

AN INTERVIEW WITH

TATA
COMMUNICATIONS

Future Digital Awards Gold Winner:
Best CCaaS (Contact Centre-as-a-Service) Solution



Mover & Shaker Interview with Tata Communications, Future Digital Awards Gold Winner for Best CCaaS (Contact Centre-as-a-Service) Solution

Juniper Research interviewed Anand Viswanathan, AVP, CCS-Customer Interactions Suite at Tata Communications, in April 2024.

Why is CCaaS so relevant in the digital age as compared to an on-premises contact centre solution?

In the digital age, CCaaS (Contact Centre-as-a-Service) stands out as a pivotal solution compared to on-premises contact centre setups for several compelling reasons. Recently, Tata Communications showcased its efficacy in revolutionising operations for a leading hospital. The hospital faced sub-optimal contact centre interactions due to agents' inability to access crucial customer data. Upon investing in Microsoft Dynamics CRM, integration challenges between the legacy on-premises telephone system and CRM stalled the project. Tata Communications intervened by migrating legacy systems to the cloud contact centre; enabling seamless CRM integration.

This migration to cloud empowered agents to access comprehensive patient information, revolutionising personalised services and significantly enhancing ROI for both CRM and the contact centre.

Thus, cloud contact centres offer several advantages as compared to traditional contact centres including:

- **Scalability:** CCaaS offers scalability that on-premises solutions often struggle to match. With CCaaS, businesses can easily scale up or down their contact centre operations based on demand fluctuations, without the need for significant infrastructure investments.
- **Flexibility and Agility:** In today's fast-paced digital landscape, businesses need to adapt quickly to changing customer needs and market trends. CCaaS solutions provide the flexibility and agility required to introduce new features, integrate with emerging technologies (such as AI and chatbots), and deploy updates rapidly.

- **Cost-effectiveness:** CCaaS operates on a subscription-based model, allowing businesses to avoid the hefty upfront costs associated with on-premises solutions. Additionally, maintenance, updates, and infrastructure management are handled by the service provider, reducing operational expenses in the long run.
- **Accessibility:** CCaaS solutions are accessible from anywhere with an Internet connection, enabling remote work and distributed contact centre operations. This accessibility is crucial in today's digital age, where remote work arrangements are increasingly common, and businesses seek to leverage global talent pools.
- **Analytics and Insights:** CCaaS solutions typically offer robust analytics and reporting features, providing businesses with valuable insights into customer interactions, agent performance, and overall contact centre efficiency. These insights enable data-driven decision-making and continuous improvement of customer service strategies.

Overall, CCaaS addresses many of the challenges and requirements of modern businesses in the digital age, making it a highly relevant and compelling alternative to traditional on-premises contact centre solutions.

To what extent can a cloud contact centre influence the overall end customer experience and agent productivity?

In the realm of customer experience, a cloud contact centre serves as a hallmark of innovation. It seamlessly integrates various communication channels, from traditional voice calls to modern chat and social media platforms. This omnichannel support ensures customers can engage with businesses through their preferred channels, fostering convenience and satisfaction. Personalisation takes centre stage, as cloud contact centres leverage advanced analytics and AI to tailor interactions based on customer data and history. Reduced wait times have become the norm, thanks to intelligent routing and skill-based algorithms that swiftly connect customers to the most suitable agents.

Agent productivity undergoes a transformation in the cloud environment. Unified interfaces empower agents to navigate seamlessly through interactions, regardless of the channel, enhancing efficiency. The flexibility of cloud-based solutions enables agents to work remotely, accessing systems and providing support from anywhere



with an Internet connection. Automation technologies such as chatbots and IVR systems handle routine inquiries, freeing agents to focus on complex issues that require human intervention. Real-time analytics offer supervisors insights into agent performance; facilitating targeted coaching and support to improve skills and efficiency.

The combination of these features in a cloud contact centre results in a symbiotic relationship between customer satisfaction and agent productivity. Businesses can differentiate themselves in the market by delivering exceptional experiences while optimising operational efficiency. The cloud contact centre emerges as a cornerstone of modern customer service strategies, empowering businesses to thrive in the digital age.

InstaCC™, a next-gen cloud contact centre offering from Tata Communications powers omnichannel agent-customer interactions to drive exceptional customer and employee experiences. It streamlines agent customer interactions while offering flexibility, compliance, smooth integrations, and faster implementation.

With InstaCC™, our clients have witnessed a remarkable 50% enhancement in CSAT scores, a reduction of up to 30% in abandoned call rates, an approximate 45% decrease in average handling times, and numerous other benefits.

What are some of the most important features enterprises look for when evaluating CCaaS platforms?

When evaluating CCaaS platforms, enterprises prioritise features like omnichannel support, scalability, reliability, and uptime. They seek flexibility for customisation and seamless integration with existing systems. Robust analytics and reporting capabilities are essential for data-driven decision-making, while agent productivity tools enhance efficiency. Security and compliance are paramount, alongside

user-friendly interfaces for easy adoption. Enhancements to customer experience, such as personalised routing and self-service options, are also key considerations.

While most conversations start with contact centre features, what takes priority in the evaluation lifecycle is the need for a partner that can solve current problems. Enterprises seek a partner who can provide end-to-end support, guiding them through both front-end contact centre and back-end voice and network deployment.

This is where companies like Tata Communications play a significant role in our ability to seamlessly integrate technology and back-end voice and network infrastructure. We offer a sense of end-to-end accountability over the entire contact centre deployment process and we've seen up to 60% faster time to market with our customers.

Moreover, we go beyond deployment, helping customers improve CX and agent productivity through proactive monitoring of contact centre KPIs and avoidance of SLA breaches. Our customers have immensely benefitted from our ability to help them track KPIs like Abandoned Call Ratio, inbound/outbound streams, average handling times and more.

What are some of the most common challenges enterprises face when migrating from an on-premises solution to CCaaS, and how can these challenges be overcome?

Migrating from on-premises solutions to CCaaS presents several common challenges for enterprises. These include integration complexity, data migration concerns, customisation requirements, and network connectivity issues. Security and compliance considerations also loom large, alongside the need for comprehensive change management and training.

To overcome these challenges, thorough planning and assessment are essential, along with choosing a reliable CCaaS vendor with robust integration capabilities. Incremental migration approaches can mitigate risks, while data migration strategies should prioritise data integrity and security. Customisation and configuration support from the vendor can address specific business needs, while network optimisation measures ensure reliable connectivity.



Implementing stringent security measures and compliance controls is crucial, as is providing extensive training and support for employees to adapt to the new platform. Overall, addressing these challenges systematically and leveraging the expertise of CCaaS providers can facilitate a successful migration to the cloud, unlocking the benefits of scalability, flexibility, and efficiency.

What, according to you, are some of the most important factors/criteria that an organisation should consider while evaluating a CCaaS technology partner?

When assessing a CX partner to support CCaaS implementations, organisations should consider several key factors including:

- **End-to-End Ownership:** Look for a single partner capable of maintaining end-to-end ownership by integrating multiple complex application layers. This ensures a cohesive "agent in a box" solution, encompassing technology, back-end services (such as voice, network, and security), and managed services. By partnering with one preferred provider, global enterprises can consolidate infrastructure layers across various components, streamlining operations and enhancing efficiency.
- **Industry Expertise and Compliance:** Seek a partner with industry expertise and experience in managing telecom regulations and compliance on a global scale. This ensures adherence to regulatory requirements, mitigating risks and ensuring legal compliance across regions.
- **CCaaS Implementation Expertise:** Choose a partner with demonstrated expertise in CCaaS implementations and the ability to seamlessly manage integrations with other systems, such as CRM platforms, Microsoft Teams, third-party applications, and consulting tools. This ensures smooth deployment and interoperability with existing infrastructure.
- **Flexible Deployment and Commercial Modelling:** Evaluate partners that offer flexible cloud deployment and commercial models, including pay-as-you-go and outcome-based pricing options. This provides organisations with cost-effective solutions tailored to their specific needs and usage patterns, aligning pricing with business outcomes, and maximising value.

- **Managed Services:** Beyond technology requirements, companies should look for a CCaaS partner that provides NOC (Network Operations Centre) support on a 24x7 basis with proactive monitoring and end-to-end SLAs (Service-level Agreements) across voice, cloud, and connectivity.

By considering these factors, organisations can select a CX partner that not only meets their technical requirements but also provides strategic guidance, regulatory compliance, and flexible pricing options; enabling successful CCaaS implementations and driving business growth.

Can you briefly explain the role played by Managed Services in a CCaaS deal?

Many customers embarked on their cloud journey some time ago, often guided by partners traditionally entrenched in On-Premises businesses. However, transitioning to the cloud completely transforms the way we build and operate the solution and serve end customers compared to the on-premises approach.

In this cloud evolution, the roles of partners and customers during the build phase are diminished in scale but remain complex and critical to realising the full potential of the cloud. The tools once deployed for on-premises solutions gradually lose relevance in the cloud ecosystem, making way for new tools and SaaS platforms that offer seamless integration.

Previously, customers navigating on-premises solutions faced complexity from the CIO's perspective. In contrast, cloud solutions inherently provide consistent experience across the board. Additionally, digital channel integrations are more seamless and faster in the cloud environment.

However, this transformation requires the expertise of the right partners and experts. This is where Tata Communications teams have consistently demonstrated significant value.

InstaCC Assure, a managed services offering from Tata Communications excels in providing invaluable expertise during this cloud evolution, ensuring successful transitions. Its 4Cs approach – Consolidation, Compliance, Cost Optimization, and Customer Centricity – guides organisations towards maximising cloud benefits.



Consolidation efforts streamline infrastructure and multi-cloud environments, reducing complexity. Compliance measures, supported by specialised tools, ensure adherence to regulations like GDPR and PCI-DSS. Tata Communications collaborates closely with customers to optimise costs, steering resources towards improvement areas.

We have a team of dedicated experts that constantly handles change management, performance management requests, proactive monitoring of KPIs, and more. Additionally, their customer-centric approach prioritises feedback from end customers, enhancing service initiatives and fostering satisfaction. Through these initiatives, Tata Communications empowers organisations to navigate cloud complexities while optimising performance and compliance.

How will cloud contact centres leverage new emerging technologies to shape the future of customer interactions and service delivery?

Cloud contact centres, with the integration of emerging technologies such as AI (Artificial Intelligence) and machine learning, are poised to revolutionise customer interactions and service delivery. NLP (Natural Language Processing) enhances understanding of customer queries, while predictive analytics anticipates their needs.

Speech analytics provides valuable insights, and omnichannel communication ensures seamless experiences. IoT (Internet of Things) enables context-aware service, while AR (Augmented Reality) and VR (Virtual Reality) offer immersive support. Blockchain ensures secure transactions, and RPA (Robotic Process Automation) streamlines tasks. Emotion AI enables empathetic responses. Additionally, with the integration of ChatGPT, conversational AI enhances customer interactions, providing instant assistance and personalised responses. These technologies collectively elevate customer satisfaction, loyalty, and operational efficiency in cloud contact centres, shaping the future of customer service delivery.