UNIFIED. NO-CODE. AI-DRIVEN.
Kaleyra TX HUB

Kaleyra TX Hub: Empowering agents, elevating moments

Kaleyra TX Hub is an AI-powered, no-code platform built to unify the contact center experience—no matter how complex the environment. Whether you're juggling multiple CRMs, ACDs, or struggling through a cloud migration, Kaleyra TX Hub brings it all together into one intelligent agent desktop—so your agents can focus on what matters: **solving customer problems, faster and smarter.**

Market insights: Why Kaleyra TX Hub matters today

Contact centers are evolving rapidly: **By 2027, the global contact center software market is** projected to reach $58 billion, driven by AI, automation, and omnichannel experiences.[1]

Agent experience drives customer satisfaction: Companies with engaged, well-supported agents see up to a 20% improvement in customer satisfaction (CSAT) scores.[2]

Cloud migration is accelerating: Over 70% of enterprises are actively migrating contact center workloads to cloud or hybrid environments, demanding seamless tools to manage complexity.[3]

No-code platforms reduce deployment time by 60%: Enabling business teams to implement and adapt workflows without IT bottlenecks is a game-changer in speed and agility.[4]

AI-driven sentiment analysis reduces call escalations by up to 30%, increasing first call resolution (FCR) and customer loyalty.[5]

[1] Gartner, Market Forecast, 2024 | [2] Deloitte, Customer Engagement Survey, 2023 | [3] Forrester, Cloud Adoption Trends, 2024 | [4] IDC, No-Code Platform Impact Study, 2023 | [5] Harvard Business Review, AI in Customer Service, 2023

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Key capabilities

Feature	What it does	Why it matters
No-Code Integration	Plug-in channels, CRMs, workflows	Faster rollouts, zero IT dependency
Dynamic JIT UX/UI	Real-time UI change management	Agile operations, zero IT dependency
True Omnichannel Routing	OEM + CRM-based channel orchestration	Consistent CX across all touchpoints
Adapter-Based Event	Rapid enhancements via plug-and-play events	Lower PS effor, fast time to market
Architecture	One screen for all interactions	Boosts productivity, reduces error
Unified Agent Desktop	Guides agents, automates tasks, keeps content across channels, triggers proactive outreach, and enables no-code workflows	Improves efficiency, cuts handle time, ensures seamless CX, boosts engagement, and speeds innovation.
Gamification + Auto-mation OOTB	Call guides, triggers, wrap-up codes	Higher agent engagement and compliance
Drag-and-Drop Work-flow Builder	Visual flow builder	Rapid deployment of business logic

Reimagining agent experience with Kaleyra.AI

Tata Communications **TX** transforms contact centers from cost sinks to profit engines — embedding **AI intelligence into every interaction** to drive happier customers, empowered agents, and a platform that evolves faster than the market

Live sentiment and Intent detection → Auto summaries → TX AI engine → AI Generated canned response → Chat with analytics → AI CSAT
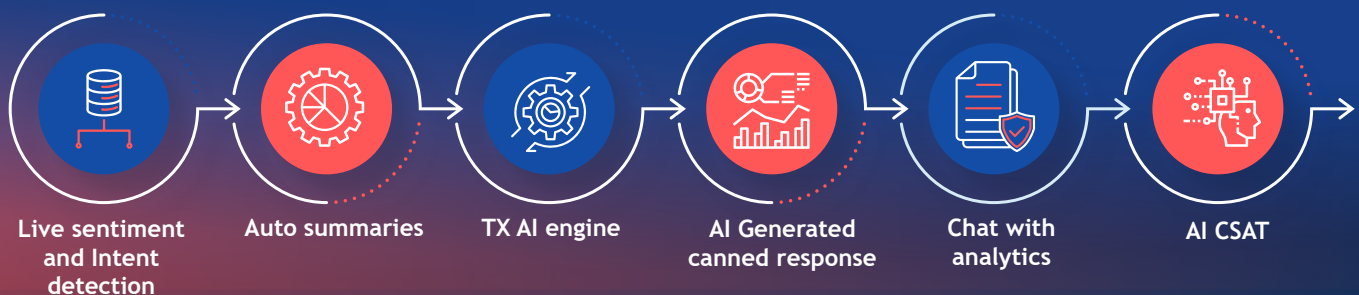
Driving impact with AI first Kaleyra TX HUB

Realtime intelligence

Agent efficiency

Automating agent work

Proactive engagement

Cross - channel context preservation

Why CX leaders and CTOs choose TX Hub?

- Lower total cost of ownership
- Faster migrations, zero disruption
- Better FCR, NPS, and agent retention
- Less IT overhead - full admin control
- Sentiment analysis with agent summaries
- Scalable, compliant, and cloud-ready

If this sounds like you, your contact center is losing money every day

1 The "Agent Toggle Tax" Victim
"My agents waste 15+ minutes per hour switching between 10 different screens just to help one customer."

Kaleyra TX Hub Fix: Single workspace with CRM, tickets, and all channels in one tab. Agents resolve issues 30% faster.

2 The "Channel Chaos" CEO
"We added WhatsApp and Apple Chat—now our customer data is scattered across 5 systems nobody can navigate."

Kaleyra TX Hub Fix: Unified omnichannel history. Customers never repeat themselves again.

3 The "IT Ticket Backlog" IT Director
"Every tiny change—like adding a new CRM field—requires 3 weeks and $20K in developer time."

Kaleyra TX Hub Fix: Drag-and-drop workflow builder. Make updates in minutes, not months.

4 The "Attrition Nightmare" Operations Head
yearly because the job is too stressful and tools are outdated."

Kaleyra TX Hub Fix: AI that auto-handles 50% of repetitive tasks. Agents actually enjoy their work.

DIY, Without the IT Bottleneck

"With Kaleyra TX Hub, our business users configured new workflows in a few clicks—what used to take weeks now takes hours."
— Head of Customer Experience, BFSI Firm

Let AI Guide the Way

"Sentiment cues helped us de-escalate 80% of critica calls in real time."
— Contact Center Supervisor, Healthcare Client

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The Kaleyra TX Hub effect: From fragmentation to unification

Before Kaleyra TX Hub	After Kaleyra TX Hub
✕ Agents juggle 5+ tools	✓ Single pane of glass across channels, CRMs, and ticketing systems
✕ Inconsistent CX across channels	✓ True omni-channel orchestration on customers' preferred channels
✕ Channel additions take weeks	✓ Quick plug-and-play onboarding (e.g., WhatsApp)
✕ Migrations disrupt agents	✓ Hassle-free transitions between legacy and modern CRMs
✕ Routing split across systems	✓ Unified routing across OEM and CRM layers
✕ Frequent retraining for tech changes	✓ Disruption-free UX—no retraining needed
✕ No real-time insight	✓ Sentiment analysis & smart agent summaries
✕ Agents struggle with tasks	✓ Gamification and automation (call guides, triggers)
✕ Change management is slow and costly	✓ Agile UI updates, faster time to market

Your competitive advantage

Kaleyra TX Hub is more than just a platform—it's a game-changer that unifies complex contact center technologies into a seamless, intelligent experience. By simplifying workflows, enabling true omnichannel engagement, and empowering agents with AI-driven tools, Kaleyra TX Hub helps organisations reduce costs, speed up migrations, and elevate customer satisfaction. It's the future-ready solution designed to keep your contact center agile, efficient, and customer-focused in today's fast-evolving digital landscape.

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