

Contact Centre As A Service

Reshaping The Customer Service Landscape for Businesses



TATA COMMUNICATIONS

Digital Customer Experience – Integral part of Digital Transformation Story of Global Businesses

Technology to re-write Customer-Company Interactions in the near future

“Customer at the heart of EVERYTHING” – This has been the objective of every company in today’s fast changing global business scenario. With maturing technology landscape, businesses are looking to adopt and implement new solutions for improved productivity and operations which will ultimately result in better customer experience. Digitizing customer experience is fast becoming a key necessity among businesses as customers today are spread across different parts of the globe and want to interact via different channels and modes with their brands

CUSTOMER SERVICE EXPECTATIONS FROM DIGITALLY TRANSFORMING BUSINESSES

MOBILE FIRST APPROACH

Mobile phones are first and most preferred devices for customer-brand interactions. Customers expect their brand to be mobile enabled

SOCIAL MEDIA INTEGRATED

Today’s customers want to interact with their brands via social media platforms. Having social media analytics helps businesses to interact with its customers effectively

SELF-SERVICE ENABLED

Customers today want to solve their queries by themselves. Businesses need to integrate AI driven chat-bots and voice-bots which can deliver effective customer service

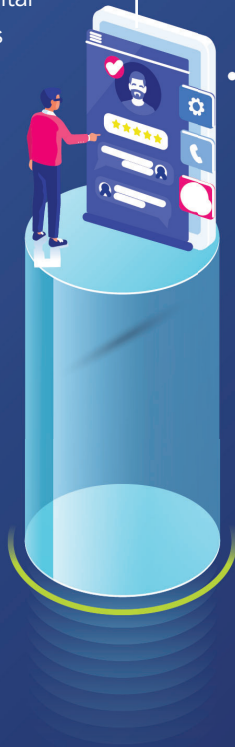
CONTEXT BASED SERVICING

Knowing customer’s history while servicing is increasingly becoming important for businesses that are looking to excel. Having context based customer servicing solutions is of prime importance



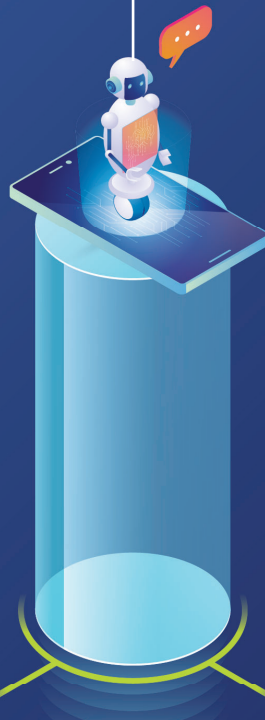
50%

of organizations believe, "customer satisfaction" and "customer experience" as two major influencing factors that drives their UC strategy during digital transformation process



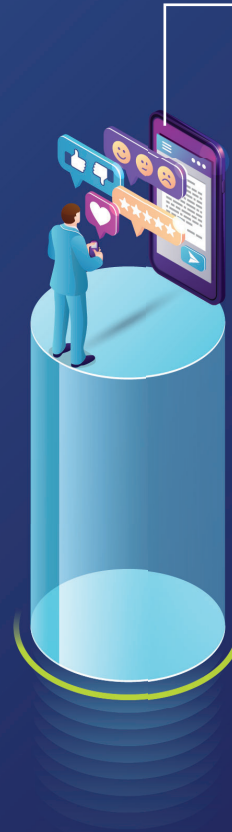
85%

respondents prefer interacting with self-service enabled chat-bots or voice-bots for their query resolving instead of waiting longer for direct conversation with agents



44.2%

consider improving CX and satisfaction in their top 3 business priorities



Cloud Contact Centre has become an *"integral piece"* in the overall customer experience enhancement journey of businesses



Service Providers Play Crucial Role in Delivering Quality Customer Service via Cloud

Success of Cloud Contact Centre highly dependent on Service Providers' Capabilities

As the cloud model of contact centre solutions gains popularity, the role of service providers# has become more important than ever in delivering consistent customer experience. Service providers today have both experience and expertise needed in offering un-interrupted and flexible "Plug-and-Play UC Connectivity" platforms to their business customers. Strong infrastructure and wide coverage has enabled service providers to create a unique space in the cloud contact centre space globally.

TATA COMMUNICATIONS – A SEASONED LEADER IN CONTACT CENTRE AS A SERVICE (CCAAS) SPACE

Tata Communications, with its wide portfolio of cloud based contact centre offerings helps businesses deliver unmatched and agile customer service experience. Key offerings include

1

InstaCC

As a multi-tenant offering, InstaCC will be integrated with Microsoft Skype for Business and Teams and will be available globally

2

InstaCC Global

A cloud based contact centre solution designed to cater to requirements of large businesses globally

3

Amazon Connect

An AI based self-service capable cloud contact centre offering from Amazon developed for new age organizations

4

Cisco Webex Contact Centre

A Webex powered cloud contact centre solution from Cisco, designed to cater to cloud contact centre requirements of businesses





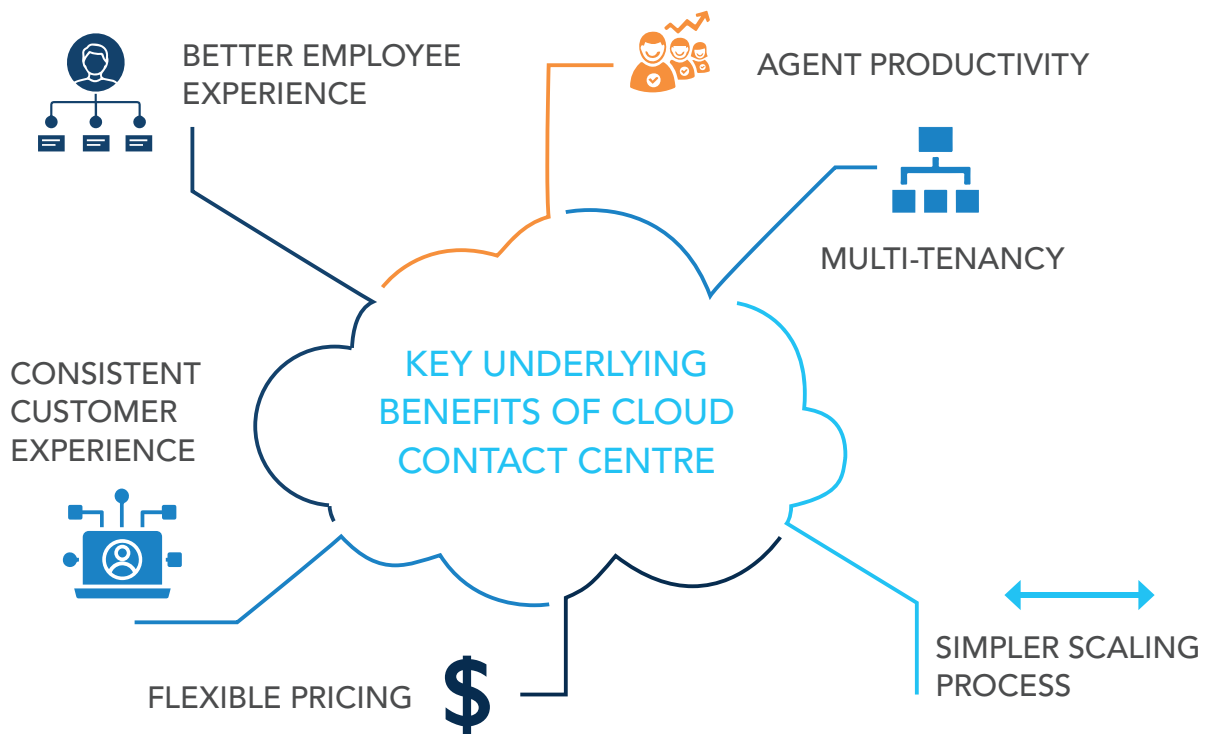
36%

of organizations have moved their customer focused apps to cloud



90%

of businesses have deployed at-least one of their IT enterprise application on cloud



Better Scalability (64%) and Faster Deployment (35%) – Important reasons for enterprises to move to cloud contact centre model



Cloud Contact Centre – For Better Business Operations

Differentiation and Value Addition, Cloud Contact centre brings to Customer Service Process

QUICK SCALING CAPABILITY

Expanding as per the usage needs with little processes and procedures is one of the key unique selling propositions (USPs) of cloud based contact centre solution. With cloud contact centre solution in place, businesses need not have to worry about the requirements like renewal of software licences or expanding I/O cards, voice modules



70% organizations want to avoid “Recurring Capital Expenditure” during scaling and hence choose cloud contact centre solutions

AVAILABILITY & RELIABILITY

There is a general misconception that cloud based contact centre often fail to meet the availability and reliability standards. However, with further development of cloud technologies and improving data centre technologies, today's cloud contact centre solutions offer guaranteed uptime as high as 99.99% similar to those provided by on-premise based systems



84% of enterprises ranked BC/DR, a key factor while opting for cloud contact centre solutions

RAPID DEPLOYMENT CAPABILITY

The deployment cost and time for cloud contact centre is much lesser than the traditional on-premise versions. Cloud contact centres can be up and running within few weeks whereas traditional models take months together. Also, integration of third party applications and capabilities into a cloud contact centre is much simpler



30% lesser deployment and management costs incurred by organizations implementing cloud contact centre solutions

EFFICIENT, CONTEXT AND COGNITION BASED CUSTOMER SERVICING

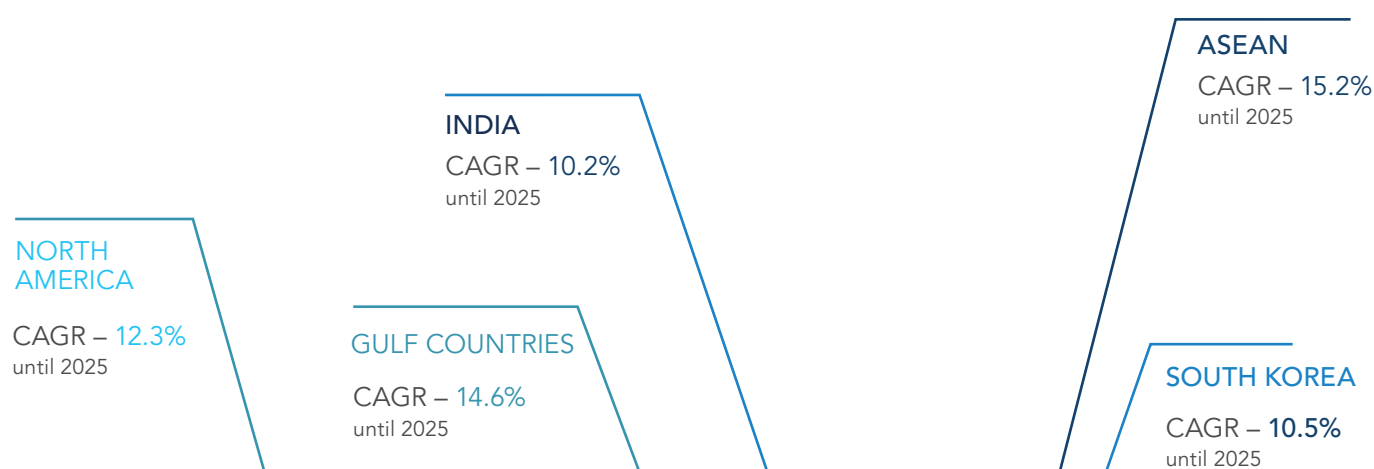
Knowing customer before-hand forms the key to better customer service. With easy integration of AI and natural language processing (NLP) based applications, cloud contact centre can help contact centre agents to get customer data in real-time so that they can serve the customers in better way



Cognitive AI – Fast Growing as an integral part of every cloud contact centre solution thereby enabling businesses to achieve higher customer loyalty

Cloud Contact Centre: Next Big Wave in Customer Engagement

New Technology Integration Boosting Cloud Contact Centre Adoption Worldwide



KEY GEOGRAPHIES WITH HIGH GROWTH POTENTIAL
FOR CLOUD CONTACT CENTRE



6 Key Automations

That Are Expected To
Further Increase Cloud
Contact Centre Adoption

AUTOMATED INTERACTIONS

Use of chat-bots and voice-bots for building “self-service” contact centre capabilities

FORECASTING AUTOMATIONS

Using data trends to analyse and build capabilities that help in optimized utilization of workforce

WORKFLOW AUTOMATIONS

Use machine learning and artificial intelligence to automate repetitive tasks in customer service process

AUTOMATED AGENT GUIDANCE

Building systems that can train and guide agents with respect to regulation and compliance during the call

SALES AUTOMATIONS

Understand customer community’s choice and preferences and accordingly build self-learning systems that can help agents to automate major portions of sales and marketing activities

SCHEDULING AUTOMATIONS

Integrating effective analytical capabilities that builds effective and comprehensive schedules and enables optimized utilization of workforce for better customer service

“AUTOMATION” – DRIVING CLOUD CONTACT CENTRE ADOPTION

CUTTING EDGE TECHNOLOGIES TO RE-SHAPE THE CLOUD CONTACT CENTRE LANDSCAPE

With growing inclination of businesses towards building cloud communication infrastructure, cloud contact centre solution providers are using technology concepts to integrate new capabilities and introduce better features.

INTEGRATION OF ARTIFICIAL INTELLIGENCE CAPABILITIES

75%

of contact centre agents believe AI based chat-bots will be used extensively to support agents

- AI based Chat-bots for Query Resolving
- AI based bio-metric system for voice authentication
- AI based Interactive Voice Response (IVR) for improved accuracy



CONTACT CENTRE ANALYTICS

5X

Acquiring a new customer costs an organization 5 times more than retaining existing customer, thereby pointing the importance of CC Analytics

- Analytics based predictive routing
- Analytics for agent monitoring and scoring
- Customer data analytics for efficient customer servicing and process enhancements



ENTERPRISE GRADE SECURITY

4 out of 5

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WORKFORCE OPTIMIZATION VIA CLOUD

52%

of organizations that were previously using on-premise based WFO tools are now willing to switch to cloud based WFO tool

- Cloud based WFO will help managers to remotely monitor agent performance and manage teams
- It also enables agents to work remotely from anytime, anywhere thereby saving costs to company



OMNICHANNEL PRESENCE

90%

of customers today use more than one channel to communicate with their brands and hence businesses stress upon having omnichannel presence

- Omnichannel will help businesses to make customers more engaging and deliver higher customer satisfaction
- It is also helping businesses to build better customer loyalty



COGNITIVE INTELLIGENCE BASED CUSTOMER SERVICING

9 out of 10

companies believe cognition based customer servicing is a developing trend and helps them provide meaningful customer services

- Cognitive Intelligence helps accurate routing of calls in contact centre
- Cognition based cloud contact centre deliver in real-time and are thus important for quick actions during the call



Industries Embracing Cloud Contact Centre

Cloud CC enhancing customer experience across different Verticals

With emergence and further enhancement of cloud contact centre solutions, businesses who earlier did not concentrate much on improving customer servicing functions are now thinking on implementing these solutions as these are cost effective alternatives to traditional forms.



MANUFACTURING

- Customer Service – Outsourced to BPOs
- Not keen to have own CC

- Cloud CC allows manufacturers to run CC
- Manufacturers will have greater control over CX



WHITE GOODS (RETAIL)

- Inflexible scaling hinders operations during seasonal demands

- Simpler scaling process in cloud CC
- Allows retailers have demand based scaling



IT/ITeS/BPO

- Operation costs – A major challenge for BPOs using traditional CC

- Cloud CC help BPOs to minimized costs yet deliver quality customer service



AUTOMOBILE

- No direct mechanism to deal with end-customers
- Rely on distributors

- Minimal hardware in cloud CC allows companies to build customer interaction system



BFSI

- Existence of security concern to move to cloud for critical business operations

- Modern security standards in cloud cc enabling enterprise wide adoption for banks



HEALTHCARE

- Traditional CC lack agility and fail to provide real time inputs

- Through cognitive intelligence, cloud CC provides real-time customer data to agents



50% believe simpler integration helps build omnichannel capabilities

Tata Communications: Surging Ahead in Cloud Contact Centre Space

Wide Portfolio of Offerings makes the company, an unprecedented player

With a vision to deliver a “New World of Communications” to advance the reach and leadership of its customers and partners, Tata Communications has been growing as a digital infrastructure provider of choice for businesses globally. The company delivers integrated managed services and solutions including connectivity, collaboration, security, mobility and IoT, through cloud based, internet powered and user determined delivery models.

TATA COMMUNICATIONS AT A GLANCE



30%

of total Internet routes globally managed by Tata Communications



95%

of customer incidents pro-actively monitored

No.1

world's largest wholly owned subsea fibre backbone and a Tier-1 IP network.



60%

of businesses globally connect with cloud giants via Tata Communications



4 out to 5

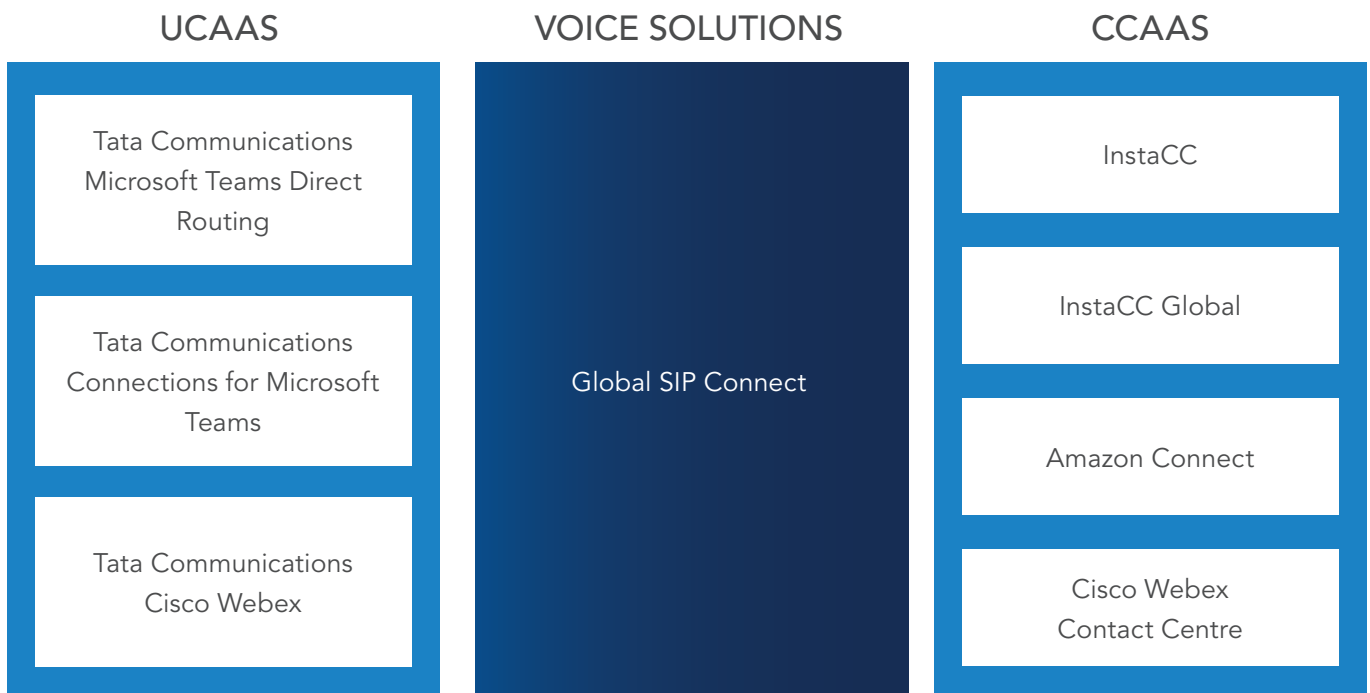
mobile subscribers connect to brands via Tata Communications' network



99.99%

average network up-time offered by Tata Communications

KEY OFFERINGS UNDER UC



*“TATA COMMUNICATIONS leverages its **capabilities and global reach** to drive the digital transformation of multinational enterprises and communications service providers”*

CONTACT CENTRE AS A SERVICE (CCAAS) PORTFOLIO OF TATA COMMUNICATIONS

Tata Communications is one-stop shop for all the cloud contact centre needs of today's businesses. The company has versatile offerings like **InstaCC**, **Insta CC Global**, **Amazon Connect** and **Cisco Webex Contact Centre** which are designed and developed keeping in mind the varied requirement of different businesses.

InstaCC

PRODUCT SNAPSHOT

- Multi-Tenant offering that will be available globally with native Skype for Business & Teams integration
- Tailored for small and medium Contact Centre requirements

KEY FEATURES

- Shared cloud offering
- Shared hardware / platform and multi-tenanted set up
- Unified solution with integrated logger Multi-Channel Contact Centre suite

INTEGRATION & OTHER CAPABILITIES

- Geographical Disaster Recovery
- Active Standby Mode
- Compatible with IVRs and CRMs

InstaCC Global™ Your contact centre in the cloud

PRODUCT SNAPSHOT

- Omni-Channel Contact Centre based on Cisco's HCS platform
- CRM / ITSM integrated , security & encryption services enabled and Web RTC enabled

KEY FEATURES

- Private and hybrid cloud offering
- Pick and integrate – voice logger reporting tools any key applications

INTEGRATION & OTHER CAPABILITIES

- Compatible and In-built Chat-Bots based on NLP , Social Media Channels , E-Mail Channels , Voice Biometrics, IVR, ACD & CTI



AMAZON CONNECT

PRODUCT SNAPSHOT

- Global resell arrangement
- Voice Services – an add-on for few geographies
- Well suited for existing AWS customers

KEY FEATURES

- Public cloud offering
- Elastic, commitment free, on-the-go cloud
- Omni-channel Contact Centre suite, with only voice channel

INTEGRATION & OTHER CAPABILITIES

- Geographically different availability zones and regions
- Plug-ins/APIs with CRMs, BI tools,



CISCO WEBEX CONTACT CENTRE

PRODUCT SNAPSHOT

- Fully managed cloud contact centre service
- Stepping stone for customers on Cisco's Contact Centre Journey
- A global offering except few geographies

KEY FEATURES

- Pure public cloud based offering
- Features/Capabilities include predictive routing, Omnichannel experience, outbound campaign capabilities, workforce optimization and analytics

INTEGRATION & OTHER CAPABILITIES

- Easy integration with leading CRMs and UC tools
- Leverages analytics, AI to provide contextual and predictive customer experiences

CASE STUDY

TATA COMMUNICATIONS' CLOUD CONTACT CENTRE HELPED PERSONIV, A GLOBAL OUTSOURCING COMPANY TO IMPROVE OPERATIONAL EFFICIENCY

PERSONIV WAS LOOKING TO HAVE A SOLUTION WHERE UNIFIED COMMUNICATION AND CONTACT CENTRE WORKED IN SYNC

CHALLENGE

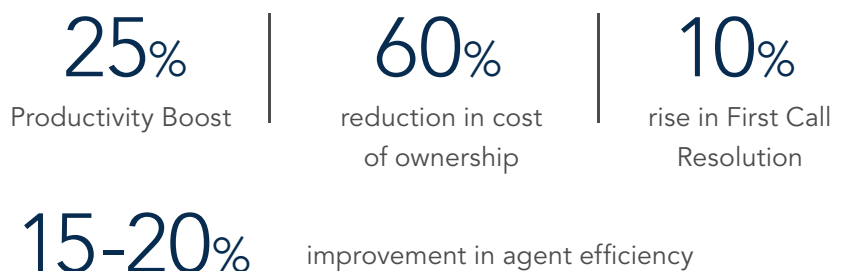
To keep up with dynamic, fast paced business landscape and up its game in the era of customer centricity, Personiv, an outsourcing giant with more than 1500 employees was looking to adopt new age technologies that would help it to remain ahead of the curve. Company was looking to have a system that delivered personalized and enhanced experience to its clients and customers and at the same time provide superior enterprise wide collaboration tool

SOLUTION

Tata Communications acted as a one stop shop where it provided Microsoft Office 365 and InstaCC Global as a combined solution. While the first was offered to achieve collaborative efficiency, Cisco powered InstaCC Global platform provided powerful omnichannel contact centre functionality



RESULTS



A Global Launch of InstaCC with native Microsoft Skype for Business and Teams Integration has been planned by Tata Communications in FY21



THE FINAL WORD

KEY CONSIDERATIONS TO MOVE TO CLOUD CONTACT CENTRE

While the number of companies offering cloud contact centre service is rapidly growing, here are few of the factors a business should “mandatorily” consider before choosing an ideal partner for switching to cloud model

- | | |
|--|---|
| <div>1</div> <div>MIGRATION ASSISTANCE
(Ability of provider to assist in migration)</div> | <div>4</div> <div>SERVICE STANDARDS
(SLAs, BC/DR level offered)</div> |
| <div>2</div> <div>SECURITY
(Security Standards Implemented)</div> | <div>5</div> <div>QUALITY STANDARDS
(Quality of Call and other features)</div> |
| <div>3</div> <div>SAVINGS
(Total Cost Savings by Implementation)</div> | <div>6</div> <div>FLEXIBILITY OFFERED
(Scalability and integration capabilities)</div> |

ANALYST OPINION



Globally, the number of social and mobile connected customers is fast increasing. In this scenario, having a clear customer service plan and strategy becomes a vital link for companies looking to retain and multiply their customer base



Businesses are increasingly looking to move away from traditional on-premise contact centre solutions which are cost intensive, in-flexible and less agile. As an alternative, the trend of adoption of cloud based contact centre is fast gaining traction, thanks to further advancement of cloud technologies globally.



In addition to offering OPEX model and financial flexibility, cloud contact centre solution's unique value proposition lies in the fact that these solutions are agile and thus play a vital role in enhancing “agent productivity” and bringing overall “employee satisfaction” resulting in reduced “fatigue” and “attrition”.



Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics, and emerging economies?

Leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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