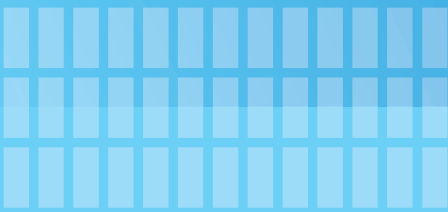
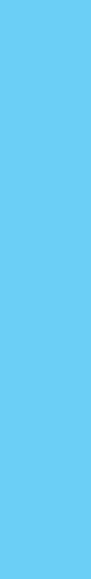


# Wellness Solutions



Small and Medium Business



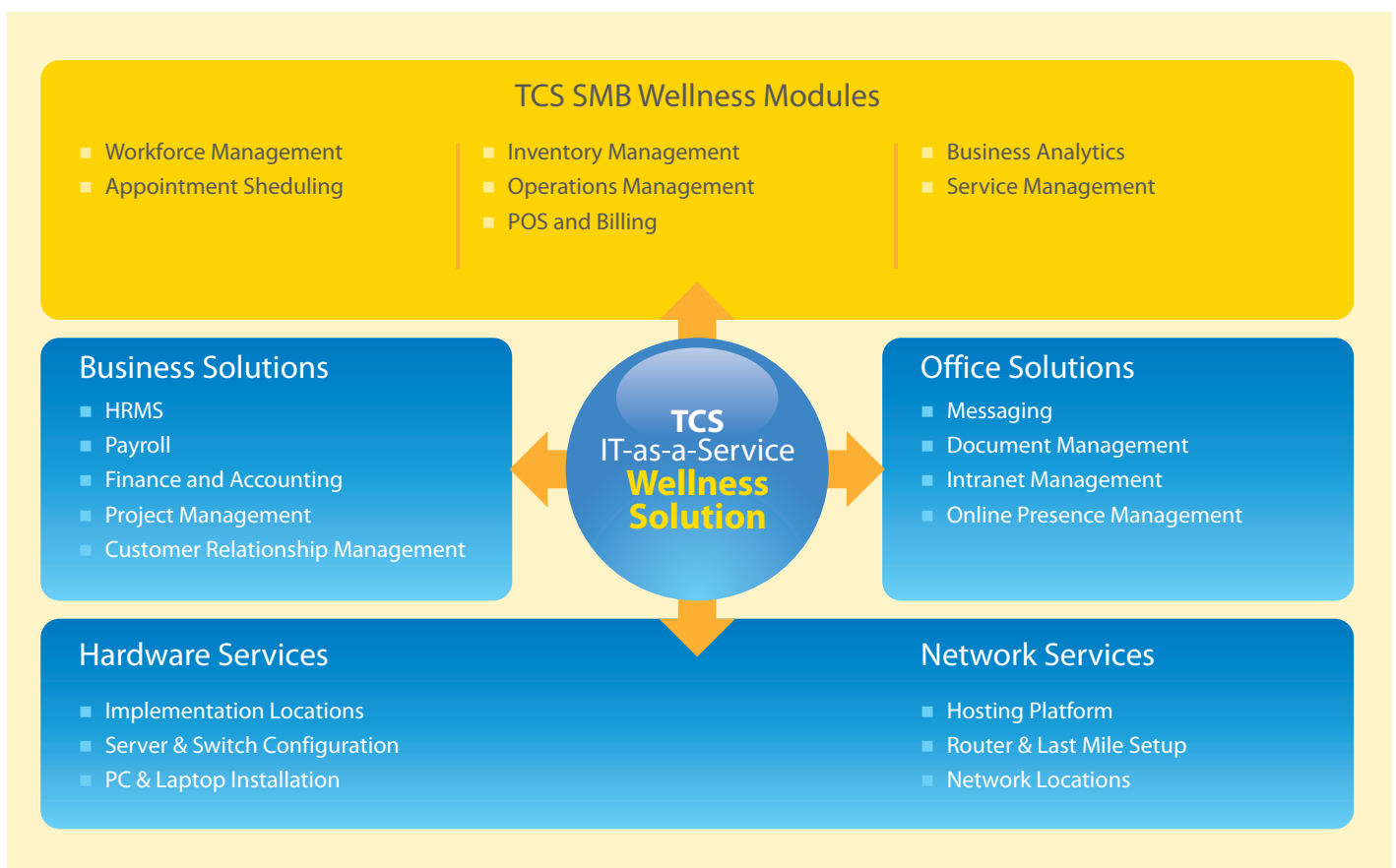


The boom in the beauty enhancement and wellness industry has inspired the establishment of a plethora of slimming and fitness centres. These include beauty salons, holistic healing centres, skin and cosmetic surgery clinics, dentistry solution clinics, spas, homeopathy clinics, and Ayurveda therapy centres. In addition, every segment of the wellness industry is experiencing intense competition. Therefore, irrespective of whether you are a leading multinational wellness chain entering the fray or a domestic player aiming to acquire a healthy share of the wellness pie, it's time to shift into top gear. With customer attraction, servicing, and retention emerging as the key challenges of the industry, leading players are compelled to critically review the methods adopted to capture client leads and follow-up on customer feedback. Businesses are also paying greater attention to appointments, billing, and back-end operations such as tracking inventory usage, calculating staff incentives and commissions, plugging revenue leaks, and monitoring business parameters. In such a scenario, enterprises seek to establish benchmarked global practices. Not only does this help you gain a competitive edge, but enables you to leverage experience to generate higher revenues and more clients.

Towards this, we, at Tata Consultancy Services (TCS), offer our Wellness Solution, which is designed to help organisations in the wellness industry achieve optimal efficiency and gain market supremacy. The offering helps establish a lean business model, extend the range of services and promotional endeavours, and multiply revenues.

*"TCS's Wellness Solution has helped us leverage technology to gain insights into hitherto hidden aspects of our business. We have already achieved efficiencies in several business processes and have been able to implement critical business initiatives. With more technology enablement on the way, we are excited about leveraging the Wellness Solution in the future."*

**Ajay Pahwa**, CEO, Kaya Skin Clinic, a chain of 100 clinics across India and the Middle East

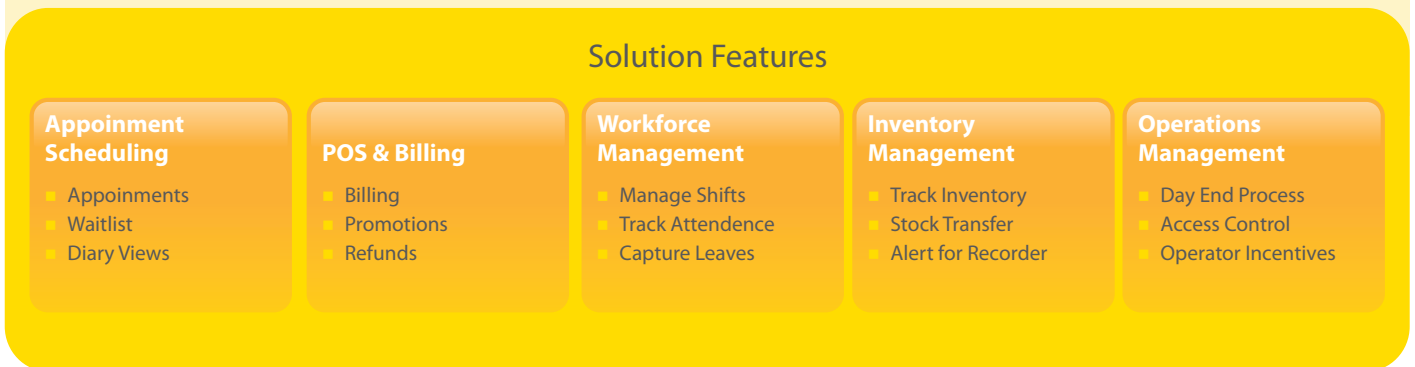
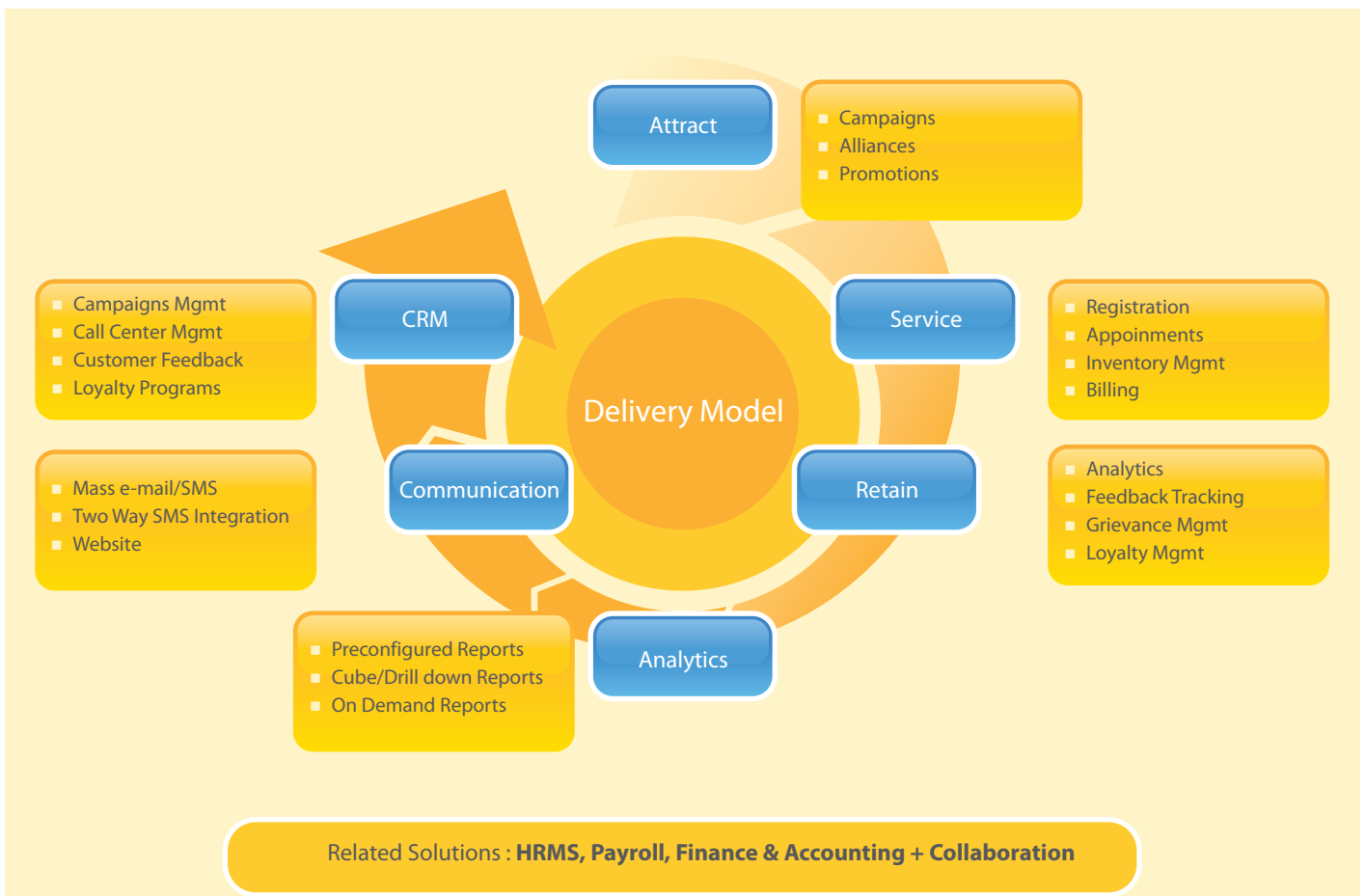


**An overview of our Wellness Solution**

## Benefits

Our Wellness Solution propels your business to new heights, bringing you benefits such as:

- Comprehensive coverage. We take care of every operational aspect of your business – registration, appointment scheduling (plus automated waitlist management), billing, inventory management (including consumable and saleable inventory tracking and auto-generated stock alerts based on safety and reorder levels), staff incentives and commissions calculations, client relationship management, and analytics.
  - Integrated back-end functions. We bring you more than a front-end solution. Our solution modules manage operational aspects and seamlessly integrate with specially developed modules for human resource management, payroll (linked to an attendance tracking system), and finance and accounting.
  - Compliance with laws. The billing module complies with Indian tax laws and is updated to reflect changes in the law. This allows you to receive payments through various permissible modes and currency options.
  - Satisfied customers. The solution sets in place an effective customer engagement cycle that helps attract, service, and
- retain customers. You gain a 360-degree view of your customers' preferences, track the effectiveness of promotional campaigns, and manage feedback using a simple two-way SMS communication.
- Unified central views. Our solution integrates isolated systems running across geographically dispersed branches. This gives you real-time views of the performance of each branch as well as the consolidated picture of operations across multiple business centres.
  - Informed decisions. The solution enables access to a consolidated, seamless flow of data giving you more control over your business and ensuring informed decisions.
  - Business analytics. Our solution consolidates data helping you identify a unique, repeat-customer base and track customer patterns. The solution also helps analyse financial and operational parameters that have to be monitored on an ongoing basis.
  - Operational efficiency. The solution facilitates precise inventory management and plugs revenue leaks. This leads to cost reduction, improved productivity, overall operational efficiency, and optimised resource utilisation.



## Why TCS

At TCS, we understand your need to benefit the most from investing in infrastructure to expand your core operations. We, therefore, offer our comprehensive and cost-effective IT solutions that allow you to pick and choose from our bouquet of services, which include hardware, software, and networked computing infrastructure, and pay for what you use.

The five-point TCS advantage

**1. Pay-as-you-use.** This model eliminates capital expenditure as you pay the subscription charges for the hardware, software, and networking services that you actually use. You also benefit from:

- The aggregated purchasing power of the Tata Group, which means that you pay the lowest possible prices for third party products and services;
- Contracts with no price escalation and no hidden costs;
- Our innovative model, which reduces your current IT spends by a minimum of 30 per cent.

**2. Avail IT-as-a-Service.** Our 'pick 'n' play' option allows you to pick a solution and get started without any delay. You benefit from:

- Reduced installation time;
- Paying only when you 'go-live', thereby eliminating project delays and failed implementation scenarios. You also gain immediate returns on investment;

- Protection from technology obsolescence and periodical investments in technology upgrades;
- Reduced costs on technology licenses;
- Working with minimal IT support staff and the assurance of reliable and responsive helpdesk support.

**3. Build-as-you-grow.** We understand that IT needs grow as business expands. From using a few standalone computers to a networked environment to a variety of productivity solutions, we help you scale-up operations and adopt sophisticated systems for your growing business needs. We also help you overcome legacy applications to make room for modern enterprise solutions.

**4. Best-in-class.** We help you get the best infrastructure and processes for your business. We also continuously invest in the product to ensure best practices and processes.

**5. Get anytime, anywhere secure data access.** We protect your data through multiple security-layers and provide your authorised personnel secure, anytime anywhere data access. In addition, our efficient disaster recovery capabilities help put your business back on track without delay.



## Contact

To know more about Wellness Solution, contact

Toll Free Number 1800 209 6030

Email [smb.ithelpdesk@tcs.com](mailto:smb.ithelpdesk@tcs.com)

### **About Tata Consultancy Services (TCS)**

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](http://www.tcs.com)

## IT Services Business Solutions Outsourcing

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2011 Tata Consultancy Services Limited