

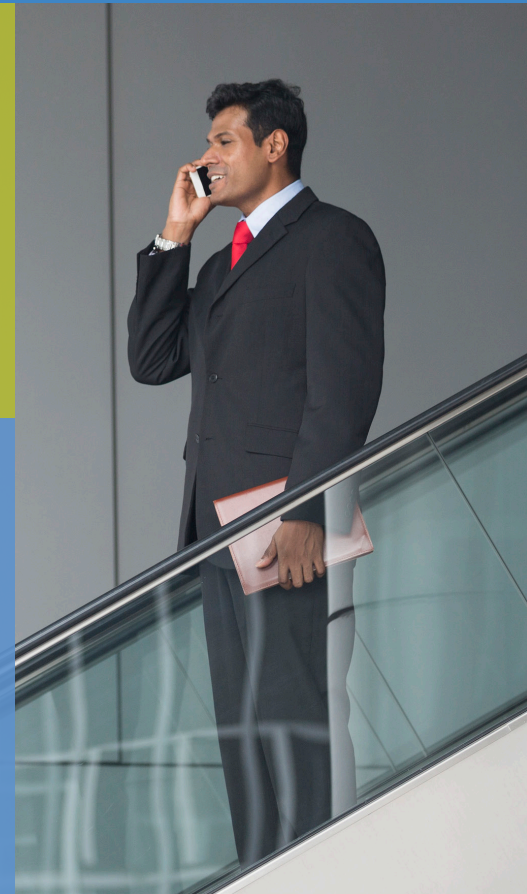
“Tata Communications’ InstaCC Global™ delivers a true omnichannel experience on smart devices anywhere. In our book, that’s our number one consideration because it’s so beneficial for our HNI customers.”

SHIV KUMAR BHASIN, CTO, STATE BANK OF INDIA

## OMNICHANNEL CONTACT CENTRE OFFERS HIGH NET-WORTH CUSTOMERS ANYTIME, ANYWHERE ACCESS TO RELATIONSHIP MANAGERS

**INSTACC GLOBAL™ PUTS INDIA’S LARGEST PUBLIC SECTOR BANK AT THE WEALTH MANAGEMENT FOREFRONT**

CASE STUDY | STATE BANK OF INDIA  
CATEGORY | UNIFIED COMMUNICATIONS  
AND COLLABORATION



**State Bank of India**

### OVERVIEW AND RESULTS

While it serves over 300 million customers with a wide range of products and services, the prestigious State Bank of India (SBI) knew it needed to more comprehensively address the needs of high net-worth individuals (HNIs). SBI chose the Tata Communications cloud-based contact centre solution, InstaCC Global™, for its SBI Exclusif wealth management initiative.

Helping HNIs minimise risk by maximising investment opportunities, the SBI Exclusif launch achieved some notable milestones:

- With the Tata Communications delivery and engineering team’s support, it was deployed in just **90** days
- **200** new wealth management customers were recruited within the first month
- **1<sup>st</sup>** omnichannel cloud contact centre in the Indian banking sector
- **1<sup>st</sup>** Cisco Remote Expert Mobile video cloud contact centre deployment in India

Channels available to SBI Exclusif customers include video, voice and chat with co-browsing. The infrastructure is highly-secure, while scalability and availability is assured through redundancy and duplication of system elements.

**InstaCC Global™**  
Your contact centre in the cloud

 Powered

### About the customer

The State Bank of India (SBI), a member of the Fortune 500, is India’s oldest and largest public sector bank and financial services company. Founded over 200 years ago, it serves 300 million customers through a nationwide network of over 16,000 branches and 50,000 ATMs, with an additional 191 offices in 32 foreign countries.

The bank’s commitment to a customer-centric vision is hallmarked by high service levels. The adoption of latest technologies and platforms helps it carve out advantage in a highly competitive financial services marketplace. Its value-driven propositions are reflected by a wide-ranging banking portfolio to serve customers both large and small throughout India and beyond. For more information, go to [www.sbi.co.in](http://www.sbi.co.in).

## CHALLENGE

SBI identified approximately 200,000 customers qualifying for its newly-badged **SBI Exclusif** service aimed at HNIs. In fact a Credit Suisse report dated October 2015<sup>1</sup> estimates that global wealth is likely to continue its upward trend and could grow at an annual rate of 6.6 per cent.

Shiv Kumar Bhasin, the SBI CTO, says: **“Always striving for better ways to serve our customers, we saw a tremendous opportunity. Our own analysis yielded a substantial business case for a wealth management service.”**

SBI knew that HNIs make investment decisions based on factors like portfolio recommendations, anticipated returns and appropriate risk. But they also want a personalised customer experience with a choice of rapid-access channels.

A well-planned, quickly-executed programme would offer maximum competitive advantage. The bank needed an omnichannel contact centre for SBI Exclusif so HNIs could instantly communicate with their relationship managers (RMs). Video was the priority and the platform had to be optimised for mobile devices for anytime, anywhere service.

To meet the seemingly-impossible three month go-live schedule stipulated by SBI, which encompassed traditional festival seasons, Tata Communications assembled a skilled project management and service delivery team.

## MEETING THE LEAD TIME, WHATEVER IT TAKES

Was it easy to execute an entire omnichannel solution within a 90-day timescale? Not by a million miles. For a start, the Tata Communications service team had to manage across a multi-partner matrix under a single project plan. Furthermore, the solution mandated advanced customisation that other suppliers were unable to undertake. It had to be developed by Tata Communications in-house.

Kapileshwar Ahuja, Senior Manager, Project Management and Service Operations at Tata Communications, says: “We have a whatever-it-takes attitude, which means we strive to meet customers’ needs no matter how high-wire they may at first seem.”

The Tata Communications team delivered on all commitments right across the piece. “This was one of the best-run programmes I’ve ever seen,” says Shiv Kumar Bhasin. “Tata Communications met our expectations in a timely manner with the right quality and delivery resource just as they had promised.”

What also helped dramatically shorten the timeframe was the pre-integrated, modular nature of the InstaCC Global™ solution itself. Anthony Bartolo, President for Mobility, IoT & Collaboration Services, Tata Communications, explains: “That meant we were able to create a demonstration platform and, once the SBI lines of business had trialled it, it went live.”



**“We have a whatever-it-takes attitude, which means we strive to meet customers’ needs no matter how high-wire they may at first seem.”**

**KAPILESHWAR AHUJA, SENIOR MANAGER, PROJECT MANAGEMENT AND SERVICE OPERATIONS, TATA COMMUNICATIONS**

<sup>1</sup> October 2015 Credit Suisse Global Wealth report

## HIGH AVAILABILITY, LOW LATENCY SERVICE

Video, voice and chat channels are available to HNIs, along with website co-browsing. The project achieved a number of firsts:

- **1<sup>st</sup>** Indian public service bank to adopt a cloud-based contact centre
- **1<sup>st</sup>** omnichannel cloud contact centre in the Indian banking sector
- **1<sup>st</sup>** Cisco Remote Expert Mobile video cloud contact centre deployment in India

Anthony Bartolo says: “To ensure high availability and low latency, the solution is distributed and fully redundant throughout. It’s supported by our Tier 1 network, which makes for a unique marketplace proposition.”

Twin data centres in Pune and Mumbai are backed-up by disaster recovery centres in Hyderabad and Bangalore respectively. Interconnection between those data centres and the current ewealth centres in Delhi and Bangalore is duplicated using the SBI Connect network on one hand and a separate Tata Communications Global VPN on the other.

That architecture is inherently scalable and new ewealth centres can be added as the popularity of SBI Exclusif grows.

## A POWERFUL MOBILE EXPERIENCE

Because the SBI Exclusif wealth management solution can be accessed almost anywhere on smart devices, HNIs can easily get advice from personal RMs, check asset performance, consider investment strategies, and make decisions – all on the fly.

For example, let’s assume an HNI is thinking about an investment. While travelling they can use a smart device to contact the SBI ewealth centre. Over a secure video link, they can talk directly to their RM. Recommending an investment in line with the customer’s requirements, the RM can co-browse to illustrate the investment and its potential risk and reward.

With this exclusive ewealth management facility, the HNI saves time and is poised to make rapid and informed decisions to maximise investment performance.

Shiv Kumar Bhasin says: “Tata Communications InstaCC Global™ delivers a true omnichannel experience on smart devices anywhere. In our book, that’s our number one consideration because it’s so beneficial for our HNI customers.”

## LIGHTNING-FAST, SECURE TRANSACTIONS

The Tata Communications-provided ewealth centres have security and authorisation protocols that enable HNIs to not only seek investment advice but also execute transactions.

For example, while on a video call with their relationship manager, HNIs can ask for an investment to be made. A security code is sent by SMS to the customer’s smartphone. They enter that code into the same online banking window supporting the video conference. The system completes the transaction once notified the security code has been validated.

## SOLUTION

Tata Communications InstaCC Global™ is at the heart of the SBI ewealth centres. This cloud-based platform uses the Cisco Hosted Collaboration Solution for Contact Center. As a unified omnichannel system it combines high-quality service capabilities for a superior customer experience.

Shiv Kumar Bhasin says: **“Tata Communications provided a pre-integrated omnichannel solution that tested well compared to others in the industry, which enables relationship managers to remotely help customers make investment decisions.”**

The platform also delivers video, voice and chat communication with voice and screen recording of all communications. It seamlessly integrates with multiple internal SBI systems, including website and mobile apps, for a full service capability. The resulting SBI Exclusif platform drives high performance omnichannel communication between HNIs and RMs in ewealth centres across India.

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**ANTHONY BAROLO, PRESIDENT FOR MOBILITY, IOT & COLLABORATION SERVICES, TATA COMMUNICATIONS**

“The solution propagates the security code to our wealth server, validates it, and executes the transaction,” explains Shiv Kumar Bhasin. “It’s completely paperless, yet as secure as if the customer was carrying out the transaction in person at any of our branches.”

To meet regulatory and compliance requirements, communications are recorded and archived for seven to ten years. Should any question arise regarding trading histories or execution, SBI can retrieve archived recordings to establish the facts.

## PROVEN WEALTH MANAGEMENT SUCCESS AND GROWTH OPPORTUNITIES

With this deployment, Tata Communications has taken SBI to the forefront in the highly-competitive Indian wealth management sector.

Within one month of the launch of SBI Exclusif, the bank had signed up over 200 high net-worth individuals. They are continually seeking advice and purchasing investment products through the SBI ewealth centres.

Shiv Kumar Bhasin concludes: “The Tata Communications solution will enable us to scale fast as we look forward to opening more ewealth centres across India. Our new capabilities have helped us enrol HNIs more quickly, and we’ve received excellent feedback from them.”



Cloud Innovator Partner  
of the Year 2015



Hosted Contact Center Service  
Provider of the Year, India, 2016  
– 5th year in a row



Magic Quadrant Leader for Global  
Network Service Providers, 2016  
– 3rd year in a row

## THE TATA COMMUNICATIONS ADVANTAGE

Offering a strong global presence with unrivalled local service expertise, Tata Communications provides its customers with:

- **4000+** experts across **40** international locations serving customers across **126** countries
- **200+** ITIL-certified dedicated service relationship managers
- Multi-platform support with industry-leading SLAs and 24/7/365 monitoring

These unparalleled resources are underpinned by five global service centres available 24/7/365 and each with multi-language capabilities.

## About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications’ depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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