story dives into how leading IT solution providers are evolving their CX strategies to meet rising customer expectations and drive sustainable growth. Through real-world success stories, we explore how they are leveraging technology, AI, and proactive communication to not only improve service delivery but also redefine the customer experience for their clients

Amit Singh



In today's competitive IT landscape, customer experience (CX) has transformed from a 'nice-to-have' feature into a mission-critical differentiator for businesses. A staggering 81% of organizations now expect to compete primarily based on CX, as reported by a Gartner study. This evolution in client expectations has profoundly impacted the IT channel, where the customer journey is no longer limited to technical delivery alone. It's about how services are delivered, how customer needs are met, and how businesses can leverage personalized, proactive service to foster client loyalty and ensure long-term success.

As Anuj Gupta, CEO of Hitachi Systems, articulates, "In the IT channel, service delivery excellence is table stakes. What truly sets companies apart today is the ability to provide an extraordinary customer experience. Businesses must focus on creating value at every touchpoint with the client, ensuring the service is not just functional but also exceptional."

This sentiment is echoed by Pares Shah, Global CEO of Allied Digital Services, who notes that customer

expectations have evolved rapidly. "Clients no longer want a one-size-fits-all solution. They're looking for personalized services that cater specifically to their needs, available anytime and delivered seamlessly across platforms. The IT channel players who understand this shift and invest in customer experience will be the ones that thrive."

Evolving Customer Expectations

The IT channel market is more competitive than ever, driven by trends such as cloud adoption, cybersecurity concerns, and digital transformation. These technological advancements have created new demands and challenges for IT providers. Additionally, the rise of Software-as-a-Service (SaaS) and managed services has transformed the customer-vendor relationship into one that requires continuous engagement and support, making customer experience (CX) a critical factor for success.

Today's IT clients expect more than just technical expertise. They seek IT partners who understand their unique needs, deliver



“Clients today expect their service providers to not only fix issues but anticipate them. They value personalized attention and proactive communication, and they reward companies that can deliver this with long-term loyalty.”

ANUJ GUPTA, CEO, Hitachi Systems

personalized solutions, and offer proactive support. "The pace of technology adoption has changed

customer expectations," notes Shah of Allied Digital. "Clients now demand proactive problem-solving,



constant communication, and flexibility in service delivery. Meeting these expectations is what separates successful companies from the rest.”

According to PwC, one in three customers will leave a brand they love after just one bad experience, while 92% would abandon a company after two or three negative interactions. This level of churn is alarming for businesses that aren’t prioritizing a positive customer experience at every stage of the customer journey.

In the past, CX was primarily driven by the IT team—if they were satisfied, the job was done. Now, CX is a holistic process. From business leaders to supply chain and logistics teams, everyone’s satisfaction contributes to the overall customer experience. “We now find ourselves interacting with warehouse managers, supply chain teams, and even ground-level staff who expect IT to ensure their operations run smoothly. Customer experience has become a 360-degree evaluation, where all aspects of interaction—from sales to execution and maintenance—must be seamless and satisfying,” says Gunjana Shah, Chief

Marketing Officer at Insight Business Machines.

Gupta adds, “Clients today expect their service providers to not only fix issues but anticipate them. They value personalized attention and proactive communication, and they reward companies that can deliver this with long-term loyalty.”

In this context, personalization is key. IT providers must tailor their offerings to each client’s specific needs, ensuring they deliver maximum value at every touchpoint.

Impact on Business Growth

Focusing on customer experience (CX) has undeniable business benefits, particularly when it comes to client retention and long-term growth. “When customers feel that their specific needs are being addressed, they are more likely to remain loyal and extend their contracts,” explains Gupta. “In fact, our top clients are those we have nurtured by consistently meeting their CX expectations.”

For Allied Digital, the impact of prioritizing CX



“We offer a hybrid approach where we integrate our centralized help desk and monitoring system with customers’ systems. Additionally, we enable clients to access our ticketing system directly through their portals, allowing them to log, track, and review tickets in real-time.”

GUNJANA SHAH,
Chief Marketing Officer, Insight Business Machines

is equally significant. “By offering personalized services and proactive support, we’ve seen not only a reduction in churn but an increase in the

long-term value of our client relationships,” shares Shah of Allied Digital. “Many of our clients have signed recurring contracts, which directly



contributes to our overall growth.”

The importance of CX becomes even clearer when considering that improving customer retention by just 5% can boost profitability by 25% to 95%.

Challenges in Delivering Exceptional CX

While enhancing CX yields significant benefits, it also comes with its challenges. Experts point out the complexity of delivering consistent CX across different regions and managing varied client expectations.

One of the biggest challenges IT solution providers face is logistics, especially for clients in tier-3 and tier-4 cities. “While tier-1 and tier-2 cities have established logistics networks, deeper regions still pose difficulties. With modernization and digitization efforts reaching these areas, many industries are moving to decentralized manufacturing in remote locations,” says Shah of Insight Business Machines. “We focus on standardizing workspaces and maintaining contingency stock at these

remote locations to avoid delays, ensuring standardized processes across all regions.”

Additionally, delivering consistent CX across diverse geographies can be difficult due to varying customer expectations. “Clients in different regions may have different expectations in terms of response times, communication, and service delivery,” notes Shah of Allied Digital. “We’ve addressed this by developing region-specific teams trained to understand local cultures and business practices.”

Gupta echoes this sentiment. “Operating in multiple regions requires us to be highly adaptable. We’ve established regional hubs to ensure we meet the unique needs of clients in each geography, without sacrificing consistency or quality.”

Keeping up with rapid technological advancements is another challenge. “The pace of technological change means we’re constantly updating our systems and training our teams to stay ahead,” adds Gupta.

Shah of Allied Digital also points out the challenge of managing resources efficiently. “It’s crucial to



“A dip in product utilization, an increase in support tickets, or declining engagement often signals churn risk. We analyze support tickets to identify recurring issues. By addressing these trends, we can resolve systemic problems, streamline processes, and implement preventative measures to reduce customer dissatisfaction.”

PARESH SHAH, Global CEO, Allied Digital Services

strike the right balance between maintaining high service levels and managing costs. By investing in

automation and AI, we’ve improved service efficiency without overextending our resources.”



Strategies for Enhancing Customer Experience

• Personalized Service Delivery

Personalized service delivery has become essential for success in the IT channel. Experts highlight the importance of understanding each client's unique needs and tailoring services accordingly.

"We've implemented a centralized help desk and monitoring system that provides a unified platform for remote support. We also offer a hybrid approach where we integrate with our customers' systems. Additionally, we enable clients to access our ticketing system directly through their portals, allowing them to log, track, and review tickets in real-time," explains Shah of Insight Business Machines.

Hitachi Systems has categorized its customers based on their sales revenue to

offer more customized solutions. "This helps us provide tailored offerings, delivering a more personalized experience. Furthermore, our dedicated Customer Success Management (CSM) team regularly visits clients to understand their needs and pain points. This enables us to proactively address concerns and build stronger relationships," says Gupta.

At Hitachi Systems, AI-driven customer analytics also plays a pivotal role in personalizing offerings. "Our AI systems predict client needs and help us deliver solutions before issues even arise. This has transformed how we manage client relationships and allows us to offer greater value," Gupta adds.

Similarly, Shah of Allied Digital highlights the importance of AI and CRM systems integrated with customer data. "By leveraging customer data analytics, we can offer personalized services to each client, delivering exactly what they need



“In our projects, we provide customers with an execution plan, escalation matrix, and emergency contact information. This transparency helps alleviate concerns and strengthens long-term relationships.”

NILESH KUVADIA,
Founder Director, ITCG Solutions

when they need it. This not only boosts customer satisfaction but also ensures that we remain relevant and indispensable

to their operations.”

• Proactive Support and Communication

In today's IT market,



proactive support is critical to building trust and fostering long-term relationships. Regular communication, timely updates, and the ability to resolve issues before they escalate are vital components of excellent CX.

"Allied Digital has made significant investments to ensure that our clients receive proactive support," says Shah. "Our account managers maintain constant contact with clients, enabling us to stay ahead of potential issues and resolve them before they become serious problems."

Shah from Insight Business Machines emphasizes the importance of transparent communication.

"We ensure open communication with customers at all levels by providing a single, unified escalation matrix that applies to everyone, regardless of their size or importance."

Gupta agrees, highlighting the importance of transparency and clear

communication. "We keep our clients fully informed, whether it's about ongoing projects or potential risks. This proactive approach has helped us earn the trust and loyalty of our clients."

Nilesh Kuvadia, Founder Director of ITCG Solutions, supports this view: "There are times when we foresee delays in project completion. Informing the customer proactively, with valid reasons, helps build trust and creates lasting bonds. In our projects, we provide customers with an execution plan, escalation matrix, and emergency contact information. This transparency helps alleviate concerns and strengthens long-term relationships."

- **Leveraging Technology for Enhanced CX**

Technology is at the core of improving CX, and IT channel partners are making significant investments in automation, AI, and cloud-based systems to streamline service delivery.



“We’ve invested in configuration, pricing, and quoting through the Online Solutions Configurator (OSC) tool to reduce turnaround times and deliver greater pricing transparency for partners while enhancing their online self-service capabilities.”

VIVEK MALHOTRA, Sr Director & GM,
India Channels, Dell Technologies

AI-driven customer analytics plays a key role in creating more

personalized service offerings. "This enables us to anticipate client



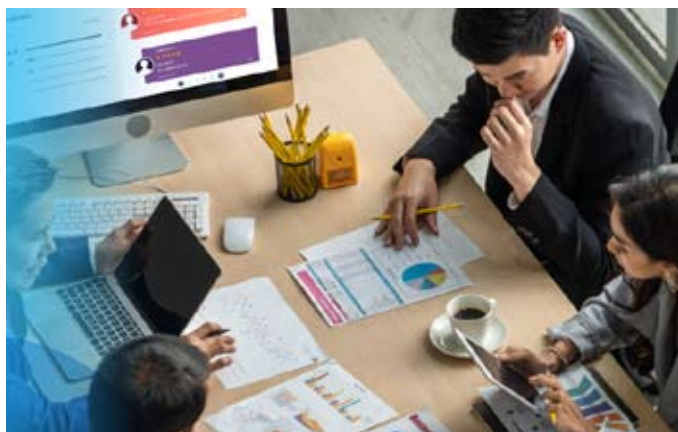
needs and offer solutions proactively. We use Customer Relationship Management (CRM) systems integrated with AI to track interactions, preferences, and service history, enabling a highly customized approach,” says Shah of Allied Digital.

The company employs predictive analytics models to analyze engagement patterns, support ticket trends, and usage data to identify potential customer churn. “A dip in product utilization, an increase in support tickets, or declining engagement often signals churn risk. We also analyze support tickets to identify recurring issues. By addressing these trends, we can resolve systemic problems, streamline processes, and implement preventative measures to reduce customer dissatisfaction,” Shah explains.

Allied Digital’s proprietary “Digital Desk” platform enhances service management and customer support. “Our Digital Desk platform provides end-to-end

visibility of all services delivered by different business units. Powered by AI, it accelerates issue resolution and enables us to offer a self-service experience to clients,” Shah adds.

Gupta stresses that technology should not only resolve issues quickly



but also enhance the entire customer journey. “AI and automation allow us to anticipate customer needs, reduce response times, and offer services that are more aligned with client expectations. Technology is about making the customer experience smoother, more efficient, and more personalized.”

On the other hand, many vendors are raising the bar on partner experience with new digital tools like incentive centers and pricing and quoting tools. “Our new Incentives Center gives partners increased visibility and insights across all their program incentives in one centralized location.

India Channels, Dell Technologies

• Continuous Feedback and Improvement

Continuous feedback is critical to staying competitive, and industry leaders agree that gathering and acting on client feedback is key to improving service quality.

“We’ve centralized all tickets into a unified system to gather insights on customer satisfaction. Additionally, we’re developing an AI tool that analyzes the efficiency and deficiencies in our service delivery, helping us achieve just-in-time service improvements,” says Shah of Insight Business Machines.

Gupta adds that gathering feedback is only the first step; acting on it is equally important. “We regularly collect feedback through NPS (Net Promoter Score) surveys and customer reviews, but the real value lies in implementing changes based on that feedback. We conduct regular review sessions

We’ve also invested in configuration, pricing, and quoting through the Online Solutions Configurator (OSC) tool to reduce turnaround times and deliver greater pricing transparency for partners while enhancing their online self-service capabilities,” shares Vivek Malhotra, Sr Director & General Manager,



to ensure we're meeting and exceeding client expectations."

He highlights that Hitachi Systems' dedicated customer success teams are crucial in gathering ongoing feedback. These teams check in with clients not just to troubleshoot, but also to proactively seek insights on their evolving needs and future challenges. "We've implemented structured escalation mechanisms to ensure critical feedback is addressed quickly and escalated to the right teams. These matrices are shared with customers, and feedback loops help share insights across departments so we can make swift adjustments and optimize services."

At Allied Digital, feedback loops are also integral to success. "We have a structured process where feedback is reviewed immediately, and necessary changes are implemented. This allows us to remain agile and aligned with our clients' evolving needs," says

Shah.

Shah from Insight adds, "We regularly hold town halls within our service teams to reduce churn. These meetings are collaborative and allow everyone to share their experiences with customers. This two-way communication helps team members learn from each other—what works and what doesn't—while fostering a culture of continuous improvement."

Success Stories

Many IT solution providers have successfully enhanced their CX strategies, offering valuable lessons for others in the IT channel.

Hitachi Systems improved the online banking platform for one of its BFSI clients, who had been struggling with higher-than-average customer drop-off rates during key transactions such as loan applications and fund transfers.

Hitachi's solution involved redesigning the digital experience, starting with a simplified user interface and ensuring seamless navigation across all devices. It also integrated real-time support,

including chatbots and the option to request immediate human assistance during complex transactions. To ensure that these changes addressed customer pain points, they implemented A/B testing and customer feedback loops throughout the process.

The results were substantial. "This proactive approach transformed both the customer experience and our client relationships. Within six months of the revamped platform going live, the bank saw a 25% increase in completed loan applications and a 15% rise in overall transaction volume. Our customer satisfaction scores improved by 30%, and the Net Promoter Score (NPS) experienced double-digit growth," highlights Gupta.

Allied Digital's "Digital Desk" platform has also been a game-changer, streamlining service delivery and enhancing CX. "By offering an intuitive, AI-powered ITSM platform, we've been able to provide scalable solutions that grow alongside our clients," says Shah of Allied Digital. "This has resulted in a significant improvement in customer satisfaction, long-term contracts, and reduced churn."

Both companies' success stories demonstrate the importance of investing in technology and focusing on proactive, personalized service delivery to enhance CX.

The Future of Customer Experience in IT

Customer experience has emerged as a crucial differentiator in the highly competitive IT channel market. Personalized service delivery, proactive support, and leveraging technology are all essential strategies for improving CX and ensuring client satisfaction. Experts emphasize the importance of continuous feedback, transparent communication, and investing in customer-centric technologies to stay competitive.

For IT channel partners, the message is clear: assess your current CX strategies, invest in personalized, proactive service delivery, and adopt the necessary technologies to stay ahead of the curve. Only by delivering exceptional customer experiences will IT providers secure long-term growth and thrive in this evolving market.

Redefining Customer Experience with Personalization: A Conversation with Anuj Gupta, CEO, Hitachi Systems



ANUJ GUPTA,
CEO, Hitachi Systems

In today's competitive market, customer experience (CX) is more than a buzzword—it's a business imperative. Anuj Gupta, CEO of Hitachi Systems, in an in-depth interaction with Amit Singh, shares insights into how the company has transformed its approach to customer service, leveraging proactive engagement, technology, and personalized solutions to meet evolving client needs. From overcoming talent shortages to utilizing AI for enhanced service delivery, Gupta discusses the strategies that have helped the company not only retain but also deepen relationships with its clients

■ **What initiatives have you implemented to enhance customer experience and ensure personalized service**

delivery?

Hyper-personalized service delivery is a current buzzword for achieving the highest level of customer service. The emphasis on

Customer Experience (CX) has significantly changed the way we deliver services to our customers, below mentioned are some initiatives, we adopted:

- **Customer Classification:** We have classified our customers into different categories based on the sales revenue. This helps us to provide customized

offerings thus providing a more personalized experience.

- **Proactive Engagement:** Our dedicated Customer Success Management (CSM) team regularly visits our clients to understand their needs and pain points. This allows us to be proactive in addressing any concerns and building stronger relationships.
- **Rapid Response:** We have defined response times based on severity levels. Our support engineers follow the same procedure to address customer issues.
- **Training:** In terms of employee training, we place a strong emphasis on developing soft skills like communication, critical thinking, and problem-solving. This empowers our team to deliver high-quality customer experiences and resolve issues efficiently. Our employees are also free to go the extra mile to rescue negative customer experiences thus salvaging any potential loss of relationship.

Further, we send appreciation emails and other communications to highlight customer feedback and its importance.

■ What challenges have you faced in maintaining a high standard of CX, and how have you overcome them?

Maintaining consistently high standards of customer experience (CX) daily is a challenging task. The key challenges include:

- **Attrition:** Getting skilled

talent is very difficult since there is a huge gap between the demand and supply. To overcome this challenge, we hire college graduates and train them as per our requirements. Thanks to our global HR policies, we retain our top-skilled talent. A technical career path is discussed to align individual and company goals thus reducing attrition.

“ We’ve classified our customers into different categories based on sales revenue, allowing us to offer tailored solutions. This customer-first approach ensures that we meet their unique needs and deliver a personalized experience that’s consistent across different sectors like BFSI and IT. ”

- **Managing customer expectations:** With a broad customer base spanning multiple industries, each with unique requirements, delivering a consistent experience can be complex. To overcome this, we’ve adopted a customer-first approach, emphasizing personalized solutions and deep engagement with clients. Our sales, pre-sales/ CSM/delivery teams work closely with customers to understand their evolving needs and tailor our offerings accordingly. A vertical-wise strategy is in place to customize for BFSI, IT, and so on.
- **Rapid technological changes:** The pace

of technological advancement can sometimes surpass customer readiness or expectations. To bridge this gap, HSIPL focuses heavily on customer education, offering proactive support and training. We have initiated the following steps.

- o Focused tech days are arranged for customers to ensure that we educate them

- o on emerging trends based on their domain requirements.
- o Internal team training to stay ahead of industry trends, enabling us to introduce innovative solutions while maintaining a smooth and seamless experience for our clients.
- o Sales enablement sessions for new OEM / new Tech.

■ What strategies or technologies have you implemented to personalize service delivery and improve client satisfaction?

To keep and maintain

accurate records of the service requests and analytics, we have our homegrown ticketing tool. In some domains like observability, we have developed tools for AIOps that help in the following -

- Capacity planning
- Alter suppression and correlation
- Predictive analysis
- RCA with GenAI

In addition, we are developing a tool to post critical alerts to respective mediums like WhatsApp, and Teams, and initiate calls without human intervention.

These are industry-first technologies that we have adopted and have invested heavily to gain customer confidence in our services.

■ Can you share examples of how proactive communication and support have helped in building stronger relationships with your clients?

In a recent project with a mid-sized retail client, we ensured proactive communication by regularly updating them on the progress of their digital transformation initiative. Every week, we shared a status report detailing completed tasks, upcoming milestones, and any potential challenges. This helped build trust, as the client always knew where we stood and could plan accordingly.

Another example is from a long-term IT client in the financial sector. By maintaining an updated view of their IT infrastructure, we were able to identify that one of their core software

tools was nearing the end of its support cycle. Before this could become an issue, we proactively suggested a version upgrade along with potential new features that could improve performance. Not only did this help them avoid disruptions, but it also enhanced their system's efficiency, strengthening our relationship by showcasing our commitment to their success.

■ How do you gather insights on customer satisfaction and act on client feedback to improve your services?

We gather insights into what is our customer saying and also try to gauge their unspoken requirements via:

- Comprehensive feedback channels: We engage with our clients through multiple feedback channels, including post-project surveys, Net Promoter Score (NPS) assessments, and direct customer interviews. This allows us to gather both quantitative and qualitative data on customer satisfaction, ensuring that we capture a holistic view of their experience.
- Customer success teams: Our dedicated customer success team plays a crucial role in gathering ongoing feedback. These teams regularly check in with clients, not just to troubleshoot, but to proactively seek insights on their evolving needs and future challenges. This continuous dialogue ensures we remain aligned with their expectations and can refine our offerings accordingly.
- Structured escalation &

feedback loops: We've implemented structured escalation mechanisms that ensure any critical feedback is addressed swiftly and escalated to the right teams. These escalation matrices are shared with the customers. Additionally, we have feedback loops where insights from customers are shared across departments—whether it's product

with advanced CRM systems, combined with AI-driven analytics, will help us monitor customer interactions in real-time. This will allow us to identify potential concerns early, track service performance, and ensure we are addressing issues before they escalate. By leveraging data, we gain actionable insights into what's working and where we can improve.

contract renewals, service downgrades, and overall customer satisfaction scores. These metrics help us assess whether a customer is at risk of churning. We plan to use AI to predict customer churn and devise strategies to curb them.

To pinpoint the reasons behind customer churn, we use a combination of qualitative and quantitative methods:

- Exit surveys (wherever possible): Whenever a customer chooses to leave, we conduct detailed exit surveys to understand the specific reasons behind their decision. These insights are critical for identifying areas of improvement, whether it's service quality, pricing, or specific product features.
- Churn analytics: We aim to use predictive analytics powered by AI to identify patterns and red flags that may indicate potential churn. For instance, a significant drop in product usage, repeated support requests, or negative sentiment in feedback forms can act as early warning signals. This allows us to take proactive measures to address any concerns before they lead to churn.
- Analyzing customer support ticket trends: Customer support ticket trends provide valuable insight into customer satisfaction and potential issues. We employ a robust ticketing system to track, analyze, and respond to customer queries and concerns. Our process includes:
 - o Categorization and

“Automation and AI play pivotal roles in enhancing customer experience. While much of our industry requires human input, AI supports faster issue resolution, augmenting human intelligence rather than replacing it. The buzzword is Augmented Human Intelligence (AHI) and not AI.”

development, service delivery, or technical support—enabling us to make quick adjustments and optimize our services.

- Innovation through collaboration: Many of our product and service enhancements stem from direct client collaboration. We frequently co-create solutions with customers, ensuring that their needs are reflected in the innovations we bring to market. This collaborative approach not only improves customer satisfaction but also fosters long-term partnerships.

We also plan to deploy Real-Time Monitoring & Analytics which along

■ How do you identify the rate of and reasons for customer churn? How do you analyze customer support ticket trends?

Identifying the rate of churn and its root causes, along with analyzing customer support ticket trends, plays a critical role in our overall customer experience strategy.

We track our customer churn rate by measuring voluntary and involuntary churn across different services. This is done using data from our CRM systems, internal ticketing tools, and regular engagement with our customers. Key metrics we focus on include

tagging: Each support ticket is categorized based on the type of issue, priority level, and service line. This allows us to analyze ticket trends by domain (e.g., technical issues, billing, onboarding) and identify recurring problems that may be contributing to churn or dissatisfaction.

- o Trend analysis through data analytics: We utilize advanced analytics tools to monitor ticket volumes, resolution times, and escalations. These tools also track response times and resolution effectiveness, enabling us to identify areas that require improvement. For example, if we notice a surge in tickets related to a specific product feature or service, we prioritize addressing that issue at both a technical and operational level.
- o Customer Sentiment Analysis: We apply sentiment analysis powered by AI to our ticketing data to gauge customer emotions and attitudes. By understanding whether interactions are generally positive, neutral, or negative, we can better anticipate dissatisfaction and respond accordingly. This approach also helps us detect emerging concerns before they escalate.

Post identification of reasons/insights in both churn rates and customer support tickets, we take

swift, actionable steps:

- Churn prevention programs: For at-risk customers, we have specific retention programs that include personalized outreach from our customer success teams, special offers, and tailored solutions to meet their evolving needs.
- RCA and continuous improvement: We have a small but competent team directly handling CSAT, NPS, and other related activities.

go.

On the other hand, AI can make sharing information or answering queries easy. AI Chatbots can interact with customers without human intervention and answer customer queries faster. Although in our Industry most of the work needs to be done by humans, however, AI can provide valuable information to resolve customer issues faster. The buzzword is Augmented Human Intelligence (AHI) and not AI.

direct feedback through surveys and customer journey mapping. One key finding was that their mobile and online banking interfaces were not intuitive, leading to frustration and drop-offs, especially during multi-step processes. Customers were also facing difficulties in accessing support at critical points.

Our solution involved redesigning the digital experience, starting with simplifying the user interface and making navigation seamless across all devices. We also integrated real-time support, including chatbots and an option to request immediate human assistance during complex transactions. To ensure that the changes truly addressed customer pain points, we implemented A/B testing and customer feedback loops throughout the process.

The result was significant. Within six months of the revamped platform going live, the bank saw a 25% increase in completed loan applications and a 15% increase in overall transaction volume. Customer satisfaction scores improved by 30%, and Net Promoter Score (NPS) saw a double-digit growth. The focus on improving the customer journey not only enhanced user satisfaction but also directly impacted the bank's revenue by increasing transaction completion rates and customer retention.

This success highlighted how prioritizing CX can have a direct, positive influence on business outcomes in the highly competitive BFSI space, where seamless digital experiences are critical for growth.

“ For one of our BFSI clients, we redesigned their online banking experience, which led to a 25% increase in completed loan applications and a 30% improvement in customer satisfaction. Focusing on the customer journey directly impacted their revenue and strengthened our relationship with them.”

■ In your opinion, what role do automation and AI play in enhancing customer experience within your operations?

Automation and AI, play very pivotal roles in enhancing customer experience. By automating tasks through scripts, operations can happen smoothly and accurately. It saves plenty of time for human resources and user operations can resume faster. Tools like Ansible and Terraform automate routine tasks like firmware and software upgrades on hundreds of systems in one

■ Can you share a success story where focusing on CX led to a significant business outcome?

For one of our BFSI clients, we improved their online banking platform, where customer drop-off rates during key transactions—such as loan applications and fund transfers—were higher than industry benchmarks. This was impacting both their revenue and customer satisfaction scores.

We began by conducting a comprehensive CX assessment, analyzing user behavior, and gathering



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Email: abhishek@transconelectronics.com,
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How Allied Digital Prioritizes Customer Experience to Drive Global Success?

PARESH SHAH,
CEO, Allied Digital Services



In an era where digital transformation and cloud adoption are reshaping the IT landscape, Paresh Shah, CEO of Allied Digital Services, delves into the competitive forces at play in the IT channel segment. In an engaging interview with Amit Singh, Shah highlights how customer experience (CX) has emerged as a pivotal factor in the race for success. From implementing AI-driven technologies to empowering teams with autonomy, Allied Digital is setting a benchmark for personalized service delivery in the global market.

■ Please talk about the current competitive landscape in the IT channel segment and how customer experience has become a key differentiator for success.

The IT channel segment is rapidly evolving, and the competitive landscape is shaped by factors such as cloud adoption, cybersecurity demands, and digital transformation. Companies that thrive are those that have embraced agility and are quick to adapt to changing customer needs. In this highly competitive market, customer experience (CX) has emerged as a crucial differentiator. It's no longer just about providing a service or solution but about how we deliver it. According to a study by Gartner, 81% of companies expect to compete based on CX. For instance, we've noticed that clients

increasingly favor vendors who offer seamless, 24/7 support and personalized solutions. This has led us to invest heavily in customer-centric technologies and processes to stay ahead.

■ What challenges have you faced in maintaining a high standard of CX, and how have you overcome them?

One of the biggest challenges we face in maintaining high standards of CX is managing client expectations across different geographies and industries. For instance, clients in the US may have different service expectations compared to clients in Asia. To overcome this, we've developed region-specific teams trained to understand the nuances of local cultures and business practices. Another challenge is keeping up with the rapid pace of technology change.

To ensure that our teams are always ahead, we've invested in continuous training and certifications for our workforce. In recent years, we have expanded our presence across key geographies, including Japan, Brazil, China, and Mexico. This strategic expansion provides good coverage for our US clients as a nearshore service, mitigating inflation challenges in the US. It enables us to find suitable talent easily, provide good time coverage to our North American clients, and control delivery costs.

■ What strategies or technologies have you implemented to personalize service delivery and improve client satisfaction?

We've implemented several strategies to personalize service delivery. One key initiative is using AI-driven customer analytics to create more personalized

service offerings. This allows us to anticipate client needs and offer solutions proactively. We also use Customer Relationship Management (CRM) systems integrated with AI, which helps us track interactions, preferences, and service history, enabling a highly customized approach.

Additionally, we've embraced hybrid cloud models to offer flexible, scalable services based on individual client requirements. With a strong technological foundation, we provide high-margin, long-term recurring revenue (typically 5-year) IT services. Our NOC/SOC and Global Service Delivery Center in Mumbai support companies worldwide.

■ How do you gather insights on customer satisfaction and act on client feedback to continuously improve your services?

To gather insights on customer satisfaction, we use a mix of tools including NPS (Net Promoter Score) surveys, customer feedback forms, and real-time analytics from our CRM system. We don't just collect feedback but act on it immediately by holding post-project review sessions with clients and implementing changes based on their feedback. Additionally, our account managers are in constant communication with clients, which allows us to understand evolving needs and make adjustments before small issues become major challenges.

■ How do you identify the rate of and reasons for customer churn? How do you analyze customer support ticket trends?

To identify customer churn, we use predictive analytics models that analyze engagement patterns, support ticket trends, and usage data. A dip in product utilization, an increase in support tickets, or declining engagement are often early warning signs of churn. We also analyze support tickets to spot recurring issues. By examining these trends, we can address systemic problems, streamline processes, and implement preventative measures to reduce customer dissatisfaction. Digital Desk (formally ADiTaaS) is Allied Digital's in-house intuitive enterprise service management for the performance of the digital enterprise, on-premises or in the cloud. It provides end-to-end visibility of all services delivered by different business units while automating

processes on the powerful Digital Desk platform. Digital Desk is easy to configure and allows you to activate quickly while scaling to your business needs. With a simple and consistent approach, you increase efficiency, lower costs, and devote more time to innovating and delivering the modern, consumer-like, self-service experience your employees expect.

Digital Desk provides scalable workflows to manage and deliver IT-related services to your users all through a single application. This ITSM solution can help the agent's productivity, resolve issues quickly, and improve user satisfaction. Also, powered by platform native AI, you can quickly accelerate technology changes view recommended actions for incoming tickets or requests, and drive self-service and automation through enterprise chatbot technology. The Digital Desk Platform also provides users access to ITSM via mobile or web-portal interfaces.

■ How are you training and empowering employees to deliver a high level of customer experience? What kind of freedom do you offer to employees to rescue a bad/negative customer experience?

We have robust training programs focused on soft skills, technical expertise, and problem-solving. Our employees are trained not just to resolve issues but to anticipate them. Additionally, we empower our teams with the autonomy to make decisions that can resolve customer issues quickly, without waiting for higher

approval. For example, our customer support teams have the flexibility to offer service credits or expedited support in cases where a client's experience has fallen short of expectations.

Our team undergoes continuous training to stay updated with the latest technologies and methodologies, enhancing our capability to manage complex projects efficiently. Regarding our customer base, Allied Digital is proud to serve a diverse and high-quality clientele, ranging from small businesses to large multinational corporations (Fortune 100), the Government sector, and smart cities, across various industries. This diverse customer base not only reflects our capability to meet a wide range of IT needs but also underscores our reputation as a trusted partner in the global IT services landscape.

■ Can you share a success story where focusing on CX led to a significant business outcome?

A leading Indian multinational food and beverage conglomerate sought to streamline its IT operations across 22 plants in 10 states. The company faced challenges with disparate systems, inefficient processes, and a lack of centralized management, which hindered its ability to maintain operational efficiency and respond swiftly to market demands.

Allied Digital Services implemented a comprehensive IT infrastructure management solution,

including:

- **Centralized Service Desk:** A 24x7 support system to manage 20,000 tickets monthly, ensuring prompt issue resolution.
- **Network Operations Centre (NOC):** Dedicated monitoring and management of 5000 data center items, providing real-time insights and proactive maintenance.
- **Asset Management:** Efficient handling of 40,000+ assets across factories and sites, ensuring accurate tracking and optimal utilization.
- **Workplace Services:** On-site support for plants, headquarters, and offices, enhancing user experience and operational continuity.

The transition from staff augmentation to managed services with SLA-based support presented initial hurdles. Allied Digital's team worked closely with the client to ensure a smooth migration and rebranding of incumbents, addressing concerns and maintaining service continuity.

The implementation resulted in:

- 99% adherence to SLAs ensuring consistent service quality and reliability.
- Successful rollout of centralised service desk and NOC improving operational efficiency and enabling proactive issue management.
- Smooth migration to central symphony tool enhancing overall IT management and integration.
- Ongoing resource cost optimization delivering tangible financial benefits and improving the bottom line.

Proactive Communication and Empowerment: The Core of Nilesh Kuvadia's Customer- Centric Leadership



NILESH KUVADIA
Founder Director,
ITCG Solutions

Nilesh Kuvadia, Founder Director of ITCG Solutions, shares his insights into maintaining high standards of customer experience in an evolving IT landscape. During his brief interaction with Amit Singh, he discusses the challenges of delivering personalized service, the strategies that have helped his company build lasting client relationships, and how focusing on CX has driven significant business outcomes for ITCG India

■ What challenges have you faced in maintaining a high standard of CX, and how have you overcome them?

Maintaining a high standard of customer experience (CX) comes with significant challenges, particularly in terms of time constraints and specialized manpower. To overcome these, we often extend our work beyond regular hours and even on holidays. Senior leadership involvement is key in certain cases, and we ensure that senior technical staff is always on hand to handle extraordinary situations. In many cases, we go beyond the scope of the original work to exceed customer expectations, which helps us maintain a high standard of CX.

■ What strategies or technologies have you implemented to personalize service delivery and improve client satisfaction?

Client satisfaction is fundamental to earning repeat business. Our first strategy is always to design a solution that addresses the specific pain points of the customer. Afterward, we plan the implementation process and assign the right team for execution. Since technologies evolve constantly, we ensure we stay updated on the latest advancements that can help ease our customers' workloads. This approach guarantees personalized service delivery. Additionally, we make it a practice to collect feedback after project completion, which goes a long way in improving client

satisfaction.

■ Can you share examples of how proactive communication and support have helped in building stronger relationships with your clients?

Proactive communication is one of the best strategies for building strong client relationships. There are times when we foresee a delay in project completion. Informing

“Proactive communication is one of the best strategies for building strong client relationships. When we inform the customer about potential delays, along with valid reasons, it builds trust and creates a bond that extends far beyond the project.”

the customer proactively, with valid reasons for the delay, helps build trust and creates a lasting bond. In our projects, we always provide customers with the execution plan, escalation matrix, and emergency contact information. This transparency helps alleviate any concerns and builds a strong long-term relationship.

Additionally, we keep our clients informed about upcoming offers, new technologies, and even potential cyber threats, whether or not it directly leads to new business. This consistent engagement ensures that we stay at the top of their minds when they consider new projects or services. Strong customer relationships have consistently led to repeat business.

■ How do you gather insights on customer satisfaction and act on client feedback to continuously improve your services?

We have implemented a Call Report system, where our support staff collects detailed feedback from customers after each service call. This form includes information on the work completed, challenges faced, suggestions for better performance, and

tickets to analyze trends and identify areas that may have contributed to dissatisfaction.

■ What kind of freedom do you offer to employees to rescue a bad/negative customer experience?

All employees who have completed at least two years with us are fully empowered to make decisions within their role, especially when it comes to resolving customer issues. We operate in an open environment where employees have full autonomy to address and resolve negative customer experiences without needing management intervention unless they specifically request assistance.

■ Can you share a success story where focusing on CX led to a significant business outcome?

One of our clients initially chose a competitor to purchase a network operating system, as our offer was slightly higher by Rs. 5000. However when they faced a network problem, the competitor demanded an additional Rs. 10,000 before even addressing the issue. The client turned to us for help. We quickly resolved the problem and, because it was minor, did not charge them for the service. This gesture led to a year-long annual maintenance contract (AMC) worth over Rs. 1 lakh. Our philosophy is simple: alleviate the customer's pain first, and only then discuss payment if necessary. This approach has consistently resulted in significant business outcomes and long-lasting goodwill.

any pending issues. This gives us valuable insights into customer feedback and highlights areas where we can improve our service delivery.

■ How do you identify the rate of and reasons for customer churn? How do you analyze customer support ticket trends?

We regularly analyze the ratio of new customer acquisition to repeat business and monitor customers who have left. We work closely with account managers to understand the reasons for any customer churn. If the issue stems from service delivery, we delve deeper into customer support

How Insight Business Machines is Shaping IT Service Excellence through Customer-Centric Innovation

GUNJANA SHAH,

Chief Marketing Officer at Insight Business Machines



In a rapidly evolving IT landscape, customer experience (CX) has emerged as a crucial factor that differentiates market leaders from the rest. Gunjana Shah, Chief Marketing Officer at Insight Business Machines, shares how his organization has adapted to the changing expectations of customers in the post-pandemic era. From overcoming logistical challenges in tier-3 and tier-4 cities to integrating advanced technologies like AI and ML, Insight Business Machines has been at the forefront of delivering tailored IT solutions that align with dynamic customer needs. In this insightful conversation with Amit Singh, he highlights the strategies, technologies, and success stories that have driven significant business outcomes and helped foster deeper client relationships

■ In today's competitive IT landscape, customer experience (CX) has become a critical differentiator for most businesses. How

has the emphasis on customer experience changed the way you deliver services to your clients?

The shift in customer expectations has been

significant, especially post-pandemic, as the consumption of IT services has evolved from a traditional approach to more dynamic, fast-paced demands. Whether it's a consumer-centric B2B

business or any other industry, customers now expect a rapid and seamless experience. Traditionally, in B2B, clients were more patient—they wanted a partner who understood their requirements, identified

the right products, delivered on time, and allowed for some lead time. Once the project was deployed successfully, the engagement was considered complete.

Now, however, the scenario has changed drastically. Customers not only expect solutions to be deployed tomorrow, and they want them to be up and running immediately. The delivery and logistics expectation is set by the standards of e-commerce giants like Amazon or quick-commerce services, where products are delivered almost instantly. It's not that customers don't understand challenges, but their consumption habits have shifted, and they expect the same level of service in the IT space.

Earlier, customer experience (CX) was predominantly driven by the IT team—if they were satisfied, the job was done. Now, it's a holistic process. From the business head to the supply chain and logistics teams, everyone's satisfaction level counts toward the overall customer experience. We now find ourselves interacting with warehouse managers, supply chain teams, and even ground-level staff who expect IT to ensure their operations run smoothly. The customer experience has become a 360-degree evaluation, where all aspects of interaction—from sales to execution and maintenance—need to be seamless and satisfying. The expectation level has skyrocketed, and we've seen this major shift in the last couple of years.

■ What are the

major challenges you face in maintaining a high standard of CX, and how are you overcoming these challenges?

One of the biggest challenges we face is logistics, especially for our customers in tier-3 and tier-4 cities. While tier-1 and tier-2 cities have well-established logistics networks and distributors

We have focused on standardizing workspaces and ensuring the right products are used for specific environments. Our strategy includes keeping contingency stock at these remote locations to avoid delays and maintaining standardized processes across all locations.

To tackle these logistical challenges, we've also invested in remote support and multilingual customer

implemented is a centralized help desk and monitoring system that provides a unified platform for remote support. Although some customers prefer to use their tools, we've adopted a hybrid approach where we integrate with their systems while maintaining our centralized setup for those who need it. This ensures consistency in tracking and resolving issues.

We've also enabled our customers to access our ticketing system directly through their portals, allowing them to log, track, and review their tickets in real-time. This transparency eliminates any discrepancies and ensures that issues are properly documented and resolved efficiently.

Additionally, we are working on incorporating AI and ML into our operations. Over the years, we've built a vast issue database, and we are experimenting with AI to analyze this data for predictive maintenance and troubleshooting. For instance, we've identified patterns in certain recurring issues—like power supply challenges at specific customer sites—and have standardized solutions to address these problems in advance. This proactive approach has saved us significant time and resources and allowed us to deliver a more seamless experience to our customers.

■ How do you gather insights on customer satisfaction and address client feedback to continuously improve your services?

To gather insights on

“ The biggest challenge we face is maintaining high reliability in tier-3 and tier-4 cities, where logistical networks are still developing. We've tackled this by standardizing processes and keeping contingency stock at remote locations. ”

are now maintaining stocks, deeper regions still pose difficulties. Modernization and digitization efforts are reaching these areas, and with initiatives like 'Make in India,' many industries are moving to decentralized manufacturing in remote locations. These areas have become critical for us, as they demand just-in-time delivery, which can be challenging.

In these locations, the timeline for delivery becomes even more crucial because any delay can disrupt the entire supply chain, affecting operations significantly. The challenge of maintaining high reliability in remote areas, where environmental conditions may vary greatly, adds to this complexity.

assistance, allowing us to serve our clients across diverse geographies more effectively. We have also implemented contingency planning to manage unforeseen challenges like power supply issues or equipment failures. By being proactive in our approach, we can ensure smoother, faster resolutions, thereby enhancing the overall customer experience.

■ What tools and technologies are you implementing to personalize your services and improve client satisfaction?

This is an area we are continuously evolving. One of the key tools we've

customer satisfaction, we have centralized all tickets through a unified system. We are in the process of developing an AI tool that analyzes the efficiency and deficiencies in our service delivery, helping us improve towards just-in-time service. This means resolving issues during the initial interaction, so the engineer can solve the problem before the call ends.

In terms of acting on feedback, we focus on identifying the skills and knowledge required to handle specific issues effectively. While our engineers are technically proficient, we often face challenges when users are uncomfortable providing remote access or dealing with sensitive data. To overcome these challenges, we ensure that our engineers are well-versed in the customer's tools.

For example, when a customer onboards us, we request early involvement in their tool evolution and UAT (User Acceptance Testing) phases. This allows our engineers to get trained on the new tools, ensuring they're fully prepared from the moment we begin service. We work closely with the customer during this period to understand their expectations and provide proactive support. This way, we not only deliver technical solutions but also align with the customer's specific operational requirements.

■ How do you manage customer retention and prevent churn in an increasingly competitive IT market?

Today, customers have a wide range of choices. In the past, customers might tolerate small issues, but now even a single instance of dissatisfaction can lead them to switch providers. This presents a significant challenge for us. To combat this, we focus on continuously improving our service delivery and maintaining transparency. We ensure open communication with

might provide feedback on a less effective approach. This open dialogue helps us identify patterns and prevent recurring issues, ultimately helping to lower the churn rate.

■ How do you train and empower employees to deliver a high level of customer experience, and what kind of freedom do

“ We are working on incorporating AI and machine learning to identify patterns in recurring issues. For example, we've seen common power supply problems at certain sites, so we've created standardized solutions that we can deploy in advance. ”

customers at all levels by providing a single, unified escalation matrix that applies to everyone, regardless of their size or importance.

To reduce churn, we hold regular town halls within our service teams. These meetings are collaborative, where everyone shares their experiences with customers. This two-way communication allows team members to learn from each other—what works and what doesn't—while fostering a culture of continuous improvement. For example, someone might share how they successfully handled a complex issue, while others

they have to rescue a negative customer experience?

Our workforce consists of around 350 employees across the country, with over 1,200 certifications collectively. Each individual in our organization—from logistics and customer support to HR and accounts—is required to undergo continuous training and obtain certifications. These trainings can be industry-specific, vendor-related, or industry-neutral, such as mandatory sessions on ISO 20000 for customer delivery and data sensitivity, especially when dealing with critical infrastructure clients.

We place a strong emphasis on professional development, offering every employee the opportunity to pursue paid certifications in areas relevant to their role. For instance, our customer support employees are required to understand basic IT concepts and best practices, even if they don't get officially certified. Our network engineers, for example, must become certified in the various brands and technologies we work with. They have the freedom to choose which brand or skill set to start with, and they are encouraged to continuously expand their expertise.

We also have a customer success manager assigned to specific clients. Their sole responsibility is to ensure that the customer is receiving timely support and addressing any issues—good, bad, or ugly—that might arise. This individual does not handle business transactions but focuses entirely on listening to the customer and bringing feedback to our internal team for continuous improvement.

Moreover, we have a dedicated learning and development department that tracks the certification status of each employee. A team member ensures that everyone is aware of upcoming certification expirations and supports them in renewing or upgrading their qualifications. This commitment to training and continuous learning is a key part of how we empower our employees to deliver exceptional service and adapt to changing customer needs.

Unlocking Data's Potential: Snowflake's Vision for AI, Analytics, and Growth in India



VIJAYANT RAI,
Managing Director, India,
Snowflake



DHIRAJ NARANG,
Director, Head of Partnerships (India),
Snowflake

In a rapidly evolving data landscape, Snowflake has positioned itself as a key player, enabling enterprises to harness the power of AI and analytics. In an insightful conversation with Amit Singh, Vijayant Rai, Managing Director, India, Snowflake, and Dhiraj Narang, Director, Head of Partnerships (India), at Snowflake, discuss the growing role of the Data Cloud in driving innovation, the company's strategic focus on India, and how they are empowering businesses to derive real-time, actionable insights. This interview provides a deep dive into Snowflake's approach to scaling cloud data solutions, breaking data silos, and fostering partnerships that enhance enterprise agility

■ **What are some emerging trends in the data cloud market, particularly in terms of scalability and**

performance that you're seeing for the future?

Vijayant Rai: The data market is in the midst of

what I'd call a perfect storm. One of the biggest trends is a significant acceleration in data transformation efforts. Organizations are realizing that to harness AI's potential

fully, their data needs to be in the right state—clean, accessible, and consolidated. Without this, they can't leverage AI effectively.

Another major trend is

breaking down data silos. Enterprises are working to unify their data across the organization, and we're also seeing some companies take this a step further by sharing data with their broader ecosystem. This is unlocking new use cases and creating immense value.

At Snowflake, we're uniquely positioned to support these trends. Our platform enables native data sharing, and our Data Marketplace provides access to third-party data that companies can use to enrich their datasets. This creates opportunities for businesses to not only streamline their operations but also monetize their data. In summary, the key trends are breaking down silos, sharing data within ecosystems, and treating data as a strategic asset that can be monetized. And, of course, AI is accelerating all of this.

■ How is the AI and data cloud market evolving to meet the growing demand for real-time analytics and data-driven decision-making across industries?

Dhiraj Narang: As Vijayant mentioned, having a robust data strategy is essential to developing a successful AI strategy. What we're seeing is that organizations are increasingly harmonizing their internal and external data, breaking down silos, and creating a unified data ecosystem. This serves as the foundational layer for real-time decision-making.

Whether it's supply chain data, IoT data, or customer data, near real-

time or real-time insights are now critical to business success. Enterprises want to provide their employees with the same seamless experience they enjoy on their smartphones—whether that's making decisions or managing data. For example, on an Apple or Google phone, users can perform multiple tasks with just a few taps. Enterprises are striving to bring this kind of intuitive experience to their

“There's no AI strategy without a data strategy. Enterprises are increasingly focused on breaking down data silos, consolidating information into one place, and sharing that data with their ecosystem, unlocking incredible use cases.”

employees.

To meet this demand, Snowflake has introduced innovations like our natural language query capabilities and Document AI, which allow users to query large data sets without needing advanced technical skills. This aligns with what enterprise customers are increasingly demanding—easy, fast access to insights from their data. And we're right there, in the trenches, working to make that possible.

■ How is Snowflake positioning itself as a leader in the data and analytics space, and what are the key differentiators you

bring to the market?

Vijayant: Our key differentiator in the analytics space is that we're a SaaS-based AI data cloud platform. This gives customers a unique advantage—they can focus on their domain expertise, while we handle the heavy lifting on the platform side. Whether it's data security, privacy, or how AI is applied, all of that is managed on our platform.

What this means for our customers is a much faster time to value. Once their data is consolidated, they can quickly derive actionable insights, which can drive everything from product development to customer experience improvements. For example, if you're running a food delivery platform, Snowflake's insights can help you ensure you have enough driver partners in areas of high demand.

One great example is Swiggy, one of our partners, which leverages Snowflake for large-scale data analytics. As the volume of real-time data continues to grow, our platform's scalability allows businesses to handle increasing amounts of data

while staying ahead with timely insights.

■ Snowflake has seen significant growth in India over the last few years. Can you share some highlights of Snowflake's journey in the Indian market?

Vijayant: Our journey in India spans over five years, and during this period, we've built a substantial and diverse customer base across several industry verticals, including financial services, manufacturing, digital natives, and startups. What stands out in our journey is that organizations, regardless of size—whether small startups or large enterprises—are drawn to the Snowflake Data Cloud because of the quick outcomes they can achieve.

A key factor in our growth is the rapid time-to-value our platform provides. Customers can swiftly onboard their data, enabling them to focus on more strategic activities like advanced analytics or predictive insights. This has been particularly appealing to businesses, from small companies to large conglomerates, as they can see results faster without worrying about scaling issues.

From an operational perspective, we have seen immense growth across customer segments—small, medium, and large enterprises. What ties all of them to our platform is their ability to derive quick outcomes for their businesses, allowing them to remain agile and competitive.

In addition to customer

success, we've also been investing heavily in the broader ecosystem to better support our customers in India. This includes developing a robust partner ecosystem that spans advisory firms, system integrators (SIs), and niche resellers. This network is vital for our growth as it helps scale customer outcomes more efficiently. Furthermore, we are expanding our customer-facing teams in India to ensure they get the best support and value from our platform.

■ **Snowflake recently launched its Innovation Center in Pune. How is this center contributing to innovation and talent development in India?**

Vijayant: The Pune Innovation Center is a significant part of Snowflake's global strategy. This center serves as a global Center of Excellence (CoE), and we currently have between 500-600 employees working there. The center is scaling rapidly and plays a critical role in fostering innovation.

One of the most groundbreaking initiatives from the Pune CoE is a program called "Snow on Snow." This initiative showcases how Snowflake uses its platform for various functions such as HR, finance, and sales, providing a real-world proof of concept to our customers. This program has been highly impactful in helping clients understand how they can maximize value by leveraging Snowflake's platform across different

business units.

Beyond internal use, the Pune center also collaborates closely with partners to co-create innovative assets. We work with these partners to develop cutting-edge solutions that address industry-specific challenges. This collaboration allows us to continuously enhance our offerings and help partners scale their solutions on our platform.

teams. We're committed to increasing the resources that can help our customers fully leverage the Snowflake platform.

At the Pune Center of Excellence, we plan to continue investing in building more capabilities. This center will play an even more prominent role as we develop new solutions and support innovation across the APJ region.

“Enterprises today want to provide employees with the same seamless digital experience they have on their smartphones. That's where innovations like Snowflake's Document AI come in, allowing users to query vast datasets using natural language.”

■ **Could you provide more details about Snowflake's footprint in India and your plans for expanding the employee base and talent pool?**

Vijayant: India is a key focus area for Snowflake's global expansion. We are actively looking to scale our presence in two major areas: our go-to-market teams, and the Pune Center of Excellence.

On the go-to-market side, we are expanding our customer-facing teams to better support the rapidly growing base of Indian clients. This includes scaling our sales, customer success, and engineering

■ **Snowflake has a robust partner ecosystem in India. Could you elaborate on how you're working with partners and your strategy for empowering them?**

Dhiraj: At Snowflake, we view our partner ecosystem as a critical force multiplier. Our philosophy is to continuously innovate and enable our customers to achieve cutting-edge transformation, and partners play a pivotal role in this journey. We work closely with a diverse range of partners, including global system integrators, advisory firms, and niche resellers, to drive innovation and support

digital transformation for our customers.

One of our key goals is to help our partners develop new capabilities on the Snowflake platform. As our platform evolves, partners need to stay ahead by building innovative solutions that deliver value to their customers. This involves co-creating new use cases and applications that can be listed on the Snowflake Marketplace. For example, some of our partners are building customer data platforms on Snowflake, which are now available on the Marketplace. This creates a win-win situation where partners can develop industry-specific solutions while customers benefit from tailored offerings.

Moreover, we are focusing on enabling our partners through extensive training and certification programs. When our partners speak the same language as Snowflake and fully understand our platform's capabilities, they can unlock even greater value for our shared customers.

Our partner strategy also involves co-investing in go-to-market initiatives. By working together on programs like "SPN Connect" and "Base Camps," we help partners uncover new opportunities for growth and drive innovation in the market.

■ **Could you share some of the recent partner initiatives Snowflake has launched and the impact you've seen?**

Dhiraj: We've recently launched several key

initiatives to strengthen our partner ecosystem in India. The first is focused on partner enablement. We invest heavily in training and certifying our partners to ensure they are well-versed in Snowflake's platform. This has been instrumental in driving success, as partners can offer higher-quality services and support to our customers.

We've also launched programs like "SPN Connect," a bi-annual series in India, and "Base Camps," where we bring partners together with our sales and engineering teams. These forums facilitate the exchange of knowledge and ideas, leading to the development of new use cases and innovative solutions that benefit our customers.

Through these initiatives, we've seen a significant uptick in the number of customers realizing the full value of the Snowflake platform. Our partners are helping lower the total cost of ownership (TCO) for customers by implementing best practices and uncovering new ways to drive business transformation.

■ What are Snowflake's expansion plans for its partner ecosystem in India, and can you share any figures about the current size of this ecosystem?

Dhiraj: While I can't share exact numbers, I can tell you that approximately 50% of our APJ partner ecosystem is based in India, which highlights how critical

this market is to Snowflake. The partner ecosystem will continue to expand as opportunities in India grow.

India is home to some of the most innovative use cases we've seen globally, particularly in areas like BFSI, retail, and digital-native businesses. As these sectors continue to evolve, our partner ecosystem will grow in tandem to support the demand.

We will keep investing in the development of our partner ecosystem through training, enablement, and co-investment opportunities. Our focus is to build for India, in India, while simultaneously leveraging India's talent and innovation to drive global success.

■ What have been Snowflake's top strategic priorities in India over the last few years, and what are the big bets you're placing on the market for the coming years?

Vijayant Rai: Our top priority remains our customers. We're focused on expanding our enterprise footprint, especially within industries like financial services, manufacturing, and more. We already have a strong presence in these segments, but our goal is to significantly increase customer acquisition in these areas. Additionally, we've been doubling down on our efforts with digital natives and startups, which have been key customers since we entered India. We're eager to deepen our partnerships with these companies and continue supporting their growth.

Another area we're heavily invested in is the independent software vendor (ISV) ecosystem. Many ISVs build analytics solutions with Snowflake integrated into their offerings, so we're committed to scaling that part of the business as well. Beyond the enterprise, digital natives, and ISV ecosystems, we're also focused on entering the public sector. This is a newer initiative, but we're investing ahead of the curve to build out our public sector outreach and provide support there.

Internally, another big priority is talent. We're growing our teams to ensure we have the right coverage across different market segments. This includes investing in our partner teams to support the broader partner ecosystem. We're also focused on market development. Data and AI are crucial areas, and we need to ensure that the right skill sets are available. Snowflake is doubling down on the developer community, working to enable them with the skills they need to manage data and leverage technologies like generative AI with our platform.

In summary, our top priorities include expanding our customer base in enterprise verticals, deepening our relationships with digital natives, growing the ISV ecosystem, entering the public sector, and developing talent and the market. All of these efforts come together to create momentum, and we believe they'll help Snowflake ascend to even greater heights in the data landscape.

Dhiraj Narang: From

the channel perspective, our focus is on building an ecosystem that supports these objectives. For example, when it comes to verticals like BFSI, retail, and CPG, we can't take a one-size-fits-all approach. Snowflake's platform needs to be tailored to each industry's specific needs. One of our key priorities is ensuring that our partner ecosystem is equipped with the knowledge and expertise to build solutions that are relevant to these industries.

To give you an example, a leading NBFC in India is working with one of Snowflake's top advisory partners to transform their entire data landscape. This has led to a shift toward a data-driven culture within that organization, and we're looking to replicate this success across other sectors. Another great example is how Quantifi, one of our top partners, is working with a logistics company, Shiprocket, to transform their business processes. This partnership has resulted in a 300% gain in business outcomes for Shiprocket, which demonstrates the value of industry-specific solutions.

Our second major focus is the ISV ecosystem. We're encouraging SaaS and ISV companies to build on Snowflake, creating new revenue streams and addressing opportunities in areas like regulatory reporting, data observability, and customer analytics. If our partners can build native apps on the Snowflake Marketplace, we'll be able to solve even more customer challenges.

STL's Vision for Fiber Optic Sensing in India's Digital Future

In an exclusive interview with Amit Singh, Badri Gomatam, Group Chief Technology Officer of STL (Sterlite Technologies), shares his insights on the transformative potential of fiber optic sensing (FOS) technology in India. He discusses STL's innovations, the critical role of fiber optics in 5G and IoT infrastructure, and the company's efforts to drive awareness and adoption across sectors like telecommunications, infrastructure, and transportation. From preventing animal deaths on railway tracks to enhancing telecom security, Gomatam highlights how STL is addressing challenges and shaping the future of India's digital infrastructure



BADRI GOMATAM,
Group Chief Technology Officer,
STL (Sterlite Technologies)

■ Can you provide an overview of the current deployment status of fiber sensing solutions in India, and why do you think more companies are not actively discussing it?

In India, we see a growing but still nascent adoption of fiber optic sensing solutions. Early applications are primarily in industries like telecommunications, oil & gas, power transmission, and infrastructure monitoring. The technology's ability to provide real-time monitoring and early warnings of potential threats is invaluable. While the potential is immense, wider adoption is progressing slowly owing to a few factors such as high cost and lack of awareness in terms of the full potential of the technology. The initial investment is estimated to be 10-20% higher than conventional technologies.

However, we at STL see immense potential for this technology to revolutionize various sectors, from telecom and infrastructure

to transportation and security. With end to end in-house capability of this technology, STL is keen on driving awareness, developing cost-effective solutions, and collaborating with partners to accelerate the adoption of fiber sensing across India.

■ How is STL addressing the challenges associated with the deployment and maintenance of fiber optic networks in diverse and challenging environments across India?

India's diverse and often challenging environmental conditions require robust and adaptable solutions. STL has developed fiber optic cables designed to withstand extreme temperatures, humidity, and even rodent interference. Our expertise extends to specialized installation techniques for both buried and aerial deployments, ensuring the network's resilience. We also offer remote monitoring and AI-powered

predictive maintenance to proactively identify and address potential issues, minimizing downtime and maximizing network lifespan.

To handle the complexities of deployment in diverse terrains, STL utilizes advanced techniques such as horizontal directional drilling and micro-trenching, which minimize disruption while ensuring efficient installation. The company's focus on local manufacturing enables the customization of solutions to meet specific regional requirements, enhancing adaptability and resilience. Last, but not the least, our solutions can be seamlessly integrated into existing infrastructure, leveraging dark fiber where available, making adoption more feasible for a wider range of users.

■ How can fiber optic sensing technology help in preventing animal deaths on railway tracks, particularly with the increasing number

of incidents involving cattle and elephants?

Fiber optic sensing (FOS) uses the physical properties of light while it travels along a fiber to detect changes in temperature, strain, vibration, and other parameters. When implemented in critical usage such as railway deployments, it can benefit in detecting rail fractures, and track trespassing, and mitigate risks from unauthorized digging or landslides near tracks. As India spearheads digital transformation, the government is exploring the adoption of optical fiber-based intrusion detection systems (IDS). FOS offers key benefits in preventing animal deaths on railway tracks, especially with rising incidents involving cattle and elephants. In 2022, over 13,000 cattle were struck by trains in India, marking a 24% increase from 2019, according to the BBC. Additionally, official data reports 36 elephant fatalities from train collisions over the past decade. To combat these issues, Tamil Nadu has implemented an AI-based surveillance system. STL's fiber optic sensing technology can

play a crucial role by detecting land movement and tracking trespassing, thus enhancing safety and saving lives.

Fiber optic systems, such as the one being implemented by Indian Railways in Kerala, detect vibrations caused by animals crossing tracks, triggering real-time alerts for timely interventions like slowing down trains or activating warning signals. Combining fiber optics with AI, as seen in Sensonic's solutions, enhances accuracy by differentiating between animals and assessing their size and movement patterns, thus improving alert precision and reducing false alarms. The high cost of sensors has limited the deployment of FOS solutions in India, with telecommunications companies seeking more affordable options. STL is uniquely positioned to address this challenge, thanks to our comprehensive in-house capabilities for fiber sensing technology.

■ What are the key benefits of implementing an optical fiber-based intrusion detection system (IDS) for enhancing India's telecom infrastructure, and what specific advancements can we expect in this area?

Implementing an optical fiber-based intrusion detection system (IDS) offers significant benefits for enhancing India's telecom infrastructure. One of the primary advantages is enhanced security. Optical fiber IDS provides real-time threat detection, identifying unauthorized access or tampering with telecom infrastructure and triggering immediate alerts. This system ensures comprehensive coverage, extending across

extensive areas along the network, including remote and vulnerable locations, thereby fortifying overall infrastructure security. The reliability of optical fiber IDS is evidenced by its sensitivity in monitoring vibrations and disturbances, which helps minimize false alarms. This system's low maintenance requirements and scalability contribute to its cost-effectiveness. As an example, optical fiber technology supports the government's BharatNet project, which aims to connect over 250,000 Gram Panchayats with high-speed networks, demonstrating its role in expanding and securing telecom infrastructure.

Future advancements in optical fiber IDS technology will integrate AI and machine learning for enhanced analytics, sophisticated anomaly detection, and automated responses. Improved encryption will bolster data security, protecting against cyber threats. Innovations will lead to more sensitive sensors with broader detection ranges, and ongoing cost reductions will make these systems more affordable for widespread deployment across India's telecom infrastructure.

■ Can you discuss the opportunities that 5G and IoT (Internet of Things) present for Sterlite Technologies and the broader industry?

As 5G networks expand, creating high bandwidth, low latency requirements, and complex deployments, optical fiber service providers must innovate rapidly. STL is well-positioned to leverage these opportunities with its expertise in fiber optics, crucial for 5G and IoT infrastructure. STL's solutions support smart city initiatives, smart agriculture,

and industrial automation, aiming to enhance network performance through ongoing R&D. 5G and IoT promise transformative advancements, improving sectors like autonomous vehicles, remote healthcare, and extensive device connectivity, which will create new business models and enhance efficiency across industries. STL is well-positioned to leverage 5G and IoT opportunities with its expertise in fiber optics, essential for developing high-speed, low-latency infrastructure. STL also integrates IoT solutions to support smart cities and explore new markets like smart agriculture and industrial automation. The company's R&D focuses on innovative solutions for connected environments, enhancing network performance; STL's solutions ensure high-speed connectivity and reliable global data network connections.

■ In what ways do you see AI playing a transformative role in the telecom infrastructure sector in India? How is STL integrating AI into its solutions?

AI is set to transform the telecom infrastructure sector in India by enabling smarter, more efficient network management. STL integrates AI into its solutions to provide:

- **Real-time Monitoring:** Continuous observation of network health and performance.
- **Predictive Maintenance:** Anticipating and addressing issues before they lead to failures.
- **Enhanced Security:** Detecting and mitigating threats more effectively.
- **Optimized Performance:** Improving overall network efficiency and reducing

operational costs.

■ What initiatives STL is undertaking to advance fiber sensing technology in India, and what impact do you foresee these initiatives having on the industry?

STL is advancing fiber optic sensing (FOS) technology in India through several strategic initiatives. The company is focusing on developing and deploying cutting-edge fiber optic sensing solutions tailored to the Indian market. These solutions are designed for infrastructure monitoring, environmental sensing, and security applications. To address the high costs associated with FOS, STL is investing in local manufacturing and scaling production, making these solutions more affordable and accessible. Additionally, STL is forming strategic collaborations with government agencies and industry stakeholders to integrate fiber sensing into major infrastructure projects, ensuring the technology meets specific needs.

The impact of these initiatives is expected to be significant. STL's advanced FOS will enhance the monitoring and management of critical infrastructure, such as railways, power grids, and pipelines, leading to improved safety, operational efficiency, and timely maintenance. By making FOS more cost-effective and demonstrating its benefits, STL anticipates broader adoption across various sectors, including smart cities and industrial automation. As a leader with 715 patents and 160mm thin solutions, STL is committed to delivering cutting-edge, cost-effective solutions that drive industry growth and set new standards in fiber optic sensing technology.

BenQ Unveils The New & Stylish Variant Of Coding Monitors!

Smooth, Immersive Visuals and Extensive Eye Care features



BenQ, a global leader in display technology innovation, proudly announces the launch of its latest monitors, the GW2486TC and GW2786TC. Available in 24" and 27" Full HD IPS displays, these premium stylish white monitors are designed to deliver an immersive visual experience while prioritizing eye care for enhanced productivity and comfort.

The GW2486TC and GW2786TC monitors are optimized for coding & engineered for versatility, featuring a 100Hz refresh rate for smooth performance, 99% sRGB color gamut coverage for vibrant and accurate colors, and 65W USB-C power delivery for added convenience. Whether for creative projects, office tasks, casual web browsing, coding, or immersive gameplay, the BenQ GW series is crafted to elevate the overall viewing experience. With their compact, space-saving designs, these monitors seamlessly integrate into any environment, making them ideal all-in-one displays for both productivity and entertainment.

A standout feature of

these monitors is BenQ's Brightness Intelligence Gen 2, which automatically adjusts screen brightness based on ambient light conditions. Additionally, the Low Blue Light Plus and Flicker-Free technologies help reduce eye fatigue, ensuring a comfortable viewing experience. The monitors are TÜV Rheinland certified for low blue light and flicker-free operation. They also include special modes such as e-paper mode, coding mode, color weakness mode, and RPF 35 Eye-Safe 2.0 certification to further enhance eye comfort.

"We are delighted to introduce the latest models in the BenQ GW series

of monitors. These new additions are meticulously designed to provide exceptional visual immersion and prioritize eye health. Featuring extensive sRGB coverage, smooth refresh rates, multiple connectivity options, and advanced eye care technologies, our monitors are crafted to enhance the overall viewing experience while reducing eye strain during prolonged use." said Mr Rajeev Singh, Managing Director, BenQ India.

Key Features Include:

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aesthetics of your workspace.

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Seamless Connectivity

- 65W USB-C Power delivery
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- VESA-certified Media Sync guarantees optimal performance and compatibility
- Dual USB 3.2 Gen1 Type A downstream

Extensive Eye Care

- TÜV Rheinland Certified and RPF 35 Compliant: Ensures low blue light and flicker-free operation for optimal eye comfort.
- Advanced Eye Care Features: Includes Brightness Intelligence Gen 2, Low Blue Light Plus, and Flicker-Free technology to minimize eye fatigue.
- E-paper Mode: Simulates the look of physical paper for a comfortable reading experience.
- Coding Mode: Improves text clarity, making it easier for programmers to read code.
- Color Weakness Mode: Designed to assist individuals with color vision deficiencies.

Price and Availability

The MRP of GW2486TC & GW2786TC are ₹19,990 and ₹24,990 respectively. The products will be available at BenQ e-store, e-commerce platforms, and leading IT retail stores.



RAJEEV SINGH

Managing Director, BenQ India and South Asia

Channel Point



CX First: How IT Channels Are Winning with AI-Driven Customer Strategies

In the ever-evolving landscape of technology, one constant remains: the importance of Customer Experience (CX). What was once a “nice-to-have” has now become the foundation for business growth and client retention, especially within the competitive world of IT service providers and solution partners.

As we move further into 2024, the demand for personalized, proactive service is reshaping the way IT companies interact with their clients. Customers today expect more than just problem-solving. They look for technology partners who can foresee their needs, provide timely solutions, and ensure seamless experiences across all touchpoints. In this context, CX is no longer a single department’s responsibility; it is a holistic, organization-wide approach. From technical support to sales, every interaction is an opportunity to create value for the customer.

This month’s cover story dives deep into the transformative strategies that leading IT solution providers are using to elevate CX to new heights. Through the insights of industry leaders like Anuj Gupta of Hitachi Systems and Paresh Shah of Allied Digital, we explore how companies are utilizing AI, automation, and real-time analytics to personalize their services and strengthen client relationships. Their experiences underscore a fundamental truth: businesses that prioritize CX gain loyal clients, reduce churn, and ultimately secure a competitive advantage.

For instance, as Anuj Gupta highlights, clients today appreciate not just the ability to solve issues, but the ability to anticipate them. This shift in expectations means that service providers must integrate predictive tools and AI-driven solutions to stay ahead of potential challenges. The use of real-time data to monitor and proactively manage issues is becoming a standard across industries, from smart cities to manufacturing and retail. These proactive approaches to support and service management are no longer optional—they are essential for long-term success.

Moreover, the cover story brings attention to the importance of transparency and communication in CX. Providing customers with clear escalation processes and continuous updates builds trust, ensuring that even when issues arise, they feel confident in the solutions being provided. It’s a strategy that Niles Kuvadia of ITCG Solutions believes is critical for establishing long-term partnerships, especially in a fast-paced, high-tech environment.

As we look towards the future, the integration of AI and customer analytics will undoubtedly continue to shape the CX landscape. Companies are increasingly relying on data-driven insights to tailor their offerings, predict customer needs, and even pre-empt problems before they escalate. This focus on personalization ensures that clients receive not only solutions to their immediate challenges but also the long-term support they need to thrive.

At Techplus Media, we are committed to providing insights that help our readers stay ahead in this competitive market. In this issue, you’ll find expert perspectives on how customer experience is being redefined by technology-driven innovation. Whether you are an IT solution provider or a service consumer, these lessons are invaluable as we all navigate the changing dynamics of business.

We hope this issue of ITPV Magazine offers you actionable insights and strategies to enhance your own customer experiences, driving growth and success in your organization.

Warm regards,

Kalpana Singhal
Founder & Chief Editor
ITPV Magazine & Techplus Media Group

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MEDIA

EDITOR: KALPANA SINGHAL
CONTENT HEAD: Amit Singh
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SALES:
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PRODUCTION HEAD:
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PROMOTION:
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CIRCULATION:
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FINANCE:
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HEAD OFFICE:
370A, Sant Nagar, East of Kailash, New Delhi
Tel: 41625763, 26237405, 41620042
Email - kalpana@techplusmedia.co.in

MARKETING OFFICE:
10 UF, West Wing, Raheja Tower,
MG Road, Shanthala Nagar, Ashok Nagar,
Bengaluru, Karnataka-560001

Delhi: 91-8178321837 | **Mumbai:** 91-98997 01316
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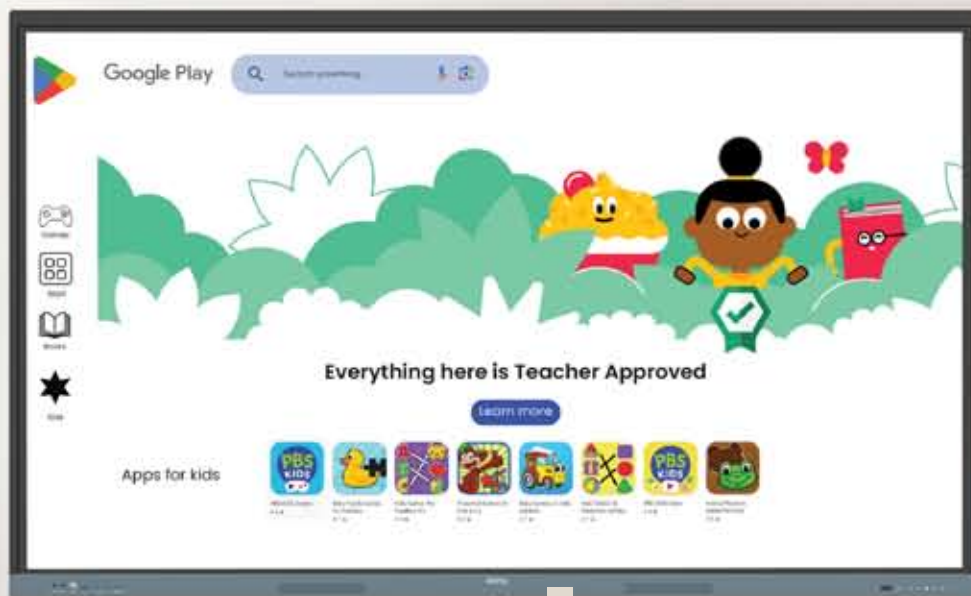
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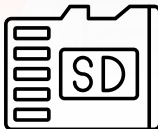
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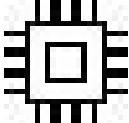

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