

REIMAGINE BUSINESS INNOVATION WITH SECURE CONNECTED CUSTOMER EXPERIENCE

Digital Success Enablers for Consumer and Retail Business



Taking Business to Newer Heights for your

Big Day, Every Day

Industry Perspective

The consumer and retail landscape has experienced irreversible changes over the last few years. Due to the pandemic, digital adoption fast-tracked by a decade. Digital is now the default way of doing business, driven by the demand for immersive, tailored customer experiences. And this new paradigm is accompanied by rising competition, thanks to digital platforms leveling the playing field and giving every consumer and retailer a global reach and resources to drive campaigns and sales.

The only way to thrive in this new environment is to transform customer experiences and try to meet the customers where they are. Modern customers expect brands to be both omnipresent and ever-engaging. To retain your competitive edge, you need to position your brand as the problem-solver amid this new, evolving, pulsating market.

This whitepaper will be your guide to understanding the changing expectations in this new norm and how to leverage the right technologies to meet them.



Business Trends And Key Considerations

Consumers were enjoying a mix of in-store and online shopping experiences, exploring their options and seeking expert assistance to make purchase decisions. Following the pandemic, however, they experienced an in-store restriction that led to the explosion in digital-first shopping. Consumer enterprises that adapted digital platforms swiftly gained a business advantage over their peers. But since e-commerce levels the playing field by making available the same solutions and platforms to every enterprise, competition has skyrocketed and service differentiation has diminished.

To sustain growth, consumer enterprises need to rethink customer engagement holistically by focusing on 3 key business enablers:



Service Innovation



Omnichannel Engagement



Digital Trust



Service Innovation: Going Digital, Staying Human

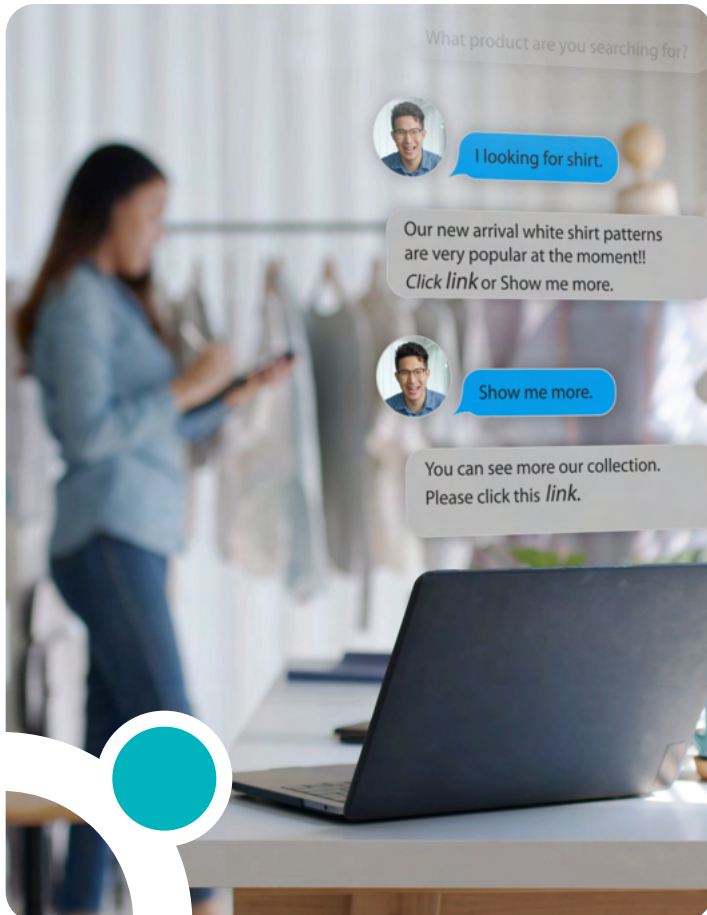
As customer expectations reached a new pinnacle, consumer businesses experienced new challenges. The chief among them is the limitation of existing digital infrastructure to support and scale new experiences. **Traditional infrastructures lack the agility, performance, and security needed to serve customers round-the-clock online and across channels.** Traditional contact centers are neither agile nor scalable to allow businesses to deliver personalized customer interactions at scale. Finally, the conventional store is not geared to meet the expectations of the connected consumer. However, with the right technologies in place, it is possible to deliver differentiated brand experiences.

Online Commerce: Winning the race for attention

Gartner predicts that by 2024, **80%** of ordering and replenishment will be touchless for most organizations.¹



What this means for consumer businesses is the challenge of managing and meeting customers that take to new platforms, channels, and outlets. Let's talk about factors critical to e-commerce service innovation:



1. Design for convenience

Modern customers prioritize convenience when it comes to shopping experiences—your digital platforms need to offer seamless, engaging experiences that drive conversions. The key to building a seamless experience for your end customers is creating an immersive journey across channels - SMS, email, chat, and video.

Providing customers the right support, at the right time through the right medium is critical.

For example - When the customer is exploring, it is critical to have rich content on the website and AI-powered chats to answer quick queries. But when a customer is in the advanced stages of decision making, it is critical to provide the ability to speak to a sales representative.

On the other side of customer engagement, it is equally important to have digital tools to drive employee engagement and boost agent productivity.

¹ <https://www.gartner.com/en/newsroom/press-releases/2020-10-08-gartner-identifies-top-five-areas-in-digital-commerce-that-covid-19-will-change>

2. Deliver at speed and scale



Customers make the decision to switch to your competitors within 2-3 seconds if the on-site experience is glitchy, subpar, or slow.

Having the right platforms and solutions to deliver effective customer and employee experiences is only one half of the story. Ensuring that those experiences are delivered at speed, can easily be scaled when needed, and ensure the protection of the customer's personal data is even more important.

Customers make the decision to switch to your competitors within 2-3 seconds if the on-site experience is glitchy, subpar, or slow. This includes scenarios where product images/videos are taking too long to load.

Running a content delivery service that facilitates videos and product demos on the website decreases bounce rates and boosts conversion can help solve this challenge. The seamless delivery of content relevant to the customer's journey can help fast-track conversions. When it comes to on-site issue and query resolution, AI-driven chatbots help to ensure 24x7 service, fast-track issue resolution, and reduce churn and abandoned carts. And finally, you need to ensure all customer and employee interactions are secure and protect user privacy.

In-store commerce: Augmenting experiences for the connected consumer

The future of in-store commerce is connected, touchless, and augmented. E-commerce has changed the expectations of customers, not just online but also in stores. Customers now expect the same fast and seamless experience in stores.

That means the ability to quickly check for product/variant availability, locate the product swiftly, explore and compare product features, read customer reviews, and purchase instantly.

Fast, high-bandwidth Wi-Fi services help you deliver seamless self-service capabilities by leveraging augmented reality and AI to scan products and serve customers relevant information to make their experience more enriching and effortless. To add further value, high-quality network services also enable virtual reality, smart mirrors, and self-checkout processes, to make the entire shopping experience touchless.



Key Considerations

Technology Area	Key Consideration
Managed Wi-Fi to enhance the in-store shopping experience	<ul style="list-style-type: none"> • Secure, seamless, and consistent Wi-Fi user experience across locations • Ease of Wi-Fi deployment across different deployment scenarios (store/warehouse) • Time to provision, managing multiple vendors across locations, implementing controls and policies across locations
Video commerce for recreating in-store experiences online	<ul style="list-style-type: none"> • Securing end-to-end communication • Low latency network for seamless expert assistance, query resolution • Global reach to deliver video, and voice anytime, anywhere • Flexible billing models with pay-as-you-grow option • Unified SLA across layers and multiple SLAs from different vendors
Accelerated, secure, and efficient content distribution	<ul style="list-style-type: none"> • Optimized content delivery to a variety of devices globally • Fluid website experience including product videos, demos, • DNS security and DDoS mitigation for a secure experience

Omnichannel Engagement

Due to the plethora of information available on products, and a multitude of brands to choose from, non-linear customer journeys are becoming increasingly common. During the beginning and end of their journey, modern customers travel back and forth between competitor platforms, ads, forums, social media platforms, personal apps, emails, blogs, and more; making it difficult for your brand to retain them.

The pursuit of comprehension

As touchpoints expand exponentially, you need a smart architecture in place that facilitates the near-seamless transition between channels and unifies management. The new retail model needs to encompass a digital-driven, customer-centric framework that is agile enough to meet customers where they are, when they want, with suggestions and communication that is relevant.

To deliver all-embracing shopping experiences across different channels and mediums, you need to integrate online and in-store experiences and get hyper-focused on personalizing the customer journey. Leveraging third-party data and analytics to better understand your target audience and their preferred channels is the first step in the right direction. Next comes the implementation of a marketing strategy that engages customers through every step in their journey—no matter where they are—with content that adds value and increases conversion rates. Cloud contact center can empower your agents with the customer insights and the agility they need to improve CX across touchpoints.



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Communication: Easier said than done

Consumer businesses know that communication in the digital world is anything but easy. There are many things to consider - protecting the phone numbers and personal details of customers and employees, keeping track of communication across channels, protecting consumers against fraud, delivering the right message to the customer at the right time, and doing so securely, and consistently and seamlessly.

A cloud-based voice, video, and messaging delivery model can be used to reach customers over virtually any channel, like SMS, voice, push, RCS, Business Chat, and more to make sure that you understand and meet customer needs across all platforms seamlessly. Not only that, but this model also helps enterprises reach their customers in real-time, thus increasing retention and consumer satisfaction.

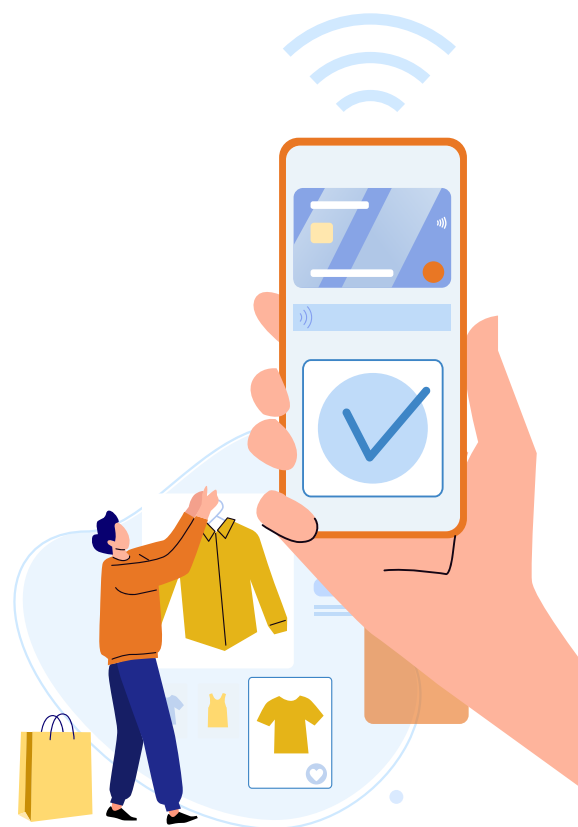


Key Considerations

Technology Area	Key Consideration
Cloud contact center for operational efficiency, agent productivity, and improved customer experience	<ul style="list-style-type: none"> • Varying regulatory compliances for contact centers across different geographies • QoS suffers as a result of varying SLAs across layers • Centralized admin and control • High Capex

Cloud communication platform for true omni-channel customer engagement

- Technology fragmentation, multi-supplier compatibility
- Lack of expertise in aligning different customer engagement channels
- Security with respect to new service introductions and customer engagement workflows
- Complexities associated with omni-channel service integration



Digital Trust

As online commerce soars and more consumers switch to digital shopping experiences, trust emerges as a challenge. The rise in cybercrime and the incline in data theft incidences that have happened in the recent past make consumers apprehensive about conducting online transactions.

Gartner predicts that by 2024, worldwide privacy-driven spending on data protection and compliance technology will exceed \$15 billion annually.²



With that, data and privacy regulations are quickly becoming a boardroom agenda.

Digital trust is about more than getting SSL certifications, modernizing your platforms, and securing payment gateways. The essence of digital trust lies in making customers feel welcomed, prioritized, appreciated, and in delivering on your promises—from great shopping experiences to secured payment experiences and from delivering consistent service to personalizing CX. Having a network that facilitates high availability, security, and resilience is a great start while communicating trust to customers. Your infrastructure needs to administer a Zero Trust Network Access framework for security interactions with vendors, partners, and customers on brand platforms.

The user experience, at every step of their journey, must be augmented with assuring customer service and the proper security protocols that protect their information. Making all your services frictionless and intuitive for fast-tracking the customer journey is becoming crucial for inspiring trust. Finally, you must secure transactions and communicate the safety of customer data you receive as a business.

Technology Area	Key Consideration
A global, performant, and secure network for a seamless experience	<ul style="list-style-type: none"> • Ensure regulatory and compliance requirements • Enable zero-trust access anytime, anywhere, on any device • Vendor-Agnostic DDoS detection and mitigation • Enabling agile policy changes to create a consistent security posture globally • Seamless migration to a public cloud and ensuring secure access to apps on the public cloud

² <https://www.gartner.com/en/newsroom/press-releases/2021-09-30-gartner-says-digital-ethics-is-at-the-peak-of-inflate>

Transformation Levers And Benefits

Consumer enterprises that want to retain their competitive edge in today's competitive, fluctuating marketplace, need to have a customer-centric business plan in place that leverages smart technologies to future-proof their business.

Our experience and expertise in delivering transformational solutions globally across the consumer and retail value chain can help you increase efficiency, enhance operational agility and expand market share.

Transformation Levers



Accelerated, secure, and efficient content distribution network

Unlock optimized content delivery for fluid website experiences, data security, and protection.



Reimagining workforce enablement

Empower your agents with multi-channel communication options, so they can use email, text chat, and web interfaces to engage customers where they are, and how they want it.



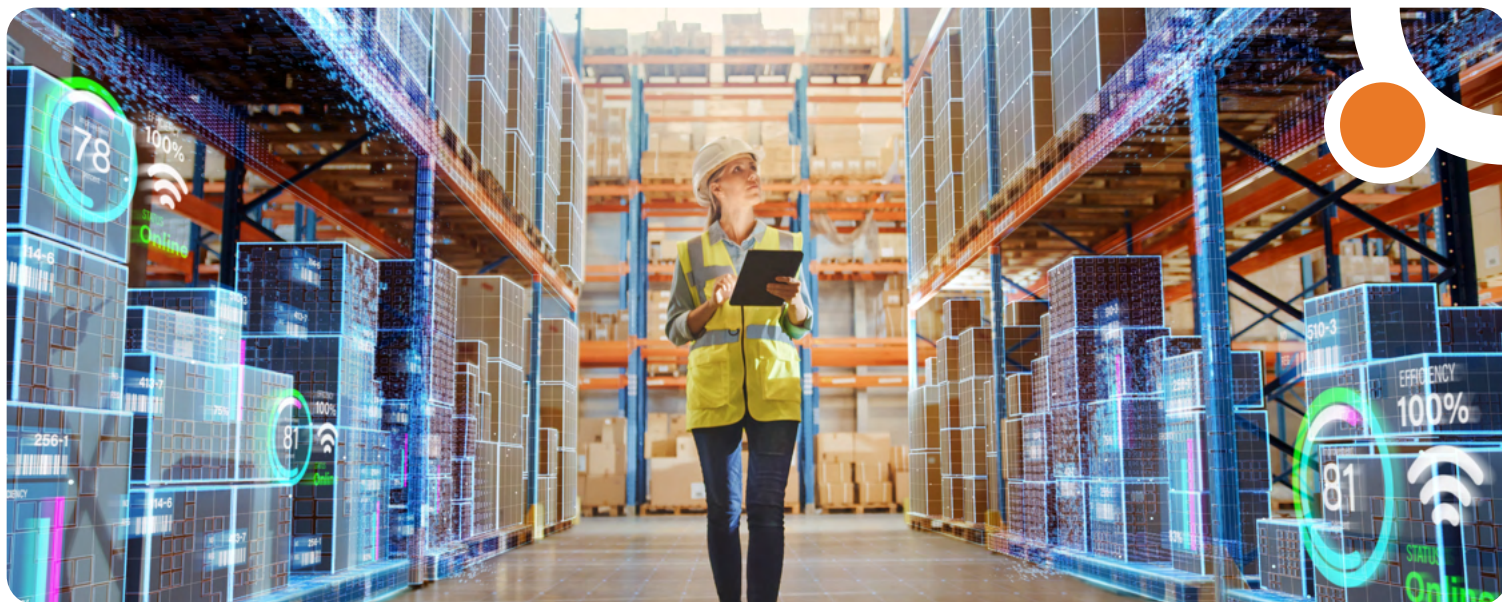
Omnichannel customer engagement

Gain access to an integrated, agile solution that tracks and manages multi-touchpoint engagement through digital channels, unifies everything at a single dashboard, delivers 24*7 contact center services, speeds up query resolution, and reduces bounce rates.



Security & Reliability

Establish a Zero Trust framework that mitigates attacks on business servers, secures customer data, uses password-protection tools and adheres to government regulations.



Business Outcomes



Accelerated customer buying decisions & revenue



Operational efficiency



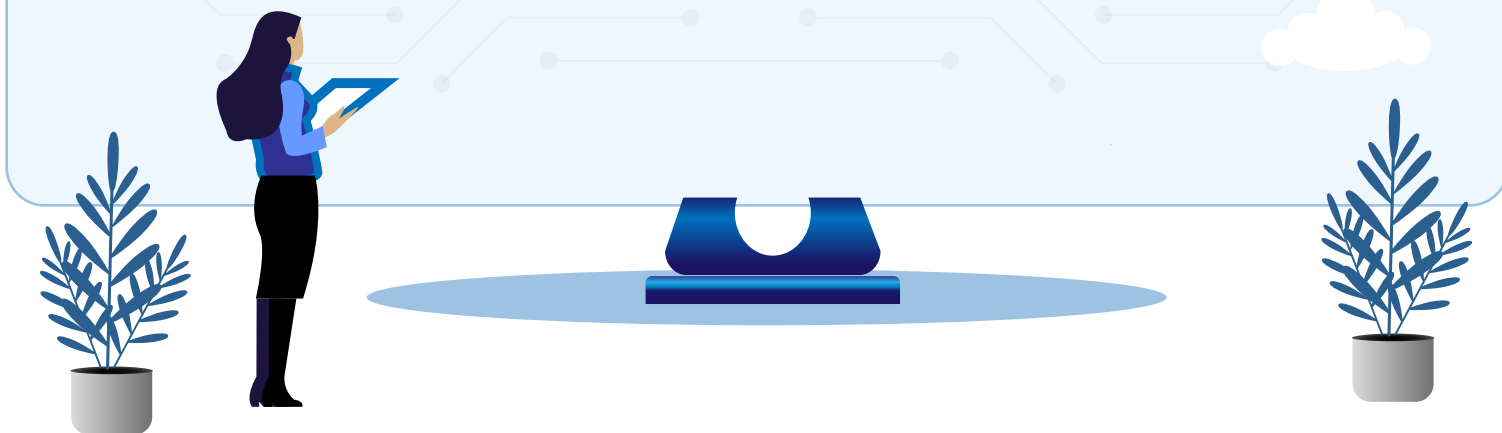
Brand affinity & customer loyalty



Enhanced employee productivity

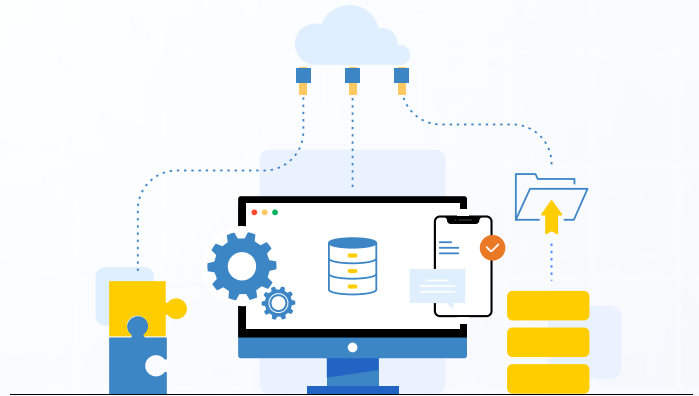


Multi-channel, superior customer experience



Tata Communications Solution Portfolio

At Tata Communications, we specialize in solutions aimed to help consumer enterprises deliver innovative, immersive customer experiences. From delivering on the promise of digital commerce to leading the change in the stores, our solutions are designed to help you differentiate.



Content Delivery Network

- Globally deployed super CDN edge servers' cache and accelerate traffic-with consistently high performance, anytime, anywhere, across any device, at any peak
- Our partnerships with local ISPs across the globe, guaranteeing seamless, fast delivery of quality content across geographies
- CDN integrated with DNS security, protects your website and applications against attacks targeted at the DNS

Managed Wi-Fi

- Single pane of glass for proactive monitoring and reporting beyond OEM dashboards
- E2E solution with global SIP coverage and regulatory compliance across geographies
- Carrier-grade QoS with committed SLAs
- A cloud contact center shifts cost structure from CapEx to OpEx
- Pay-as-you-go model makes scaling based on the shift in demand easy



Cloud Contact Centres

- An OEM agnostic, end-to-end service ownership by Tata Communications
- Dedicated NOC to monitor and support complete service
- Facilitating zero-touch provisioning
- Integrated SDWAN for multi-link management and centralized control
- Options for administering security, such as firewall and Vproxy



Cloud Communications Customer Engagement

- Business-grade omnichannel communications platform, with global reach and integration to the carrier network
- Campaign Management using bulk messaging, bulk email, and voice integration
- Direct integration with our Cloud Contact Centre solution
- Use ChatApps and Social Media channels to reach your customers
- Customer transaction protection with authentication, anonymization and number verification services



Security

- Leading managed security services player in India with a market share of 24% and a major player internationally
- Millions of devices & users secured demonstrating our expertise to weaving security across networks, cloud, users & more
- 95% customer retention and renewal rates for security contracts
- Capability to integrate and manage security controls across multiple vendors

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. Its Tier-1 IP network, wholly-owned subsea fibre backbone and consortium cables' global network carries ~30% of the world's internet routes. For more information, please visit www.tatacommunications.com

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

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