

Nomination: 7145

Xcelerate - Enabling Excellence through Empowerment

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

TATA Consultancy Services (TCS)

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Xcelerate - Enabling Excellence through Empowerment

Category

B01 - B59 Achievement > B14 - Achievement in HR Technology

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Tata Consultancy Services (TCS) is a large-scale global IT services, consulting and business solutions organization based out of Mumbai, India. Founded in 1968, TCS has since grown into India's largest IT/ITS & Business Consulting organization, and the second most-valued IT services brand in the world with a current turnover of over \$22 Billion.

One of the primary drivers of this sustained growth has been the presence of a robust and engaged talent pipeline, which has helped the company to sustain and thrive even during the most challenging market conditions.

However, managing and developing the careers of 650,000+ employees, and effectively engaging and retaining them in a highly competitive market, is nothing short of a herculean task. This workforce is spread across generations, domains and technologies, with each employee having unique career needs. These conditions represented a critical need for TCS to have a platform that is transparent, employee-centric, customizable, encourages employees to share their aspirations and empowers them to achieve the same. To cater to the Millennials and Gen Z who are tech savvy, social and spoil for choice, it was essential that this platform was also agile, vibrant and took into consideration their various motivation drivers.

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

Combining a host of research and surveys, 'Lack of opportunities for Career Progression' was identified as the #1 reason why professionals leave their jobs. To resolve this, research shows that approximately 70% of organizations are now focused on "Internal Recruiting". Moreover, companies with active internal career management programs are said to have 41% higher retention rates.

With these pointers in mind, the Talent Transformation team at TCS conceptualized and developed Xcelerate – an in-house state-of-the-art Integrated Career Guidance system. Xcelerate facilitates end-to-end Aspiration Lifecycle management of employees, right from capturing their aspirations to suggesting developmental interventions to enabling opportunities in their aspired domain. It provides analytics on learnings, experience, role progression and open opportunities available with respect to their aspired role, thereby empowering TCSers to successfully navigate their careers. This is further complemented with a gamified, self-paced, milestone-based career path emphasizing on their holistic professional development.

Xcelerate was launched on 20th July 2020, post a comprehensive design thinking process. The user-friendly experience, fueled by intense communication strategies and awareness campaigns has led to 410,000+ employees sharing their aspirations, of which 120,000+ have progressed significantly in their personalized career journeys. The launch of the EPTAR (Employees Progressing Towards Aspired Role) Framework - explained in detail in the annexures - further bolstered this initiative - and the publication and digitization of EPTAR dashboard to Business & HR leaders has led to 19,500+ employees achieving their aspired role. The work continues towards making Xcelerate the true one-stop-shop for all career needs of TCSers.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Xcelerate is customized, dynamic, real-time and employee-centric, and thus is progressing to the next evolutionary stage from a 'Generic Career Management' system to a 'Personalized Career Guidance' system. This concept is unique in itself when driven and implemented at an organization of the stature and size of TCS.

Since its launch, Xcelerate has surpassed all expectations with respect to its pre-defined success parameters, and has earned a Net Promoter Score of 93%. Some other major achievements of Xcelerate include -

- Aspired role data and EPTAR Framework have become critical inputs for conceptualizing employee engagement, development and internal mobility strategies. This has contributed to 15,000+ employees meeting their Aspired Role through Xcelerate in FY22-23, in comparison to 4,000 in FY21-22, showcasing a 275% increase.
- Movements into Aspired Role have a positive impact on associate billing rate, and lead to huge savings on hiring and training costs. Considering these benefits of Xcelerate, we estimate a total of \$23.53 Million saved over the last 23 months. It is projected that Xcelerate, with its recent enhancements, has the potential to save a minimum of \$88 Million in the next 2 years.

Xcelerate continues to evolve as a multi-faceted and highly integrated system. The true potential of Xcelerate is yet to be unearthed and the team continues to work on introducing multiple functionalities and creating stronger integrations. Xcelerate is also in the running to be an HR Product that can be offered to TCS customers across the globe.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The supporting documents are uploaded below as annexures to this application. They contain a detailed view into the digital products and processes briefly described in this application.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/17565/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU2NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9ZIAB_uq7_M?1.%20Xcelerate%20-%20Need%20and%20Conceptualization.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17566/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU2NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y2.%20Xcelerate%20-%20Key%20Features%20and%20Functionalities.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17567/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU2NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9z3.%20Gamification%20of%20Xcelerate%20%2B%20Launch%20of%20the%20EPTAR%20Framework.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/17568/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU2OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm944.%20Xcelerate%20-%20Awareness%20%26%20Communication%20Strategy.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/17569/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU2OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm955.%20Xcelerate%20-%20Achievements%20%26%20The%20ROI.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-sage.secure-platform.com/file/17570/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzU3MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9sIPv-dE?6.%20Xcelerate%20-%20The%20Way%20Forward.pdf>)

Would you like to add an additional supporting document?

No

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