

# From Contact to Connection: A New Era in Customer Experience



## Introduction

The average consumer encounters **4,000 to 10,000 ads per day**, each vying for attention across many platforms and devices. In a crowded marketplace, a missed opportunity—such as forcing a customer to wait on hold—can cost you their loyalty.

**32%** of consumers say they would leave a brand after just one bad experience, and **73%** of consumers say customer experience is an important factor in their purchasing decisions according to a [MIT Technology Review Insights](#) report. How do companies ensure all touchpoints make a positive impression? The answer lies in customer experience (CX). But delivering a superlative experience requires knowing how and when to engage customers, seamlessly connecting with them across the channels they prefer.

Enterprise brands looking to lead the market and future-proof their customer experience need to understand three key points:



Understand your customer



Personalize the experience



Ease accessibility and offer convenience

## Understanding CPaaS and CCaaS

Communications Platform as a Service (CPaaS) enables businesses to embed real-time communication, such as voice, messaging, and video, directly into their existing customer interaction interfaces through APIs and/or manage communication through the provider's platform.

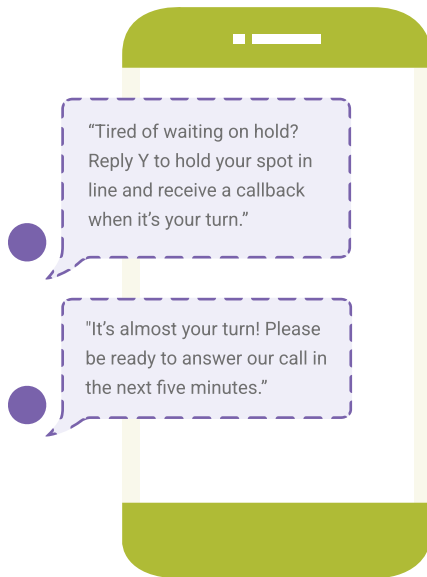
Contact Center as a Service (CCaaS) is a cloud-based solution that enables businesses to efficiently manage customer interactions across multiple communication channels, including voice, email, chat, SMS, and social media. By eliminating the need for on-premises infrastructure, CCaaS provides flexibility, scalability, and cost savings through a subscription-based model. It empowers organizations to adapt quickly to changing customer demands, supports remote and hybrid workforces, and integrates seamlessly with CRM systems and other tools to enhance productivity. Advanced analytics and artificial intelligence (AI)-driven insights offered by CCaaS help optimize customer experiences and improve decision-making, making it an ideal solution for businesses seeking to modernize their contact centers.

Ultimately, customers don't distinguish between CPaaS and CCaaS—they simply want their interactions to be smooth and personalized, whether that's through a phone call, a text, or a WhatsApp message. Integrating CPaaS and CCaaS creates the foundation for a truly unified customer experience.



## The Power of a Unified Customer Experience

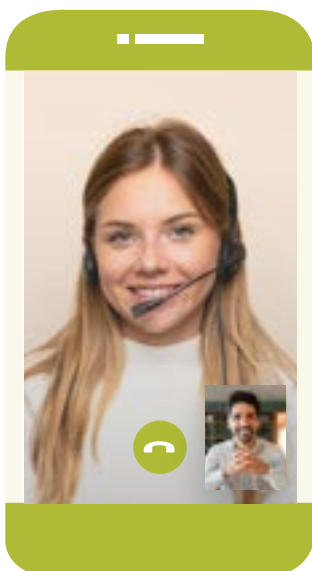
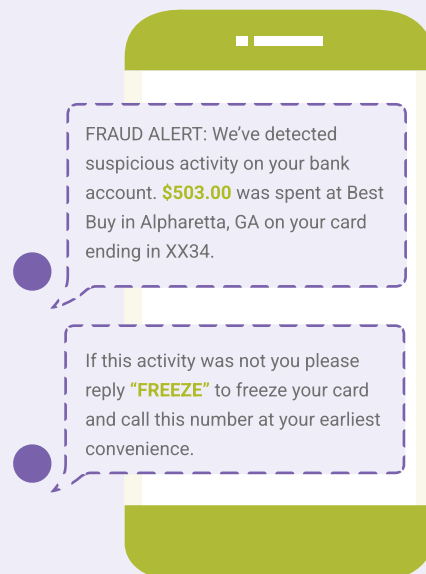
In a recent [Harvard Business Review study](#) commissioned by Tata Communications, **94%** of respondents emphasized the importance of delivering positive customer interactions. However, only **38%** of companies felt they were doing so successfully. A seamless customer experience isn't just a luxury; it's essential for customer retention and loyalty. One negative interaction—whether it's waiting on hold too long with no callback option or struggling to cancel an appointment without calling the office—can dramatically alter a customer's perception.



Enable a customer to receive a callback instead of waiting on hold for customer service. Send a text or WhatsApp message to let them know when it's almost their turn.

When a customer has a time-sensitive concern, the last thing they want to do is try and find the right number to call.

Make it easy for customers to escalate an alert by ensuring contact center numbers are also text-enabled.



Sometimes showing is easier than telling, which is when real-time video is helpful. Streamline onboarding by making it easy to verify identity and upload documents from a mobile device while speaking to a representative.

Integrate this service into your app and website for a cohesive and secure experience.

## 3 Keys to Future-Proofing and Reducing Churn

Demographic and regional preferences for messaging platforms evolve periodically. Working with an innovative and well-connected partner ensures the flexibility and scalability that are necessary to navigate communication trends.

### 1. Understand your customer

Understanding your customer means more than just knowing their name; it's about understanding their preferences, behavior patterns, and needs. An integrated CPaaS and CCaaS solution allows businesses to gather and analyze this customer data to enhance interactions across all channels.

When a customer contacts a business, the support personnel should be able to automatically identify who they are, what products they've purchased, and even anticipate the purpose of their inquiry. This data can be used to route the customer to the most appropriate person, ensuring they receive faster, more relevant assistance while simultaneously simplifying the customer service team's job. Additionally, by gathering information from multiple touchpoints—from order history to service tickets—businesses can build a holistic understanding of each customer, creating a sense of familiarity that enhances loyalty.

### 2. Personalize the experience

Simply knowing your customers isn't enough. Customers expect businesses to use that data to anticipate their needs and offer solutions tailored to them. CPaaS and CCaaS platforms enable personalization at scale by integrating customer data across different channels—phone, email, chat, social media, and more.

Beyond efficiency, personalization can also take the form of targeted recommendations. AI-powered analytics can analyze customer behavior to suggest products so a brand can send a relevant discount. If someone recently purchased a car, for example, they probably don't want to receive an MMS message alerting them to a sale on a different car. Instead, they might appreciate a discount on car accessories.

These seemingly obvious ways to personalize outreach can make a huge difference to customers because most of the messages we receive from brands are not relevant to us.

### 3. Ease accessibility and offer convenience

Convenience means something different to every customer. For some, it's about fast resolution times; for others, it's about the ability to engage with a business on their preferred platform, whether that's a phone call, a text message, or an app-based chat. With CPaaS and CCaaS, businesses can offer the flexibility customers crave, ensuring they can switch between channels without skipping a beat.

Convenience is not ubiquitous by channel. Globally, phone calls are still the preferred channel for resolving urgent customer service issues due to their real-time nature. In the U.S., around 50% of customer service issues are **handled via phone**, but social media and web chats are growing in popularity.

## The Future of CX: Powered by Artificial Intelligence

AI is driving the next wave of customer experience innovation. By analyzing customer data in real time, AI enables businesses to deliver personalized, timely interactions across channels, anticipating needs and enhancing every touchpoint.



### Predictive customer journeys

With AI-driven predictive analytics, businesses can anticipate customer needs, offering relevant solutions before they even ask. By analyzing behavior patterns, AI helps optimize interactions, improving both satisfaction and loyalty.



### 24/7 support with AI automation

AI powers chatbots, virtual assistants, and intelligent routing, which can provide real-time support around the clock. This automation handles routine queries, freeing human agents for complex tasks and improving overall efficiency. The more AI learns, the more personalized and refined the experience becomes.



### AI + human agents

AI enhances CX by taking on repetitive tasks, allowing human agents to focus on personal, high-value interactions. Real-time insights equip agents with the tools they need to better serve customers, blending the strengths of both AI and human touch.



### Employee experience

AI, including Generative AI, virtual agents, and copilot technologies, transforms employee experiences, particularly within workforce engagement management. These advanced tools support employees by automating routine tasks, delivering real-time assistance, and reducing repetitive work, allowing them to focus on higher-value interactions that drive customer satisfaction. Generative AI and virtual assistants provide accurate, relevant responses that empower employees to resolve issues faster and more efficiently, while copilot solutions act as supportive guides, offering in-the-moment insights and suggestions. As these AI-driven tools continue to evolve, they not only enhance customer experience but also improve employee engagement and productivity, creating a more dynamic, fulfilling workplace.



## Staying future-ready

While AI is certainly the future of CX, there is still much to learn. Enterprise-grade partners like Tata Communications can help you navigate compliance requirements and ensure you remain future-forward in your communication strategy.

## Why Tata Communications and Genesys: Combining CPaaS, CCaaS, and Telco Capabilities

A partnership that combines CCaaS, CPaaS, and Telco capabilities provides an end-to-end communications solution that bridges digital and voice interactions, enhancing customer experiences and streamlining operational efficiency. This unique integration is powered by Telco, leveraging Tata Communications' global voice footprint and BYOC (Bring Your Own Carrier) offering in conjunction with Genesys to deliver a complete solution.

Tata Communications' extensive communications infrastructure and expertise in telecommunications enable global operations, even in regulated markets such as China and India. Its network ensures seamless, secure voice, messaging, and data interactions via direct carrier connections. This Telco capability not only accelerates deployment but also offers businesses the flexibility to scale for high call volumes and maintain reliable service across regions.

Together, Tata Communications and Genesys combine the power of CPaaS and CCaaS with Telco to set a new standard for customer experience management. Genesys' leadership in orchestrating personalized customer journeys complements Tata's robust telecoms foundation, creating a future-proof platform designed to keep businesses ahead of customer expectations and deliver superior customer experiences across any channel.

## A Future-Proof Solution

This partnership goes beyond offering top-tier technology—it's designed to keep businesses ahead of customer expectations. By leveraging the combined strength of Tata Communications and Genesys, companies can quickly adapt to new communication trends and scale their CX operations with confidence.



## Scalability, security, and enhanced analytics are keys to future-proofing your CX strategy



### Scalability

Combining CCaaS and Telco infrastructure provides robust scalability for voice and digital communications, supporting both high and low volumes with ease. Tata Communications is immersed in the telecommunications landscape, resulting in faster deployment and quicker time-to-market, helping businesses adapt quickly to changing CX demands.



### Security

Enhanced security, compliance, and proactive fraud protection are critical components of the Tata Communications offering, ensuring robust, secure data handling and fraud prevention across industries. With stringent compliance standards and advanced security protocols, Tata Communications empowers organizations to manage sensitive data responsibly, meeting global regulatory requirements and safeguarding customer trust. Through proactive fraud detection and real-time monitoring, our solutions help businesses identify and neutralize potential threats before they impact customers. This approach protects data integrity and enhances operational resilience, enabling companies to focus on delivering seamless, secure experiences across every customer interaction.



### End-to-end analytics

Combining data from CCaaS, CPaaS, and telco provides a holistic view of customer journeys and operational metrics, enabling actionable insights that drive better decision-making, forecasting, and customer understanding.

With Genesys Cloud™ Customer Journey Management, organizations can gain a comprehensive understanding of customer journeys. This feature empowers teams to analyze both digital and voice interactions, offering insights that were once out of reach. By examining the complete customer journey from their perspective, companies can identify and optimize key touchpoints, ultimately aligning journey outcomes with critical business KPIs. This powerful tool enables you to uncover hidden customer behaviors, helping you make data-driven decisions to enhance the overall experience.

Book a demo: [Genesys Cloud Contact Center Providers | Tata Communications](#)

Key Network Impact & Performance Metrics

5,000+


Global customers

60B+

Annual transactions

500K+

Employees connected



600+

MNO connections

12B

Voice minutes managed per year



1/7

Calls made on our network

1,600

Service provider relationships

4M

Fraud call attempts blocked per month

240+

Countries on our global voice blueprint

60%

Faster time to market with seamless contact center migration

25%

Reduction in TCO with efficient campaigns

450%

Rise in employee productivity and efficiency

\$800M

Voice fraud prevention in one year



For more information, visit us at [www.tatacommunications.com](http://www.tatacommunications.com)

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