TATA COMMUNICATIONS

TATA

Where enterprise AI delivers real outcomes

Customer success stories

Explore real-world applications of Voice AI and AI Workers that reduce operational effort, improve customer experiences and deliver measurable business value.



Elevating hospitality with an AI-powered guest experience concierge

Challenges

A leading hospitality brand aimed to deliver seamless, personalised guest experiences while maintaining premium service standards.

- Guest interactions and data were fragmented across multiple systems and touchpoints
- Rising guest expectations for instant, always-on support and personalised engagement
- Manual service processes increased operational effort and limited scalability

Solution

Tata Communications launched a first-of-its-kind AI-powered guest experience concierge in hospitality, enabling seamless, personalised engagement.

- AI Agents automated guest interactions across reservation, pre-arrival, in-stay and post-stay journeys
- Voice AI Concierge provided instant, personalised assistance for guest queries and service requests 24x7
- Omnichannel engagement across WhatsApp, RCS, voice and mobile channels with seamless staff escalation



Impact

74%	63%	10x
Of reservations fully automated	Reduction in reservation costs	Return on investment

Modernising insurance service with AI-powered customer engagement

Challenges

A leading general insurer faced low Voice AI adoption, fragmented customer interactions and declining customer satisfaction, limiting its ability to scale self-service.

- Only ~15% of inbound calls handled by existing Voice AI
- High call abandonment during bot interactions
- Poor intent identification and call diarisation limited the effectiveness of automated interactions

Solution

Tata Communications deployed integrated Voice AI and WhatsApp capabilities to improve self-service and create a more connected insurance service experience.

- Improved intent understanding and automated routine customer calls through Voice AI
- Optimised average handling time, first-call resolution and after-call work
- Connected Voice AI and WhatsApp journeys with integration into existing enterprise systems



Impact

40%	4.7x	24x7
Lower platform costs	Higher self-service potential	Automated customer support

Digitising post-sales engagement for a global automotive OEM

Challenges

The multinational automotive company faced inefficiencies in managing customer engagement and post-sales feedback.

- Manual dealer follow-ups caused delays and inconsistent, biased feedback responses
- Disjointed feedback systems limited visibility into customer sentiment
- Lack of unified customer interactions across voice, WhatsApp and web channels

Solution

Tata Communications integrated multichannel Voice AI and WhatsApp interaction capabilities.

- AI automated post-delivery feedback calls 22 days after car delivery
- AI-driven personalised WhatsApp follow-ups for additional input and surveys
- Planned pre-sales orchestration to identify web visitors and trigger personalised WhatsApp nudges



Impact

50%	2x	25%
Reduced manual follow-up effort	Feedback completion rate	Boost in customer satisfaction

Why Tata Communications?

One trusted partner

Unified platform that combines Voice AI, Context Graph and AI Workers, powered by an AI Operating System.

World-class Voice AI

Native speech-to-speech model with in-house ASR/TTS for natural, responsive and emotion-aware conversations.

Governed AI Workers

AI Workers that plan and act autonomously across systems with defined roles, permissions, escalation rules and account-ability.

Enterprise Context Graph

Shared enterprise meaning with automated ontology discovery and live context graph, con-necting customer, product, policy and transaction data.

Security and compliance SOC 2 Type 2 I GDPR I HIPAA I ISO standards

Proven impact

10x ROI	24%	30%	2x	24/7
With AI-assisted autonomy	Higher lead-to-opportunity conversion	Fewer missed appointments	Efficient than manual outreach	Self-service without additional agents

Established conversational AI leader
Recognised by Juniper Research, 2026

84% Preference rate
over competitors across empathy-sensitive scenarios in an independent blind benchmark

<250 ms	Multi-agentic	Omnichannel
Voice AI latency	Collaboration framework	orchestration

Unify context, intelligence, and execution in one enterprise AI platform.

Ready to move from AI conversations to AI-powered outcomes?

Talk to us