

# TCE's WOW! Factor

TCE's young engineers are an extremely busy lot these days. Many young engineers, fresh out of TCE's training workshops have joined the veteran teams that are engaged in the Way of Working workshop. WoW or the Way of Working is a collective and iterative engagement where the entire service cycle is being mapped for further deliberations and ideations.

## Where did all this begin?

The rationale behind WoW at TCE is driven by customer and market demands and the need to stay competitive in today's changing circumstances. TCE's turning point came when it turned 50 years of age. Where do we go from - was the collective question. Markets have changed, customer needs have changed and the way engineering services are being delivered has to change, and change fast. In 2012, the company set in motion, Rhythm 1.0, a complete business re-engineering process, marked by process automation, IT-systems and digital delivery of services. Presently, almost 95% of the services delivered by TCE are on digital platforms.



Processes established over 54 years require a rethink given the technology tools available in present times. The complexity of our business and our existing delivery mechanisms are putting pressure on us to stay competitive. The cyclical nature of business dependent on capital expenditure by large organisations or government bodies, makes the company vulnerable to market dynamics. This had to be countered with the introduction of innovative service streams. We also realized, things are changing dramatically at the customer's end. Customers are in a hurry to book profits. The solution calls for out-of-



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