TATA COMMUNICATIONS

TATA COMMUNICATIONS VOICE AI + AI WORKERS FOR

Lead qualification



Lead qualification is a revenue challenge but an operational liability

Whether leads come from your website, campaigns, marketplaces, dealers, events, WhatsApp, or purchased databases, the journey often breaks because of slow follow-ups, manual calling, inconsistent qualification, and disconnected CRM updates.

What your customers' current lead qualification journeys look like:



1. **Lead ingestion**
   "A new lead just came in."
   Leads arrive from multiple sources but often wait in queues before being contacted

2. **First contact attempt**
   "Can we reach the prospect before interest fades?"
   Manual work means engaging leads too late, often after interest fades or competitors step in

3. **Qualification conversation**
   "Is this lead worth the sales team's time?"
   Agents ask inconsistent questions, capture incomplete information, and qualify leads unevenly

4. **Lead scoring & routing**
   "Who should handle this lead?"
   Manual decisions, spreadsheets, and delayed CRM updates slow lead assignment

5. **Follow-up & conversion visibility**
   "What happened after the first call?"
   Inconsistent follow-ups and limited CRM visibility hinder lead and campaign tracking

The result

- Lost opportunities from delayed engagement
- Inconsistent lead quality reaching the sales
- Higher effort from manual qualification and routing
- Limited visibility into lead progression and campaign performance

Voice AI handles the conversation

Voice AI acts as the natural interaction layer, calling leads, engaging them in human-like conversations, asking follow-up questions, and qualifying them in the customer's preferred language.

With Tata Communications AI Platform

AI Workers handle the work

AI Workers sit behind the conversation layer to plan, coordinate, and execute lead qualification workflows across enterprise systems with governance, auditability, and human-in-the-loop controls when needed.

Together, they turn lead qualification from a manual, high-cost calling operation into a connected, always-on revenue workflow across campaigns, channels, CRM, sales teams, and partner networks.

Business value for sales, revenue and marketing leaders

- Faster speed and higher conversion potential
- Higher quality pipeline for sales teams
- Lower cost per qualified lead
- More consistent qualification and scoring

- BFSI
- Healthcare and wellness
- Automotive
- Retail & high-ticket commerce
- Travel, hospitality, and membership businesses

Industry use cases

- Insurance leads
- Loan eligibility
- Leads for cards, deposits & bank accounts
- Health plans
- Wealth consultation
- Renewals & cross-sell opportunities
- Qualifying interest and budget
- Purchase timeline
- Exchange requirements
- Travel preferences
- Membership intent
- Health & wellness requirements

Lead qualification workflow with Tata Communications AI Platform

1. **Lead ingestion**
   AI Workers ingest leads from CRM, campaigns, websites, partners, dealers, events, and uploaded lists.
2. **Intelligent calling**
   Voice AI Agent contacts leads, verifies identity if required, and engages in their preferred language.
3. **Qualification conversation**
   Voice AI Agent asks qualifying questions, handles objections, and captures responses.
4. **Lead scoring & prioritization**
   AI Workers score and prioritize leads based on fit, intent, urgency, eligibility, interest, sentiment, and response quality.
5. **CRM update & routing**
   AI Workers update CRM records, log call summaries, assign scores, and route leads to the appropriate sales team, dealer, or advisor.
6. **Follow-up & next best action**
   AI Workers trigger callbacks, reminders, nurturing, dealer assignments, contextual transfers, and human escalations.

Why Tata Communications AI Platform?

Tata Communications AI Platform helps enterprises improve conversion visibility, reduce operational load, and scale lead engagement without scaling telecalling teams.

AI OPERATING SYSTEM

The execution backbone connecting systems, data, and workflows into one layer for lead outreach, qualification, and closure.

CONTEXT GRAPH

The intelligence layer linking leads, interactions, intent, campaign sources, qualification signals, and outcomes into a continuous enterprise context.

ONE TRUSTED PARTNER

A single partner for deploying and scaling AI-powered lead qualification, from platform and integrations to managed services and operational support.

Impacting enterprise KPIs

45%* increase in qualification rate

55%* lower cost per lead

24%* higher lead-to-opportunity conversion

37%* increase in sales productivity

*Up to