InstaCC — a Hosted Contact Centre Solution

A leading Indian telecommunications provider was evaluating multiple vendors for both premise-based and hosted contact centre solutions. The company was willing to outsource contact centre processes, but wanted to retain control of the queuing and routing across pan-India distributed agents. One of the most important criteria was a provider that could integrate their IVR and CRM systems.
Ideally they wanted to tie existing systems into the new solution to avoid multiple technology integrations with their CRM system. Inbound and outbound calling requirements included the capability to explore email, chat and web services as future functionality. They also were seeking centralised reporting across outsourced BPOs and virtualisation capabilities to optimise resources and eliminate capital overinvestment by adding capacity incrementally.

Outsourcing their contact centre activities helped the company dramatically improve customer management efforts and resulted in increased customer satisfaction.

**An End-to-End Solution**

When evaluating contact centre providers, the telecommunications company initially considered a premise-based solution, but soon realised the expense associated with owning and managing the equipment. In addition to high capital expenditures, the company faced significant costs in upgrades and annual maintenance contracts.

Additional monies would be needed to set up the contact centre and to secure bandwidth to connect the various BPOs that supplied agents for their nationally supported calling areas. The company was also seeking an end-to-end service level for availability and performance.

**Proactive, Dedicated Approach to Demonstrating ROI**

After considering the costs involved in purchasing premise-based technologies, the company chose Tata Communications’ InstaCC solution. InstaCC includes a hosted contact centre application, robust and resilient network access, and an international voice service. Tata Communications helped the telecommunications provider evaluate the ROI for a hosted contact centre versus a premise-based solution. The company considered factors such as the cost of technology and bandwidth, and the time and cost required to manage the technology.

They found that they could save 30 to 40 percent on a monthly basis (per agent per month) by choosing Tata Communications’ hosted InstaCC over alternative solutions. The initial order included 550 InstaCC seats with an eventual expansion planned for up to 2,000 seats. “Tata Communications’ on-demand, hosted contact centre solution helped our company shift capital expenses to the operating side of our business by leveraging InstaCC’s pay-as-you-grow model,” said the company’s CTO. “In addition, Tata Communications fully manages the solution, allowing our staff to stay focused on pleasing customers.”

For more information on InstaCC, please visit: www.tatacommunications.com
**Improved Customer Satisfaction**

The company chose InstaCC as the option that would best meet their need to stay focused on the telecommunications business. Outsourcing their contact centre activities helped the company dramatically improve customer management efforts and resulted in increased customer satisfaction. Said Ankush Gangwani, Product Management lead for InstaCC at Tata Communications, “We are honored to be the first hosting provider to deliver contact centre solutions to an Indian telecommunications company. This reinforces a trend we see in which many of today’s successful companies are considering hosted contact centre solutions. It makes sound business sense as InstaCC delivers next-generation capabilities at a fraction of the cost and time needed to install similar systems in-house.”

“InstaCC delivers next-generation capabilities at a fraction of the cost and time needed to install similar systems in-house.”

Ankush Gangwani
Tata Communications

In addition to the InstaCC solution, Tata Communications supplies and manages bandwidth, eliminating the customer’s need to purchase services elsewhere. Additionally, all the company’s BPOs are now connected to Tata Communications’ high quality, global MPLS network which supports stringent business requirements for voice, video and data, and provides connectivity to over 150 countries worldwide.

InstaCC technology is hosted within Tata Communications’ global data centres. With nearly one million square feet of facilities around the world (including India), Tata Communications’ data centres are integrated into our Tier-1 IP backbone, and adhere to both Tier-3 and global industry standards including SAS 70, ITIL and ISO/IEC. The telecommunications provider also achieved virtualisation, which enabled their physically dispersed agents to be connected to a single, unified technology, driving operational efficiency.

**Why Telecommunications’ Providers Choose InstaCC**

- Fast call resolution
- Reduced bandwidth costs compared to purchasing from discrete systems
- Bundled solution includes bandwidth, last mile, CPE, InstaCC application for (inbound/outbound calling, email), chat and web, soft phone for agents, recording and unified reporting
- Total cost of ownership (TCO) savings of 30 to 40 percent
- Scalable, pay-as-you-grow model to add seats as needed
- Rapid deployment
- Reliable, secure MPLS network backbone
- Around-the-clock, 24X7X365 support
- Full redundancy and backup to prevent data loss
- High SLA for all services

For more information on InstaCC, please visit: www.tatacommunications.com
Tata Communications, a member of the $62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers and Indian consumers. Tata Communications’ range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration and business transformation for global enterprises and service providers, as well as Internet, retail broadband and content services for Indian consumers. The Tata Global Network encompasses one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 300 PoPs, and more than one million square feet of data center and colocation facilities. Tata Communications’ unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 PoPs in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries, Tata Communications is the number one global international wholesale voice operator and number one provider of international long distance, enterprise data and Internet services in India; the Company was named "Best Wholesale Carrier" at the World Communications Awards in 2006, "Best Pan-Asian Wholesale Provider" at the 2006 and 2007 Capacity magazine Global Wholesale Telecommunications Awards and was awarded "Best Progress in Emerging Markets" at the 2008 Mobile Communication Awards. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

www.tatacommunications.com