



the-box thinking. TCE's experience in recent times with some large international customers exposed us to the highly competitive and unique ways in which they were managing by leveraging latest technology. TCE now has to walk in tandem with the rest of the world to stay on top of the game. Added to this is the challenge to keep talented youngsters of the Internet era aligned to changing dynamics and engaged in tough market conditions.

Born out of such exigencies and the birth child of several internal focus group interactions, customer satisfaction survey

and customer-feedback data is Rhythm 2.0. It re-defined the key levers to realise the company strategy and road-map. The levers were fixed and aligned to these levers, processes and transformation road-map had to be defined. Branded as 'Way of Working (WoW)', cross sections of employees met and deliberated, bringing to the table all the possibilities. From this emerged the key focus areas. Employees and the leadership came together to 'Post-it' ideas and issues on a large WoW wall. This exercise was carried across locations and in focus groups with select teams.