TATA COMMUNICATIONS

TATA COMMUNICATIONS VOICE AI + AI WORKERS FOR

Renewals and retention



Renewals are a revenue opportunity but a retention liability

Renewal journeys span from a policy system, billing platform, CRM, subscription engine, lending, and campaign systems, but often break due to delayed reminders, inconsistent benefit reinforcement, manual calling, missed payment nudges, and fragmented win-back efforts.

What your customers' current renewal journeys look like:



1. **Renewal identification & reminders**
   "Am I due for renewal? Why wasn't I notified?"
   Static lists and delayed reminders lead to missed renewal opportunities and churn

2. **Benefit reinforcement & objections**
   "Why should I renew now?"
   Benefits and objections around price, value, and service are handled inconsistently

3. **Payment completion**
   "I intended to renew, but payment did not happen."
   Uncoordinated payment links, reminders, and assistance cause customer drop-off

4. **Renewal confirmation**
   "Is my renewal complete?"
   Confirmation, documents, receipts, and next steps may not reach customers on time

5. **Win-back**
   "My subscription lapsed. What do I do?"
   Late or poorly contextualized win-back efforts result in revenue leakage and lost lifetime value

The result

- Higher renewal leakage
- Churn due to delayed engagement
- Missed opportunities due to broken payment journeys
- Fragmented win-back and retention efforts
- Rising contact-center costs and limited visibility into saved revenue

Voice AI handles the conversation

Voice AI proactively contacts customers, reinforces benefits, answers questions, handles objections, nudges payments, and supports win-backs in customers' preferred channel and language.

With Tata Communications AI Platform

AI Workers handle the work

AI Workers identify and prioritize renewals, apply compliance rules, coordinate payments, update enterprise systems, and route exceptions to human teams with full context.

Together, they transform renewals from a manual, high-cost operation into an always-on revenue protection workflow across policy, billing, CRM, payments, and engagement systems.

Business value for revenue, retention, loyalty, and operations leaders

- Improved retention and higher renewal rates
- Lower cost versus agent-led renewal calling
- Higher contact and engagement rates
- More consistent retention conversations

Industry use cases

- Insurance
- Telecom
- NBFCs and banks
- Fintech lenders
- Membership and loyalty businesses

- Payment nudges
- Failed-payment recovery
- Contract continuation
- Upgrade & cross-sell nudges
- Churn prevention
- Eligibility & maturity reminders
- High-volume retention automation

Renewals and retention workflow with Tata Communications AI Platform

1. **Renewal detection & prioritization**
   AI Workers identify renewal, lapsed payment, and win-back opportunities, prioritizing customers by value and risk.
2. **Intelligent outreach & benefits**
   Voice AI contacts customers in their preferred language and reinforces relevant benefits and continuity value.
3. **Objection handling & compliance**
   Voice AI handles key objections while adhering to consent and compliance requirements and following human-escalation workflows.
4. **Payment nudges & completion**
   AI Workers trigger payment links, retry failures, confirm status, and follow up on incomplete renewals.
5. **CRM updates & renewal confirmation**
   AI Workers update renewal and payment outcomes while triggering confirmations, documents, and receipts.
6. **Win-back & retention**
   AI Workers trigger contextual win-back journeys for lapsed or declined customers to recover revenue.

Why Tata Communications AI Platform?

Tata Communications AI Platform combines Voice AI and AI Workers to enable always-on renewals, reduce churn, and protect revenue.

AI OPERATING SYSTEM

Connects renewal data, customer systems, workflows, contact rules, and retention journeys into one operating layer.

CONTEXT GRAPH

Links customers, policies, subscriptions, payments, interactions, preferences, and outcomes to build continuous renewal context.

ONE TRUSTED PARTNER

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

Impacting enterprise KPIs

3X* more customer reach

25%* reduction in churn

60%* lower calling costs

40%* higher renewal rates

*Up to