

TATA COMMUNICATIONS CX

Integrated customer engagement and experience management



The connected customers of today want brands to engage them on their terms and treat them like the individuals they are. They want each step of their buying and servicing to be seamless, consistent and contextualised.

The foundation of creating these compelling experiences is an ability to communicate, engage, and collaborate anytime, anywhere, across any channel. Moreover, the ability to integrate human interactions with digital experiences will be a significant differentiator.

However, delivering this is not easy, as customer experience leaders are grappling with challenges of rising call volumes, increased employee turnover and greater customer expectations.

According to McKinsey's State of Customer Care, 2022 report, 77 percent of survey respondents reported that their organisations have built digital platforms, but only 10 percent report that those platforms are fully scaled and adopted by customers.

Only 12 percent of digital platforms are highly integrated, and, for most organisations, only 20 percent of digital contacts are unassisted.

To address these challenges, organisations need to invest in:



Omnichannel capabilities so that customers can engage through a channel of their choice



AI-enabled, self-service channels that help manage call volumes and enhance agent productivity



Contact centre management capabilities that address customer, agent and supervisor needs



Integration across multiple channels and third-party applications such as CRM and WFO, so that agents have a single view of the customer, and the customer has a seamless experience



Agent productivity and visibility enhancements such as agent assists, text and speech analytics and supervisory dashboards

The Tata Communications suite of CX solutions provides a cloud-based approach to managing the customer engagement lifecycle. We bring together the flexibility of a cloud-based, highly scalable contact centre infrastructure, complemented by self-service and contact-centre deflection capabilities to ensure you deliver optimum service for your customers and agents, in the most efficient way possible. We enable you to engage with your customers through the contact centre, and beyond.

Our offering combines cloud contact centre solutions with a cloud communications platform and an OTT video connectivity solution. This is supported by our voice and network infrastructure, delivery and management services.

This provides a flexible, scalable, OPEX-based approach for CX transformation.

Acquire

- Conversions
- Promotions
- Targeting
- Demand gen

Transact

- Customer on-boarding
- Promotions
- eKYC
- Payments



Retain

- Cross-sell and up-sell
- Loyalty programmes
- Reminders

Serve

- Customer support
- Surveys and feedback
- Information-on-demand

Why Tata Communications CX

- | | |
|--|--|
|  Omnichannel customer engagement orchestration |  Supported by our global IT, communications and contact centre expertise and experience |
|  Seamless CX through cloud contact centre solutions |  Workflow design tool and sandbox environment |
|  API-enabled for ease of integration with third-party applications |  Alignment with local communications and data management regulations |
|  AI-enabled agent support and chatbot interaction |  Strong partnerships to bring you choice in the market |

We helped a customer set up their cloud contact centers across 209 locations in 109 countries.

Our customers typically get 99.9 percent availability through our managed services.

We helped a customer with an HQ in China expand its business to eight new countries, using caller anonymisation to reassure customers about the privacy of their phone numbers.

We have helped our customers achieve:

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|------------------------------|--------------------------------|--|--|--------------------------------|
| 50% cost reduction | 25% revenue increase | 30% capital investment reduction | 60% call wait time reduction | 40% call containment |
|------------------------------|--------------------------------|--|--|--------------------------------|

Our portfolio comprises DIGO, our cloud communications platform and InstaCC™, our cloud contact centre suite of solutions. You get access to an integrated customer experience management solution, providing the tools required to deliver the best customer engagement and agent experience in the contact centre, and beyond.

InstaCC

- InstaCC™ is an end-to-end, next generation contact centre solution for enterprises, providing services at scale.
- The InstaCC™ portfolio consists of three Tata Communications cloud, and three partner cloud contact centre solutions, to meet your CX and contact centre needs. The partners include Amazon, Cisco and Genesys.
- Address customer needs through an omnichannel CCaaS solution, with IVR automation, self-service, integrations across web, mobile, voice, chat, messages and email.
- Increase agent productivity with intelligent agent assist, text and speech analytics, supervisory dashboards, and more.
- Leverage 10+ years of experience and expertise in contact centre and cloud communications solutions, ensuring fast, easy and seamless deployment.
- Gain peace of mind, as we ensure compliance with local rules and regulations.
- Increase efficiency through reducing vendor sprawl and leveraging Tata Communications' coverage across cloud, voice and network coverage.
- InstaCC™ Managed Services promise committed QoS through integrated SLAs and 24/7 NOCs to keep your business running smoothly.

DIGO

- DIGO is a customer experience management platform, supporting omnichannel communication APIs, conversational AI, bespoke workflow design and integration options.
- It is technology and language agnostic, across multiple service segments and ecosystems, enabling organisations to orchestrate complex customer communication workflows.
- Omnichannel customer engagement orchestration ensures you are communicating with your customers across the channels of their choice.
- APIs provide ease of integration with third-party enterprise applications such as CRM, ERP, billing or marketing automation tools.
- AI-enabled solutions help your agents achieve the best outcomes for your customers.
- Easy workflow design to and through the contact centre Interactive Voice Response (IVR) and Automated Call Distribution (ACD) system, ensures you are benefiting from efficiencies and bespoke workflows.
- Best-of-breed solutions via our commercial partnerships.

Visitize

- Visitize is an end-to-end integrated OTT video connectivity platform through which customers interact with enterprise associates in real time.
- Complete with a built-in routing mechanism and a cloud-based model, the solution integrates easily with existing contact centres and CRMs to provide a one-stop solution for enhancing digital experiences.

Tata Communications CCaaS case study:

A global provider of background and identity services was seeing accelerated business growth through acquisitions. The existing multiple vendor landscape across customer support, voice and network connectivity was complex and unable to support the company's vision of becoming a cloud-first organisation.

Tata Communications deployed a cloud contact centre solution - Genesys Cloud CX™ powered by Tata Communications - for 2500 contact centre agents, supported by 4000+ Global SIP Connect DIDs and managed network services across eight global locations. The solution satisfied compliance regulations in all these locations, and Tata Communications helped in the adoption of the new solution too, with an integrated SLA across the stack.

There was an immediate benefit of a 30 percent reduction in capital investment. Vendor sprawl reduced from eight vendors to one, where Tata Communications managed network, contact centre and access services. The cloud contact centre solution was scalable on demand, thus addressing the client's ambitious growth trajectory.

Tata Communications CPaaS case study:

A global ride hailing and food delivery business achieved 40 percent lower cost of operation in its Japan food delivery business, following adoption of DIGO to handle its customer engagement. The company wanted to protect the identity of its customers when they call the company's employees or agents and ensure no unsupervised conversation happens after the delivery is complete.

Tata Communications delivered a Cloud IVR where each customer is assigned a PIN code, which is used to dictate delivery routing. The delivery agent calls into a main number to get delivery instructions, but has no direct interaction with the consumer. The system allows call recording for certain calls only when triggered by an enterprise application via API request.

The client received support during the project from Tata Communications, for bespoke workflow design based on their specifications. This resulted in a quick launch of just six weeks from contract signing to UAT, integration and onboarding. We delivered an initial capacity of 3000 calls per hour, with managed growth from that base point. The solution enables a lower cost of operation for the client, at about 40 percent of the cost of typical solutions with similar caller line identity management capabilities.

Tata Communications Visitize case study:

A South Asian consumer electronics and durables retailer saw 15 percent increase in conversion when their customers used video and Tata Communications Visitize in sales conversations. During the pandemic the customer faced challenges of reduced footfalls to their physical stores, and therefore dwindling sales numbers. Since white goods is a high-expense space, customers wanted to see and experience the actual product before purchasing, and get all their product queries resolved before placing the final order.

Tata Communications offered a Digital Sales Enablement solution which allowed the retailer's end customers to connect with sales representatives or agents on a real-time basis through video. End customers could view, discuss with representatives, and purchase products right from the comfort of their homes via video call.

The retailer received 50,000 legitimate enquiries through the solution during the two-year COVID period. Conversion increased an additional 15 percent if customers took the assisted video demo option, and post video call, the NPS was a high 9 or 10.

“Tata Communications InstaCC™ delivers next-generation capabilities at a fraction of the cost and time. With the success of this deployment, it makes sound business sense to recommend the internal IT team to install similar systems in-house.”

Sunil Sirohi,
Chief Information Officer

NIIT

“Uber chose Tata Communications as its digital infrastructure partner because of global reach, cost competitiveness and reliability that ensures a smooth operation worldwide. In addition, Tata Communications' global reach and breadth of services was critical for Uber to support our global expansion.”

Rahul Vijay,
Head of Strategic Sourcing

Uber

“Something I like about Tata Communications is their network reachability, that enables us to connect our remote sites and destinations.”

Satish Kumar Patel,
Manager, Network Operations

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