

# Insta CC

## Enhance contact center productivity with an on-demand solution



**Insta CC, our on-demand Hosted Contact Center solution provides you with a unified, scalable and managed portfolio of contact center applications. Powered by CosmoCom, Tata Communications provides local access and international voice and data connectivity to complement Insta CC's hosted contact center application suite.**

### Deploy Affordable Solutions

With only minimal upfront investment, you can deploy next-generation contact center capabilities using the Insta CC platform. We host your software on our highly redundant servers at Tata Communications' secure managed data center.

### Access Advanced Capabilities

We offer customized monthly rate plans for Insta CC's contact center application suite. Access world-class voice and multimedia solutions like ACD, email, IVR, chat, and co-browsing. Enjoy enhanced productivity through automated functions and tools such as predictive dialer, recording and performance routing.

### Existing Contact Center Challenges

- \_ Excessive capital and operational expenditures
- \_ Extended ramp-up time lines
- \_ Outdated contact center applications
- \_ Multiple telecom and technology vendors
- \_ Expensive technical resource demands

### Key Features

#### Agent and Supervisor Interface

- \_ Interface integrates voice, chat, email, and web co-browsing
- \_ Silent monitoring, whisper and barge-in

#### Cost-Effective IP Connectivity

- \_ Supports multi-site routing
- \_ Supports work-from-home agents and remote supervisor

Deploy  
next-generation  
contact center  
capabilities  
with minimal  
upfront costs

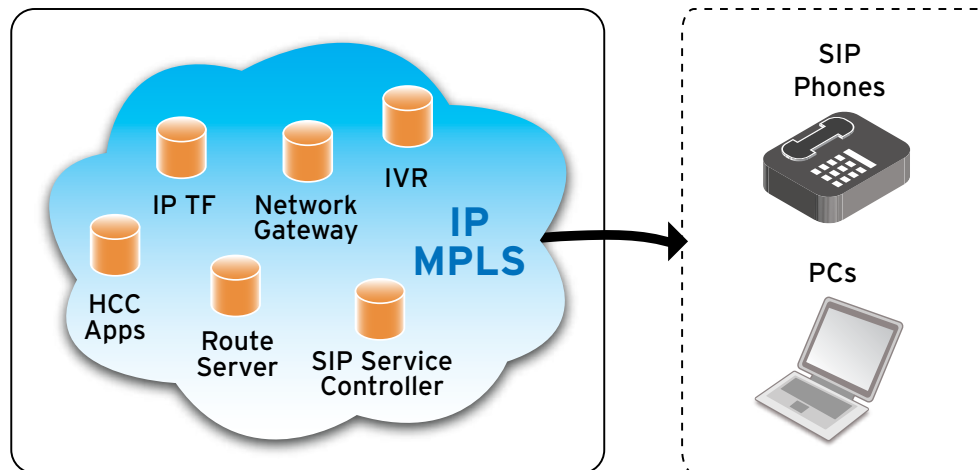


**ENTERPRISE**  
Contact Center



## Tata Communications

## Customer Premises



### Next-Generation Features

- \_ Multiple, simultaneous campaigns and lead management
- \_ Interactive Voice Response (IVR) system
- \_ Automatic call distribution, predictive dialing and real time and historical reports
- \_ Call Recording and Quality Monitoring
- \_ Supports integration with third party business applications
- \_ Do Not Call (DNC) management

### Key Benefits

- \_ Zero capital expenditure – pay-as-you-go tariff model
- \_ Distributed and location-independent implementation
- \_ Scalable, reliable and secure service
- \_ Flexible and quick capacity adjustment
- \_ Next-generation contact center capabilities
- \_ Reduced need for in-house technical skill sets

**For more information on Insta CC, please visit:**

[www.tatacommunications.com/contact](http://www.tatacommunications.com/contact)