



TCS/PR/SE-31/2021-22

June 11, 2021

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers, Dalal Street,
Mumbai -400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS Helps Alcatel-Lucent Enterprise Digitally Transform Customer Experience**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

A handwritten signature in blue ink, appearing to read 'Rajendra Moholkar', with a horizontal line underneath.

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Helps Alcatel-Lucent Enterprise Digitally Transform Customer Experience

Designed by Tata Consultancy Services, the New Customer Engagement Process Has Significantly Improved Sales Velocity and Revenue Growth

PARIS | MUMBAI, June 11, 2021: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that it has designed and delivered a key customer experience transformation program for Alcatel-Lucent Enterprise (ALE), a leading provider of communications, networking, and cloud solutions tailored to customers' industries, to drive improved sales velocity and revenue growth.

TCS has been ALE's growth and transformation partner for several years and has contributed to many of its strategic initiatives such as co-creating a next generation unified communication platform and digitally transforming its IT landscape across the business value chain. To accelerate its next wave of growth, ALE wanted to redefine and enrich the customer and partner experience to build long lasting relationships.

The company partnered with TCS to redesign its customer engagement processes across the value chain and reinvent its engagement with more than 2,800 global business partners. TCS helped the company digitally transform B2B customer engagement processes across all touch points and across the customer journey from market to lead, lead to order, and service to success using Salesforce Sales Cloud™, Community Cloud™, Service Cloud™ and Salesforce Lightning™. The reimagined customer-centric approach has allowed ALE to serve customers better and deliver consistent, enhanced experiences, leading to significant improvement in sales velocity and revenue growth.

"This is a strategic initiative to drive the next wave of growth for ALE, therefore it is critical for us to bring a partner who comes with a deep understanding of our business model, an extensive experience in end-to-end services from design to delivery of customer experience transformation and proven expertise in Salesforce technology," said Jean-Pierre Roullin, Head of IT, ALE. "TCS is a long-term partner for ALE and has led several transformation projects. Being one of the largest global Salesforce partners, TCS brought us a unique business transformation approach enabling agility by accommodating the changing business needs and delivering this program under tight schedules."

"We leveraged our deep contextual knowledge of ALE's business, our vast experience in digital customer experience transformation, and our expertise in Salesforce technology to build a highly customer-centric, automated digital platform for their partners and salespersons," said V Rajanna, Global Head, Technology Business Unit, TCS. "We delivered significant business outcomes in terms of sales velocity and customer-partner experience through this strategically important transformation, which further solidifies our decade-long partnership."

About Tata Consultancy Services

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years.

For immediate use **Press Release**

TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 488,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com and follow TCS news at [@TCS_News](https://twitter.com/TCS_News).

To stay up-to-date on TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

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