InstaCC™

Tata Communications

InstaCC™

Delivering frictionless experiences through a complete suite of cloud contact centre solutions

The cloud is calling

The growing demand for cloud-based contact centres

The contact centre market is undergoing a seismic shift. Driven by customer demand for more personalised, self-serve experiences and new players challenging the incumbent base with smarter technologies, more enterprises are looking to move their on-premise contact centres to a public, cloud-hosted environment.

It's a big move, with the potential to deliver big benefits. Lower TCO, enhanced experiences for customers and colleagues, greater scalability and more flexibility. Whether you're looking to increase operational efficiency, boost employee productivity or expand and enhance the lifetime value of customers though a truly omnichannel solution, the cloud could unlock your contact centre potential.

$34.6 billion
Rise in contact centre end-user spending by 2026

17.9 percent
Increase in global CCaaS end-user spend CAGR through 2026

Sources: 1. Gartner® Forecast Analysis 2022, Contact Center, worldwide.
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What's driving enterprises to the cloud?

- Decreasing lifetime value of customers
- Inconsistent experiences across channels
- Lack of global reach
- A complex, multi-vendor environment
- The need for flexible, pay-as-you-go billing
- Faster time to market
- Lack of unified SLAs
- Reduced costs through cloud adoption
- Lower agent attrition
- Improved reporting

Introducing Tata Communications InstaCC™

A unique mix of Contact Centre as a Service solutions, Tata Communications InstaCC™ offers you a complete suite of products and platforms – tailored to suit any size and vertical, and all designed to streamline your way to the cloud. With our expertise and 10-plus years of experience in managing complex telecom regulations and contact centre compliance, we can be your single, go-to strategic partner and multi-layer provider for cloud, voice and network.

Our solutions help unlock the full power of the cloud by boosting customer confidence across channels, optimising employee productivity and managing simple to complex deployments, orchestrating the best of technologies to achieve a winning cloud-first strategy.

Tata Communications hosted solutions

InstaCC™ Cloud — A global, multi-tenant, Microsoft-based offering for enterprises looking to enhance customer and employee experiences.

InstaCC™ Dedicated — A dedicated, holistic offering designed to enhance customer journeys and agent productivity by mitigating security and regulation risks for large enterprises.

InstaCC™ Connect — A smart routing and self-serve solution providing the first step for enterprises moving to the cloud, while retaining their legacy platforms.
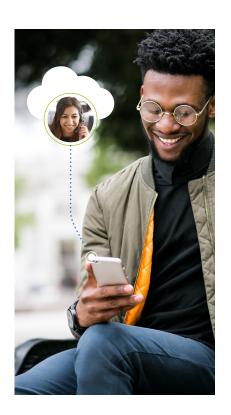
Partner hosted solutions

Genesys Cloud CX™ powered by Tata Communications — Omni-channel contact centre solution for unified customer and agent experiences delivering innovation to companies of all sizes across the globe.

Amazon Connect by Tata Communications — Cloud contact centre solution with inherent AI/ML capabilities powering personalised contact centre experiences on a pay-as-you-go model with no lock-ins from Amazon.

Webex Contact Centre powered by Tata Communications — A unified, omnichannel contact centre solution for large enterprises migrating their on-premise Cisco infrastructure to the cloud.

Multiple solutions, one powerful partner

Offering a range of tailored solutions under one roof, you can choose from the leading cloud-based contact centre solutions, from some of the most powerful providers in the market. And because it all comes under the umbrella of our Contact Centre as a Service, you can expect seamless migration, robust security and dedicated support, as standard.

Increase efficiency — With a single, global, geo-redundant, multi-layer provider for cloud, voice and network.
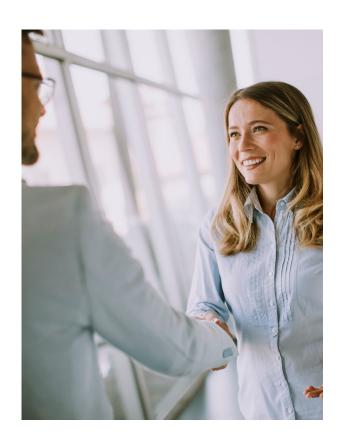
Lower TCO — Moving to the cloud means reduced upfront investment, plus low operating costs versus legacy and on-premise systems.

Boost business uptime — Thanks to our committed Quality of Service, integrated SLAs and 24/7 NOCs.

Ensure compliance — Supported by our proven expertise in complex telecom regulations and multi-country compliance, including India.

One recent Tata Communications InstaCC™ customer saw a 60 percent reduction in cost of ownership.

APIs

We're regularly delivering a 99.9 percent availability SLAs through our managed services.

With a centralised network operations centre, and 24/7 support, our managed service professionals handle 95 percent of customer incidents.

Tata Communications in numbers

We helped one customer set up cloud contact centres in **209** locations across **109** countries

We're the **#1** international voice carrier with **6 billion** voice minutes carried on our network every week and **32 billion** voice minutes carried on our network annually

Our SIP voice coverage includes global ITFS & LNS with PSTN replacement across **28** countries, **24/7/365**

We own and operate the world's largest submarine cable network, carrying **24 percent** of the world's internet traffic

To take your contact centre to the cloud and unleash the experiences that will transform your business, talk to Tata Communications today.

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

Contact us