

# Contact Center Voice Solutions

How do you stay close to a global customer base?



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For more information about Contact Center Voice Solutions, please visit:  
[www.tatacommunications.com/contact](http://www.tatacommunications.com/contact) or email [marcom@tatacommunications.com](mailto:marcom@tatacommunications.com)

## About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and nearly 1 million square feet of data center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

When your customers and workforce span multiple markets, efficiency is critical for success.

Tata Communications gives you the opportunity to unleash the productivity of your distributed workforce through our Cloud Based ICR/IVR IP platform.

Tata Communications Cloud Based ICR/IVR provides an integrated solution to route and distribute calls across multisite and multi-geography call centers both in-house as well as vendor-operated.

Tata Communications Intelligent Call Routing (ICR) is a high-quality, network-based service that routes Toll-Free or Local Number calls to specific locations based on customer supplied data and requirements.

The Interactive Voice Response service (IVR) is a voice-based interactive service that allows customers to direct their calls to the most appropriate locations and to service their inquiries by following the voice-guided menu over the Tata Communications network.

Both services are offered over Tata Communications carrier-grade suite of Access Services, which deliver the widest global coverage in the industry.

## Our Global Coverage

- 100+ countries International Toll-Free Services (IFTS)
- 45+ countries Universal International Freephone Number (UIFN)
- 40+ countries and 100+ cities Local Number Services (LNS)

## Reduce Capital Expenditures

Our services are available on a per-usage basis, with no up-front capital expenditures required. This reduces the Total Cost of Ownership (TCO) compared to an in-house solution.

## Unlock the Benefits of IP

Our routing platform is based on the same all-IP core that powers the world's leading global international voice network. You gain access to powerful routing flexibility, voice efficiencies and leading analytics, without investing in costly and challenging upgrades or migrations.

## Improve Efficiencies From a Global Workforce

Our Intelligent Call Routing platform can route calls based on customer prompts or predetermined rules, with up to six sites per access number. As a result, you can painlessly distribute calls to captive or outsourced call centers, in the full range of global destinations.

## Access to High-quality and Redundant Infrastructure

We offer stable, high-quality voice routing with direct interconnects to all suppliers, and global backup routes in case of unexpected downtime. Our voice network offers:

- Guaranteed CLI delivery for over 230 destinations
- Portability-corrected routing for over 20 destinations
- Stringent monitoring of call quality on all routes - TDM and IP

Our reliable and seamless transport of all calls ensures that you deliver the best possible customer experience.

## Leverage the World's Leading International Voice Platform

For customers looking to unlock the efficiency and flexibility of converged voice services across the enterprise, we can provide flexible and capital-efficient migration and integration paths for your key voice needs.

### Key Benefits

Gain efficiency with one unified, all-IP global platform

Reduce capital expenditures with our on-demand model

Use resources more effectively with intelligent routing across multiple contact centers

Deliver a high-quality call experience to your customers

### Key Features

Follow the sun: routing by time of day, day of the week, or special days

Multisite management allows up to six sites per access number

Choice of interconnect via VoIP or TDM

Percentage allocation to optimize traffic distribution

Global fallback routing and suppliers

Multilanguage and customizable IVR call flow

Flexible options to subscribe to the services you require



## The Tata Communications Advantage

Tata Communications 200,000 km+ global network enables us to lead the industry in offering contact center voice solutions that meet the needs of truly global multinationals and BPOs.

Our unmatched coverage and all-IP core provide the simplest, highest-quality and most streamlined platform to connect your global workforce to your global customer base.