TATA COMMUNICATIONS

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eBook

Elevate Your Customer Experience

Drive agile omnichannel customer engagements with our Cloud Contact Centre

The new customer

Saying that the world has changed is understating the enormity of just how much. Consider some of these scenarios:

A global bank launched Voice Banking with Alexa so customers could securely access balance updates, statements and track card spends through any Amazon Alexa enabled device

A global chain of toy stores empowers its in-store salespeople to reach out to their customer database via WhatsApp, offering discounts and same-day delivery while their stores remain closed during the pandemic.

The corner grocery store sets up an online catalogue to take orders from nearby residents to ensure business continuity while customers stayed home to stay safe.

As it became evident that the pandemic was more than just a few weeks of isolation, businesses innovated with their services to ensure survival and in turn, changed the customer experience landscape permanently.

86%[1] of buyers will pay more for a better customer experience

32%[2] of customers will walk away from a brand they love after a single bad experience

57%[3] of customers won't recommend a business with a poorly designed website on mobile

[1] https://www.forbes.com/sites/danielnewman/2020/06/23/4-actionable-customer-experience-statistics-for-2020/?sh=751cb5321a84
[2] https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf
[3] https://www.sweor.com/firstimpressions

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Driving CX transformation

Today, delivering an experiential end-customer journey is as critical as your organisation's core proposition. You can sell your product or service, but without a frictionless buying experience or a proactive after-sales service promise, you've lost the customer.

In our digital-first economy, omnichannel engagement across the consumer lifecycle is being pegged as a key pillar of growth. Digital-first, secure transactions, timely resolutions of queries, intelligence-driven customer engagements and data protection are key considerations for most customer-first organisations.

Technology's role is pivotal, as it paves the way for organisations to offer this and much more.

82%[4]

of organisations recognise CX as a clear **differentiator**

90%[5]

of global enterprises will **leverage API-enabled CPaaS offerings** to enhance digital competitiveness by 2023

77%[5]

of organisations are advancing some form of **personalisation capability**

[4] *2020 Global Customer Experience Benchmarking Report – NTT*
[5] *Gartner*

Mind the gaps

The gaps in most organisations' CX capabilities lie in the ability to provide omnichannel, secure and intelligent experiences driven by a fully programmable CX solution.

Richer experience through A2P messaging	Faster engagements across channels	Tracking interactions across channels
Programmable messaging compared to traditional SMS	Real-time communication ensuring scalability	Omnichannel engagement strategy

What enterprises need to elevate their customer experiences

Intelligent analytical capabilities to analyse sentiments	Secure engagement channels	Consistent experience throughout the lifecycle
Historical and perspective tracking through AI & NLP	Secure communication channels, user auth	Catering to end-to-end consumer lifecycle

Customer need

Solution imperatives

Omnichannel

Secure

Intelligent

Programmable

Narrowing down the imperatives

In this current context, your organisation needs to provide an experiential journey throughout the consumer lifecycle. Defining measurable deployment success criteria and driving optimum outcomes with ensured ROI are critical to success.

As such, elevating your customer experience is a function of finding the right technology partner who can help you with:
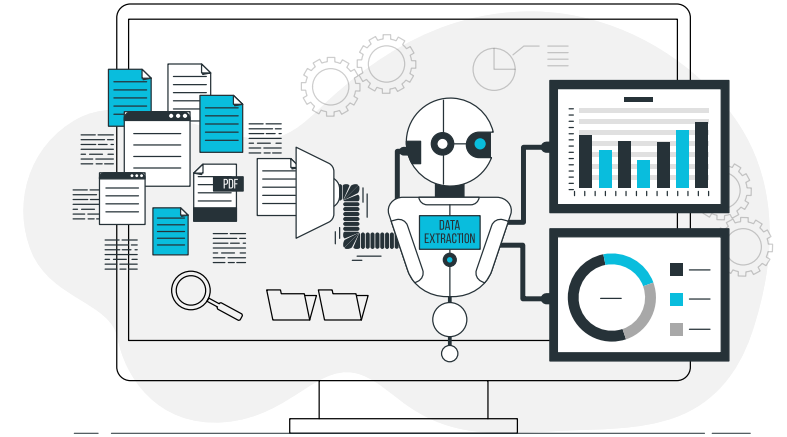
Setting up a digital-first & cloud-first Cloud Contact Centre

Increased agent & employee productivity

Enhanced cost efficiency and workplace flexibility

Wider visibility & control

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We're here to help

Tata Communications is your digital customer experience enabler.

Through our customer experience expertise, we're enabling businesses to become more customer-centric, efficient and above all to achieve an enhanced customer experience.

Mobility/
OTT apps

Speech recognition/
biometrics

Social media
(trending/
analytics)

Contextual services
(tracking customer
lifecycle)

Digital
transformation

Artificial Intelligence/
BOTs

API
framework

WebRTC/video/co-
browsing/content
sharing

WFOaaS
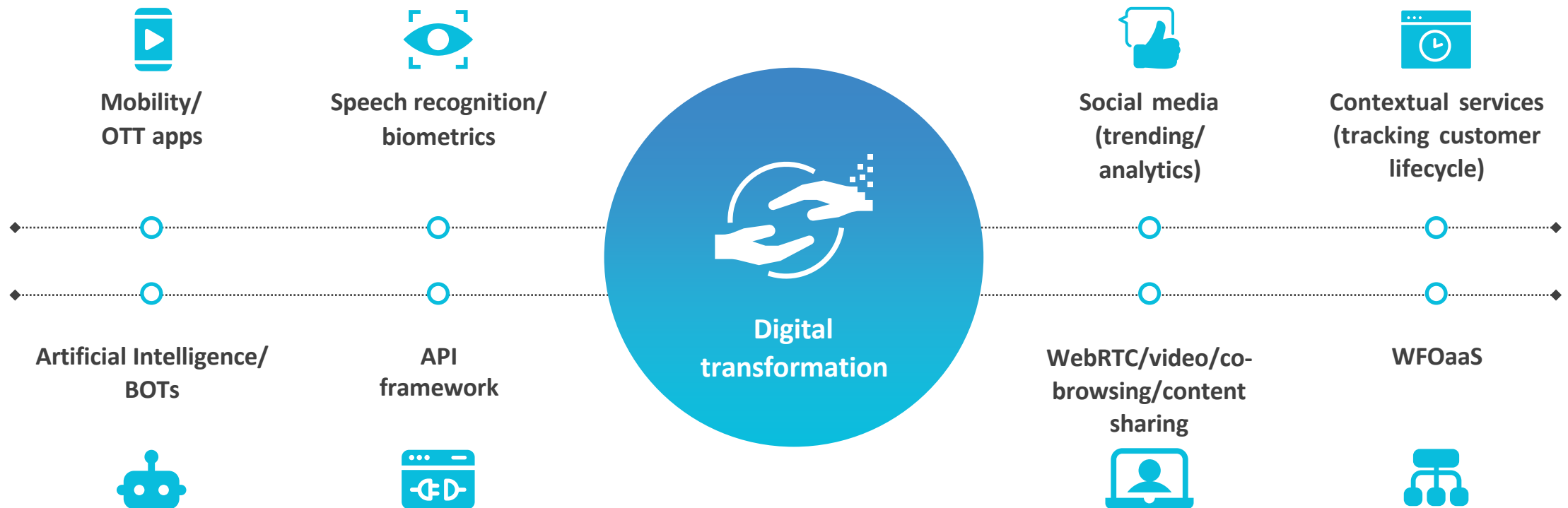
Contextual real-time end customer engagement

Your customers need...

- Service providers to connect with them on their preferred channels.
- Consistent and customised engagement throughout their lifecycle.

So your business must...

- Provide real-time context-based smart communication on promotional offers.
- Resolve customer query/issue.

And your CX solution must be...

- A tailor-made, fully compliant contact centre across public and private cloud environments.
- Increasingly programmable APIs and other productivity tools deliver omnichannel communication personalised to every customer offering anonymisation, authentication and notification.

Customer success

Our customer

- India's oldest and largest public sector bank

The business need

- An omnichannel contact centre focused on the HNI community to create a personalised customer experience across channels.

The solution

- Fully managed Cloud Contact Centre
- 1st omnichannel Cloud Contact Centre in the Indian banking sector
- Allowed the bank to not only add 200 new wealth management customers but also a personalised journey for each

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Increased agent and employee productivity

Your agents need...

- Better service management flows to speed up issue/query resolution for customers
- Integrated collaboration tools
- Customer history and context
- Work-from-anywhere flexibility

So your CX solution must provide...

- Tools like IVR and tightly integrated collaboration tools with co-browsing
- Tighter CTI integration and intelligent ACD to automate agent tasks enhancing agent productivity

Customer success

Our customer

- Turkey's leading home appliance manufacturer

The business need

- To migrate away from legacy systems
- Create an infrastructure for remote agents to work seamlessly

The solution

- Our Cloud Contact Centre solution provisioned 1000 agent seats
- Pay-as-you-go flexibility ensuring agents could work from anywhere and provide a consistent customer experience

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Enhanced cost efficiency and workplace flexibility

Your business needs...

- An asset-light CX solution that is more cost-effective and scalable compared to CAPEX heavy on-premise contact centres

So your CX solution must be...

- Consumption-based to reduce cost/capital investment

- Delivered via the cloud to improve scalability and reliability

- Able to provide faster time-to-market and higher ROI realisation

- Cloud-first customer infrastructure that allows agents to work from anywhere with added flexibility

Customer success

Our customer

- A global transportation leader

The business need

- To move its 8000+ customer service agents to a fully managed Cloud Contact Centre
- Serve customers in any country

The solution

- A pay-as-you-go Cisco Webex Contact Centre that facilitated:
    - Migrating 8,400 agents to the cloud based platform
    - Dynamic and future-ready infrastructure allowing quicker time-to-market
    - Increased customer lifetime loyalty by offering omnichannel and personalised experiences

Wider visibility and control

Your stakeholders need…

- **Agents:** Wider visibility and context of their customers

- **IT team:** Control over the channels of engagement to provide a richer CX

- **Customer operations:** Higher visibility of agent productivity and efficiency to increase staff retention

So your CX solution must be…

- **Cloud-first:** To harness data-driven insights to boost performance

- **Omnichannel:** To provide wider visibility and control and ultimately, a richer CX to customers

- **Secure:** To ensure customer confidentiality and privacy

Customer success

Our customer

- A global consulting firm

The business need

- Highest levels of data security and encryption

The solution

- A fully secure solution with encryption enabled for the entire suite of products

- Provisioned 500 agent seats in the cloud giving IT and customer operations greater visibility and Improved service levels through CTI integration with ServiceNow

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Talk to us about elevating your customer experience

To learn more about our CX capabilities and how they can help your business achieve customer service excellence, click here

About Tata Communications

A part of the Tata Group, Tata Communications (NSE:TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit

www.tatacommunications.com