



## About the customer

An analytics-driven, technology-enabled  
**Revenue Cycle Management (RCM)** company

It provides **healthcare billing, coding, and customized analytics solutions** to some of the  
India's largest healthcare organisations

Its contact centre employs **1,600 agents** in India that handle  
customer queries related to insurance verification, billing, claim  
processing etc.

## Summary

The company's legacy on-premise contact centre lacked the agility, flexibility and scalability to adapt to increasing customer expectations for seamless, reliable and personalised interactions.

With Tata Communications' InstaCC™ Cloud solution, the company offers exceptional customer experiences by leveraging the power of the cloud. Seamless integrations and real-time monitoring of key performance indicators (KPIs) have enabled the company to improve operational efficiency and average call handling time, and empower its agents with automation and insights to reduce manual effort and provide contextual and personalised support to customers.

# Challenges . . . . .

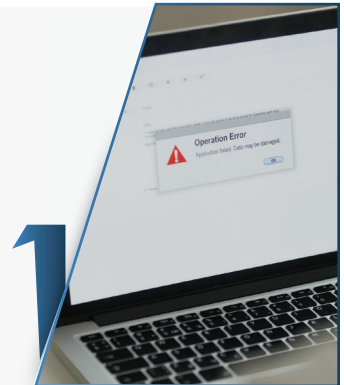
## Legacy system falls short in supporting modern customer engagement

The company's legacy on-premise contact centre limited its ability to achieve the desired customer experience (CX) outcomes due to below challenges:

### High average handle time (AHT), low support quality due to technology 'silos'

The legacy system lacked integration capabilities thereby becoming a hindrance to adoption of new technologies. This meant the agents didn't have all the data about customers and were constrained in their ability to deliver personalised customer interactions.

Moreover, due to technology silos, agents had to switch between multiple applications including CRM, the phone system, to resolve customer requests. This impacted, AHT, first contact resolution (FCR) and support quality.

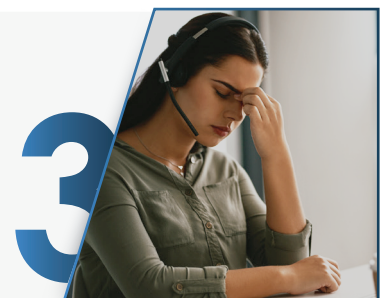


### No actionable insights into agent performance and customer satisfaction due to lack of reporting capabilities

The legacy system had limited ability to capture customer and agent interaction data including business KPIs such as AHT, FCR, abandoned call rate. This prevented managers from tracking agent productivity and quality of customer support.

### Poor agent experiences due to redundant and repetitive tasks

Agents were bogged down by repetitive and time-consuming tasks that negatively impacted their productivity and job satisfaction leading to burnout.



### Difficulty in scaling to meet increasing customer demands

The legacy system was limited by the company's physical space and network connectivity. So, it wasn't easy and cost-effective to scale operations up or down with changes in business requirements.

### Disengaged agents with no flexibility to work remotely

Due to technology constraints including dependency on physical desk phones, VPNs etc, the company's contact centre lacked the ability to enable a flexible work model for its agents, thus leaving them unhappy and disengaged.





# Solution.....

## InstaCC™ Cloud boosts agent productivity and customer engagement

InstaCC™ Cloud, the end-to-end cloud contact centre offering from Tata Communications is explicitly built to enhance business performance and productivity. This omnichannel Contact Centre as a Service (CCaaS) solution enables the RCM company to harness the power of cloud, artificial intelligence and robotic process automation (RPA) technologies for proactive, predictive and personalised customer engagement. The solution encompasses below elements:



**Consolidation of Contact Centre Ecosystem for Streamlined Operations**



**Work from home Integration**



**Future-ready foundation to adopt new Technology Solutions**

## The outcome.....

With extensive expertise and experience in successfully migrating large, complex contact centres to the cloud, Tata Communications completed this transition in a record time of two weeks with faster return to value for the company. In addition to overcoming legacy contact centre limitations, migrating to InstaCC™ Cloud enables the customer to have the infrastructure that can keep up with rising customer expectations and evolving business needs. Specific outcomes with this transition include:

### Seamless Omnichannel Customer Experiences

Fast, easy integrations with CRM and other enterprise apps keep agents productive with relevant customer information at their fingertips to serve customers better by delivering personalized and context-aware support. This, supported with a seamless and consistent experience across various touchpoints, has improved the customer satisfaction.

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### Improved Contact Centre Performance leading to enhanced CX

With comprehensive reporting and analytics on contact centre metrics such as AHT, call volume, hold times, agent performance and call resolution times, the company gets complete insight into its performance on a monthly basis. This enables the RCM company to make continuous improvement in its contact centre processes and take corrective measures to ensure the customer interactions remain positive and productive.





### Increased Employee Engagement and Satisfaction

With automated workflow tools, the agents don't have to perform the same repetitive tasks every day. They instead focus on value-added interactions and more enjoyable, fulfilling projects thereby resulting in increased job satisfaction, productivity and enhanced customer satisfaction.

**3**

### Meeting Customer Demands with Ease and Efficiency

With CCaaS scalability, the company can now easily and quickly scale its operations up or down, as demands fluctuate, without affecting its performance. It is now easier to add or remove agents to suit seasonal demands and specific campaigns.

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### Increased Employee Engagement and Operational Efficiencies

The InstaCC™ Cloud solution enabled agents to work remotely, enhancing their comfort. This flexibility significantly increased operational efficiency and productivity.

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## Quantitative outcomes

**100%**  
Migration  
success



**2 weeks**  
Faster Time  
to Market



**~80%**  
Improvement in  
Average Call  
Handling Time



**~90%**  
Reduction in  
Vendor Ticketing



**~20%**  
Reduction in  
Abandoned Calls



**~USD 0.5M**  
Savings per year



# The Tata Communications advantages



**A single go-to partner** for global contact centre needs including cloud, voice and network leads to reduced vendor sprawl and increased efficiencies.



**Deep understanding** of customer's business model and technology landscape and **consultative approach** to demonstrate how the new CCaaS environment will streamline operations, reduce costs, improve workflows and enhance the customer experience.



Getting agents up to speed with the new technology ensured **successful adoption**.



Proactive monitoring of contact centre KPIs 24/7/365 through a **trained desk** to track its performance and take corrective measures so that the contact centre performs at peak levels.



## Recognitions

- **ISG Provider Lens™ 2023:** Rated as a 'Leader' for InstaCC™ CCaaS solution
- **Juniper Research:** Gold Winner, Best CCaaS (Contact Centre as a Service) solution



**Knowledge** about industry best practices, trends and emerging technologies.