



STREAMLINE YOUR CUSTOMER EXPERIENCE (CX) FOR THE NEW DIGITAL ERA

Tata Communications point of view on enabling customer engagement as the ultimate differentiator for brands

Designed for today's hyper-competitive world, Tata Communications CCaaS and CPaaS solutions offer the tools to deliver seamless customer experiences – anytime, anywhere.



The CX market: what are the challenges?

Driven by the increased focus on omni-channel customer experience, both CPaaS and CCaaS markets are expected to witness significant growth in the next few years.

By 2023, for example, 90 percent of global enterprises will leverage API-enabled CPaaS offerings to gain a competitive edge, and by 2025, services such as RCS and OTT business messaging are likely to experience a surge in demand as businesses look to provide richer customer experiences, including using QR codes, emojis, videos and images.

But while enterprises are focused on automating their CX activities to deliver the personalised experience so many customers expect, they face significant barriers, too: fragmented multi-channel engagement, an inability to manage increasing volumes of data, and low first contact resolution (FCR) rates.

So, how do you overcome these barriers to streamline your customer service in the new digital era, boosting ROI in the process? With Contact Centre as a Service (CCaaS) and Cloud Platform as a Service (CPaaS) from Tata Communications.

70%

of global consumers

believe that a company is only as good as its customer service

53%

of participants

in HBR's survey from May 2021 felt that organization silos and disconnected teams are the greatest barriers to improving CX¹

45%

of consumers in Asia Pacific

use live chat to interact with customer service²

100%

growth

in use of video chat across every global region³

Sources -

1, 2, 3. <https://www.genesys.com/en-sg/report/the-connected-customer-experience>

Time to put teamwork at the centre of your CX

Effective customer service isn't down to one part of your business. To take full control of CX, your whole team needs to be on board.



Sales squads

From dialling prospects to recording calls, empower your people to personalise each pitch – and maximise conversions.



Support

Augment customer lifetime value, average revenue per user and NPS – and feed this back into your business.



Supervisors

Ensure smooth day-to-day running of business operations by empowering supervisors with the tools to optimize resources and deliver quality management.



IT & developer community

Modernise IT tools with open architecture and gain global reach, reduce time to market, and make compliance a top priority.



Customer operations

Augment customer lifetime value, average revenue per user and NPS – and feed this back into your business.

CX & teamwork: the full picture

1 Use case: Sales

Connecting sales activity to marketing success means having the right conversations – and chasing the right leads. But frontline and internal sales teams often struggle to close sales, lacking an integrated lead management solution and the tools to personalise pitches.



The solution

With CCaaS and CPaaS from Tata Communications, you gain:

- Seamless cloud telephony integrations with CRM-SFDC and MS Dynamics
- Productivity Tools such as Agent Assist, Co-browsing and Web-RTC
- Local numbers/caller ID
- Work Force Management Integration with Calabrio, Verint and Nice with historic and present analytics for business
- Call recording and coaching with intelligent call distribution, as well as conversation analyser and speech analytics
- Multiple channel and API integration - email, WhatsApp, in-app chat, SMS & voice and IVR

The solution

- Improved productivity with better conversion and lowers sales gestation cycle
- Reduced average handle time and cost per contact
- Increased revenue and customer loyalty

2 Use case: Support service community

Ensuring your support service agents can collaborate effectively across your organisation is key to CX success. However, they often work in silos with compromised workflows, meaning longer handling times, inconsistent collaboration tools and unavailable call data – which ultimately leads to poorer CX.

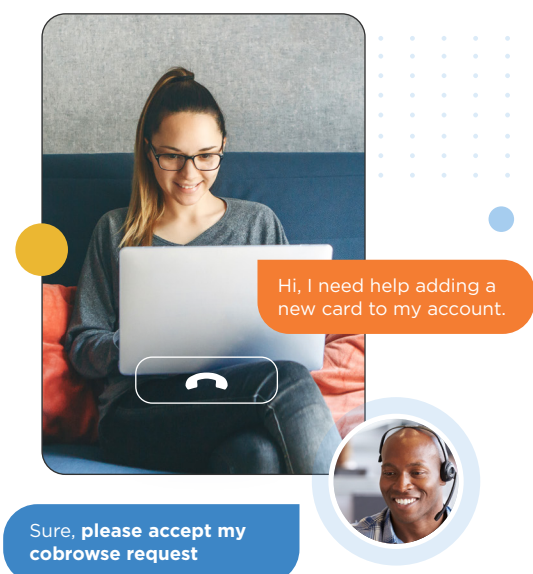
The solution

CCaaS and CPaaS from Tata Communications delivers:

- Collaboration suite integration, including MS Teams and MS Office 365
- Coaching – WFM Integration – Verint, Calabrio & Nice
- Automatic recording and intelligent call distribution
- Multiple channel and API integration: email, WhatsApp, in-app chat, SMS & voice and IVR
- ITSM Tool Integration - ServiceNow

The benefits

- Reduced average handling time, customer wait time and case deflection
- Improved agent productivity
- Business-critical insights in real time



3 Use case: IT & developer community

Migrating from on-premise CX solutions to integrating north and south-bound cloud-based systems requires careful consideration.



The solution

Partnering with Tata Communications, you gain a future-proof customer experience and engagement solutions and the ability to:

- Distribute calls globally – and intelligently
- Make transactions fast, frictionless and fully PCI-compliant
- Migrate seamlessly from on-premise to the cloud with a tailor-made solution – and minimal impact to your workforce and customers
- Multiple channel and API integration: email, WhatsApp, in-app chat, SMS & voice and IVR

The benefits

- Faster time to market
- Global availability and scalability, and a unified SLA
- Optimised workflows, greater IT collaboration – and no more silos

4 Use case: Customer operations

In this hyper-competitive world, seamless omni-channel CX is fast becoming the differentiator. Get it wrong, however, and customer satisfaction, NPS and quality of service can drop, affecting overall lifetime value.

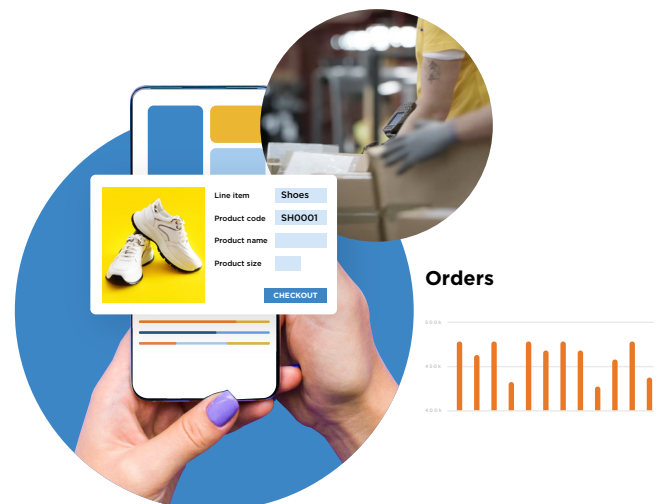
The solution

Put customers first and gain a competitive edge with:

- Multiple channel integration, with the flexibility to choose the channel
- CRM integration – SFDC and MS Dynamics
- Programmable voice and messaging services
- Alerts and notifications – SMS, WhatsApp, API

The benefits

- Intuitive visual design tools and templates make it easy to build custom CX workflows
- Easy integration with third-party applications
- Improved CSAT and NPS



Why CCaaS from Tata Communications?

CCaaS equips businesses and brands across the globe with next-generation cloud contact centre solutions, enhancing their application portfolio and generating new revenue streams.

Partnering with Tata Communications means you can bring new contact centres online within days, enjoy lower total cost of ownership with a true multi-tenant architecture, and offer a rich, omnichannel experience to customers.

The Tata Communications difference

- ✓ **Cost-effective omnichannel contact centre** with GVPN (MPLS) and Global SIP Connect (GSC) services with an end-to-end integrated SLA
- ✓ **A single contract** with MRC-based, usage-based and hybrid pricing models available
- ✓ **Tailor made offerings both on public and private cloud with complete multi-tenancy and dedicated offering**
- ✓ **Global Network and Voice Coverage** PSTN calling, ITFS/LNS services for call aggregation
- ✓ **Managed services** with Pro-Active monitoring of the solution which ensures the best possible uptime
 - 24x7 Centralised NOC
 - ITIL based process followed by the NOC
- ✓ **Open new channels** to boost sales or offer a personalised experience

Buying Factors		Customer & Employee Experience				
Platform	Professional services	Assessment	Consulting		Migration	Custom development
		CRM integrations	Mobile integrations		3rd party API integrations	Teams DR with CC
	Managed services	Proactive monitoring	Hypercare		NOC, SOC, CSM	Integrated SLA
	Components	WEBRTC video	Appointment schedule		Agent desktop*	Routing
		Self-service	Chat-email		Social media	SMS
		Virtual assist	Pro. Customer outreach (outbound)		Mobile, web	Video on queue
		Speech & text analytics	AI - MS Cognitive, Google CCAI		Recording – screen, voice	Workforce mgmt.
		Quality Management		Reporting, dashboards		
		Core products		InstaCC	InstaCC Global	Amazon Connect
		TC Hosted (IZO™ Cloud)		Partner hosted		
Infrastructure		Secure SIP Trunks & Integration with Enterprises & CASP				

■ Tata Communications Capability

■ Partner capability

Why CPaaS from Tata Communications?

With a huge suite of programmable communication services at your fingertips, harness the power of the Tata Communications network, access carrier-grade voice and messaging platforms, and deploy customised workflows for seamless customer service.

The Tata Communications difference

- ✓ **Ease of integration** - REST-based APIs accessible from any web-based or mobile application
- ✓ **Carrier grade service** - enjoy a programmable interface with in-built protection against fraud and alignment with local requirements
- ✓ **Global reach** - use global voice and messaging through a single point of access
- ✓ **Streamline operations, reduce TCO** - leverage existing Tata Communications carrier relationships and messaging ecosystems



Programmable messaging

- 2-Way messaging
- Long Message Splitting & Concatenation
- Message Encoding
- Message Queueing
- SFDC integration
- Omni-Channel extension (WhatsApp etc.)
- UC Client messaging Enablement
- Outbound Email



Programmable voice

- SIP Interface & Registration
- Advanced Call Control (Live Call Modification)
- Call Transfer
- Call Recording
- Conferencing
- Text-to-Speech (AWS Polly, Google, Acapela, VoiceRSS)
- Speech Recognition (Google Engine)



Visual designer

- Drag and Drop Visual Tool
- Read to use Templates
- Design your own IVR flow
- Easy 3rd Party Integrations
- Multiple Language Text to Speech
- Capture DTMF Inputs
- Set up Call Redirect and Call Forwarding

For more information, visit us at www.tatacommunications.com

Contact us



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