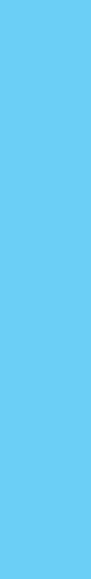


Wellness Solution



TATA CONSULTANCY SERVICES





The boom in the beauty enhancement and wellness industry in India, has inspired the establishment of a plethora of slimming and fitness centres. These include beauty salons, holistic healing centres, skin and cosmetic surgery clinics, spas, traditional ayurveda clinics, fitness centers and obesity and lifestyle management clinics. In addition, every segment of the wellness industry is experiencing intense competition. Therefore both, leading multinational wellness chains entering the fray and domestic players aiming to acquire a healthy share of the wellness pie are looking 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 the iON 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.

"The iON 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 iON Wellness Solution

Benefits

The iON 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 thus 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 need 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

"It has been a great pleasure working with the informative, helpful and professional TCS team from the moment we began our interactions. The training has been first class and we look forward to making the most of the new system to help us grow our business. It is fantastic that a small to medium size business like ours can avail the help and resources of such a huge company."

Osh Bhabani
Director, b:blunt



Why iON

iON provides comprehensive solutions that address varied IT requirements. From network to ERP, iON is offered as a single service, in a pay-per-use model, allowing you to leverage the solution's true potential. iON ensures integration of all processes along with ease of use.

iON promises:

- **High performance in normal broadband;**
- **Stringent security and data privacy ;**
- **Guaranteed availability (99 per cent uptime);**
- **Disaster recovery;**
- **Reduced need for IT staff.**

iON, therefore, manages your processes while you use the software. You gain from:

Integrated solutions

We ensure that all your solutions are connected. For example, if you are using a CRM along with an ERP, and have a document management system to organise your files, we ensure that these solutions are connected and work as one. So for you, it is simply IT and not applications.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work differently or simply choose new practices recommended by the software. Our activation system flags on best practices while the system is running. As you pick and choose, we give you more options to choose from.

A pay-as-you-use model

This model eliminates capital investment as we provide the IT infrastructure and software on rent. You pay as you use and only for the number of users who actually use the software. The rent is charged monthly. Typically, the cumulative rental for three years is equal to the capital cost of acquiring similar or lesser software with one-time payment. Usually, the ROI exceeds rental within three months, when best practices are well followed. The rental includes maintenance and training, with no hidden costs.

Personalised solutions

Although this is a cloud service, the software is configurable to each business. You will always get the flavour of your own business by picking and choosing what processes you would need.

Automatic upgrades

We continuously invest in our solutions to ensure best practices. We enrich the software based on user feedback and business and statutory changes. We ensure the upgrade without disrupting the user.





TATA CONSULTANCY SERVICES

Hardware + Network + Software + Services

About iON

iON is Tata Consultancy Services' strategic unit for Small and Medium Business. iON provides end-to-end business solutions to the SMB segment, the growth engine of the economy. iON caters to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

For more information, visit us at www.tcsion.com

Contact

To know more about the iON Wellness Solution

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Email ion.salessupport@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is 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 a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services
Business Solutions
Outsourcing

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