WHY YOU SHOULD NOT MOVE YOUR CONTACT CENTER TO THE CLOUD!

7 considerations associated with this move.

You surely know the benefits of moving your contact center to the cloud: scalability, security, cost savings, better customer service, and much more. So why haven’t you made the move yet?

Could it be that you’re overwhelmed by everything that could go wrong? Do you worry that the move to the cloud will disrupt your business? Are you concerned that you will need to work harder to manage cloud problems? Do you lose sleep obsessing over the fact that your cloud contact center vendor probably won’t be able to handle everything and will need multiple vendors to do the job?

This ebook highlights all of the likely concerns you have about moving your contact center to the cloud. As you read through the pages, you’ll learn that when you work with Tata Communications, your concerns turn into myths — myths that can be quickly debunked. Happy reading!
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THE CLOUD: CHALLENGES

- Migration Pain
- Hidden Costs
- Security Concerns
- Expansion Limitations
- Inferior Call Quality
- Compliance Challenges
- Flexibility Issues
MOVING TO THE CLOUD CAN BE TOUGH

Why? When you move your contact center to the cloud, your objective is to minimize risk and cost while increasing reliability, business agility, redundancy, and customer satisfaction. To achieve that, you need to understand how your cloud services will be provided and who’ll be providing them. Most cloud contact center vendors sell software or hardware. They’re not in the business of providing the network and telephony or video circuits.

To accelerate the sales cycle, contact center vendors will partner with third party providers to supply the missing components or may even ask you to expand your network and telephony circuits.

In the cloud business, only a service provider can supply the network and video or telephony circuits. And in many cases, you will have multiple vendors with different service level agreements that won’t be working together.

What’s more, can they deliver a global and regional solution that gives you complete control of the customer experience? Are they able to guarantee excellent voice quality? Can they provide all the contact services you need, high availability in the event of a disaster, excellent technical support across all time zones, and a high level of security, all covered by a single service level agreement? Do they know the in-country laws and regulations?

Unless you’re clear about how your cloud contact center will be maintained, don’t be surprised that when your service goes down, you’ll have to track down the problem yourself. Or worse, when you call your provider for help, you’ll hear: “It’s all good on our end… maybe you should call your MPLS provider instead?”

So is there any solution to ease the pain?
Everybody touts the cloud as a money-saving bonanza. The idea is that you’ll eliminate CAPEX and only pay for resources when you need them.

It sounds simple — like renting a car. But in a way, it’s more like buying a car. Want the performance package? That’s extra. Like that flashy pearlescent paint job? There’s an up-charge. And the cost of each extra service varies depending on the length of commitment, total bandwidth needs, storage size, and other variables.

Right now, you’re also paying for expensive staff or consultants to handle contact center maintenance, upgrades, and other projects. You probably think that by moving to the cloud you can eliminate that expense. Not exactly. The vendor who sold you your contact center software has no control over the network and infrastructure that you’ll be using in the cloud. So when problems arise, you’ll still need expensive consultants to determine if the cause is software, network, or voice circuits and guide you through the troubleshooting process.

So what you thought was a great deal ends up costing a great deal more than you expected. Your motivation for moving to the cloud shouldn’t be just about saving money. It should also be about eliminating risk and getting the flexibility you don’t have now by only paying for what you need, when you need it.

In a best case scenario, you’ll reduce costs by decreasing the number of partners. You can potentially narrow it down to a single vendor that provides everything — application, network, voice and video circuits, DIDs, 800 numbers, and direct connections to all your sites. You’ll also want that provider to ensure that your network is highly available with multiple disaster recovery options, with the elasticity to increase agents or resources during peak periods. And you’ll want everything monitored by a sharp, technical staff that can make changes to your IVR effective immediately across the globe.

**But is it really feasible to achieve such a best case scenario?**
CHALLENGE 3

CLOUD SECURITY. HOW SECURE?

Could it be an oxymoron? Think about it.

We just discussed the perils of signing up with a cloud provider that just sells the software or hardware, leaving the rest up to you. You’re left with depending on a bunch of software, infrastructure, and network providers all with different and inconsistent security measures. This fragmenting of your IT leaves you with plenty of gaps in your security armor. Sensitive information could be at risk of theft, and with people accessing the network from different platforms and devices, authenticating and authorizing network users becomes increasingly difficult.

Also, bear in mind that your contact center will also be hosted in a multi-tenant environment sharing servers, databases, applications, and even voice and data paths with other businesses. So an attack on that server threatens every other business sharing it. Realize that a multi-tenant environment may not fit your needs. It’s less expensive because it’s a one-size fits all, generic design with little room for customization.

And when it comes to attacks, it’s less a matter of if, but when. When disaster strikes, will your contact center sink or swim? Keeping up to date on the latest malware is a round-the-clock occupation and it takes specialist staff to monitor and understand the threats, assess their severity, and take action to prevent and mitigate them.

You may also not be able to keep your proprietary database in your own premises, where it is always local and safe.

How secure does that sound?
EXPANDING GLOBALLY

Multinational corporations obviously need a global contact center presence. What’s not so obvious is that making that happen is not so easy.

The problem, once again, is that most contact center providers just sell the software or hardware. And you have to find providers to patch together the rest — telephony, network, data centers, and agents. Each provider will operate differently and offer a different level of service and security.

Let’s say that six months after you move to the cloud, you need agents in another country and it has regulations, policies, and constraints you need to follow. Your cloud provider said they were global — but they just subcontracted and patched together Tier 2 and Tier 3 providers. The result is compromised, substandard voice quality that’s impossible to manage and troubleshoot when things go bad.

What about a BPO — a Business Process Outsourcing company? They’ve been operating for years in the country you need and say they can provide all the agents and the call center infrastructure you need. But how do you then ensure control of your customer experience and contact center functionality, including adding a new product or change the services you provide?

What about reliability? When something goes wrong, who do you turn to? Is it on your shoulders to figure out what the problem is?

With such complexity, how can your cloud contact center strategy ever “follow-the-sun”?
CALL QUALITY IN THE CLOUD. COMPROMISED?

“Can you repeat that please? Your voice clipped for a second.”

It’s a common refrain among customers calling many cloud contact centers. Why? Virtually every cloud provider has to transfer the audio portion of a customer’s call to a centralized node thousands of miles away. Customers push a few buttons on their phones to indicate what they want. The node then transfers them to agents on another continent.

When the voice portion of a call has to travel thousands of miles to meet simple customer requests, it seems obvious that there might be some voice or video quality problems. And there are — long, disruptive delays in IVR responses and agent conversations. It could take seconds before the IVR realizes that a customer pushed a button in response. That’s not normal and not what customers expect.

In fact, according to a survey from the Customer Experience Foundation, 79% of consumers report they have experienced voice quality problems when calling a contact center. 30% who have experienced poor voice quality said it happened on more than half of their calls. And nearly half felt that poor voice quality was a sign that the company didn’t really care about them.²

Can you afford the reputation damage poor quality calls can cause?
CHALLENGE 6

ENSURING COMPLIANCE

When you move to the cloud, you’re moving into a world of compliance chaos. While you may be familiar with the regional telephony and data requirements of your new site, the trick is finding a partner that can design, implement, document, and help you demonstrate compliance to the local government agency.

What data should you move to the cloud? What should you keep in-house? Since you’ll be dealing with multiple providers, who is responsible for what? What SLA terms do you need to ensure compliance in the areas where you’ll be operating?

Every nation has different rules, regulations, and requirements for business operations, data security, and consumer protection. There’s Sarbanes-Oxley, the Health Insurance Portability and Accountability Act (HIPAA), the Payment Card Industry Data Security Standard, Equal Credit Opportunity Act (ECOA), Telephone Consumer Protection Act, Mobile Information Call Act of 2011, and many more regulations, especially in Asia.

All those rules and regulations govern how you transport data services, international inbound calls, international 800 numbers, PSTN replacements, and more. It’s complicated and it’s up you to sort it all out.

And if you miss a compliance requirement, who’s going to take the blame?
CHALLENGE 7

DEMAND FLEXES — DOES YOUR CLOUD?

Some peak demand times are predictable. Holidays and festivals. The summer travel season. Monthly billing cycles.

Other traffic spikes? Not so much. Oprah features a product on TV and suddenly the contact center is swamped. An increase in demand is good, but not if it turns into a fulfillment catastrophe when the call center can’t scale to meet demand.

When you put a contact center in the cloud are you sure that your provider has the all the resources needed to quickly scale to meet your needs? Remember, the vast majority of infrastructure and networking providers don’t own and operate all the resources they offer. They have agreements with other providers to supply a portion or a majority of their capacity. When demand unexpectedly spikes it may take too long to meet the needs of all the provider’s customers.

Does that include you too?

But while all of these problems might sound deterring, there is an alternative.
THE CLOUD: SOLUTION

- Bespoke Migration
- Predictable Costs
- World-class Security
- “Follow-the-Sun” Expansion
- Superior Call Quality
- Global Compliance Support
- Simplified Flexibility
INTRODUCING A CLOUD CONTACT CENTER THAT OVERCOMES THE CHALLENGES

Today you have choice of cloud providers. But now you know that most provide just part of the solution, leaving you to put together the rest. There are some providers that say that they have the complete package. But in reality, subcontractors supply much of what they offer. In either case, you get a fragmented contact center from a jumble of disconnected suppliers that don’t really work well together.

So what’s the answer?

You need to find a provider that lets you migrate a way that suits your business. One that offers real cost savings, world-class security and call quality you can count on. And one with an infrastructure that truly spans the globe — so you can say goodbye to scalability, reach and compliance headaches. In other words, you need a provider that can deliver a complete cloud solution, end to end.

With InstaCC Global™ from Tata Communications, it’s a reality.

Our hosted contact center solution has been designed as a one-stop solution to provide everything you might possibly need. Powered by Cisco Hosted Collaboration Solution (HCS), it integrates our own best-in-class assets with our world-class partners to give you the most comprehensive contact center solution available today with the highest voice and video quality possible.
SOLUTION 1

MOVE COMFORTABLY AT YOUR OWN PACE

We know you may be concerned with how long the migration will take and if it will disrupt your business. Will it be a flash cutover or can you take your time?

Relax. We make the process simple and easy, virtually eliminating disruptions to your current operations. One option we offer is Hybrid Mode, which lets you migrate to the cloud in comfortable steps while continuing to operate your current contact center. For example, you can start by overflowing a percentage of calls to your new cloud contact center — or just move specific pilot numbers or product lines.

You can also migrate customers gradually and move groups of agents to your new platform incrementally. And you can do it all with a minimal upfront investment, while working with a partner that has the expertise and proven track record to deliver fast, on-time implementation and migration in 90 days or less.

“Whatever it takes” is the service attitude and culture of our whole organisation — and it’s how we deliver superior service to our customers. Our global service migration and transition capabilities mean our customers experience minimal downtime during implementation.

We’ll act as your single point of contact to resolve any issues quickly using industry-leading incident and problem management with SLAs of 2-4 hours and 99.99% uptime. There are over 200 experts at our operations centers providing 24/7/365 monitoring, and our expertise covers Network, Data Centre, Cloud, Voice, Video, Contact Centres and API.

We do whatever it takes to deliver a superior experience.
SOLUTION

GET THE MOST BANG FOR YOUR BUCK

Upfront costs can be off-putting. As can paying for ongoing consultancy. Which means truly realizing the cost savings of moving to the cloud relies on picking the right provider from day one.

Our experience, efficiencies, global footprint, scale, and in-house technical expertise save you time and money with comprehensive, commercially competitive services and pricing.

In fact, a cloud contact center solution with Tata Communications can save you significant startup costs and much more in ongoing maintenance and repairs. You save on CAPEX by using our world-class infrastructure and network that includes a global, fiber network and 45 data centers worldwide. And you save on OPEX by using only the resources you need when you need them. In fact, many of our customers routinely enjoy TCO savings of up to 45% along with a predictable monthly cost and billing.

That’s just the beginning. Unlike vendors that just sell contact center software, Tata Communications lets you virtually eliminate the need for expensive, dedicated consultants. If a problem arises we take full responsibility to find the cause in our network. Our in-house experts are also on the job 24/7/365, ready to handle any needs that may arise — such as integration, customizing scripts, changing the design of your contact center, and performing data dips. You can be confident when you move to the cloud that all the skills you previously paid for are now all available as part of our service.

It all adds up to a high quality solution, for less spend.
SOLUTION

ENJOY WORLD-CLASS SECURITY

Security is too important to compromise — for you, and your customers.

With InstaCC Global™, we own and operate our contact center network and infrastructure — and secure everything, end to end.

Your service runs on a state-of-the-art carrier grade platform in an ISO 27001 certified secure data center environment, following strict Business Impact Level (BIL) standards. In addition, we use advanced data encryption methodologies and segment your database and VMs for processing regulated and sensitive data.

Our managed DDoS solution helps prevent and mitigate attacks. With over 20 globally spread scrubbing farms, only legitimate traffic flows through and malicious traffic is blocked. We have two Security Operations Centers which provide 24/7/365 monitoring of traffic.

All our facilities also utilize advanced network design techniques to provide extra layers of security. What’s more, to ensure the highest level of data integrity, we backup your data periodically to different, secure locations around the world. This assures you of dependable business continuity, fast, reliable disaster recovery, and protection from accidental deletions, malware corruption, and system failure.

It’s time to stop worrying about security.
SOLUTION 4

DISCOVER A BRIGHTER WAY TO “FOLLOW THE SUN”

Ensuring a high quality contact centre performance on a global scale can be achieved through complete control of the networks that handle your service.

While other providers may claim to have a global presence, what they really have are “rental agreements”. They rent space on consortium-owned networks to run their call center software. As a result, they can only monitor their entry and exit points to these networks. They have no visibility into what happens on their rented networks.

We’re different. With our InstaCC Global™ solution running over our global platform, we give you a consistent presence with reliable service worldwide. For example, we maintain four dedicated contact center PoPs in Singapore, India, the USA, and the UK to give you reliable, high quality contact center service that follows the sun. Our global footprint also enables you to easily expand your coverage across six continents and hundreds of nations, on out to BPO sites.

And no matter where you choose to conduct business, you maintain absolute control over operations and the customer experience. If you want to make a change to an IVR to announce a new product or service, both the change and the high-quality customer experience are instantly available everywhere.

Benefit from a worldwide network that truly spans the globe.

With our InstaCC Global™ solution running on our global platform, we give you a consistent presence with reliable service worldwide.
ENJOY THE HIGHEST CALL QUALITY AVAILABLE

We know that creating a positive contact centre experience is impossible if agent-customer interactions are compromised by poor quality communication.

Thankfully, with a network and infrastructure that spans the globe, delivering amazing voice and video quality worldwide is standard operating procedure for us. It’s why more than 1600 telcos have made us the world’s largest wholesale voice carrier, handling over 53 billion minutes of wholesale voice traffic every year — 1 in every 10 voice calls.

What can other providers offer? First, they don’t own their own global network and infrastructure like we do. So when your customers call they don’t control the quality of the connection. They have to transfer those calls to centralized nodes in distant locations over somebody else’s network for call treatment and self-services. The result is delays, dead spots, and other defects that annoy, frustrate and turn off your customers.

That doesn’t happen with us. With our global and local network and infrastructure capabilities, we park your customer calls “at the edge,” at a local gateway close to where they are. So when they push a button on their phone to check their account or speak to an agent, it registers immediately. And when they speak to an agent, the voice and video quality is as clear as calling a next door neighbor, with no pauses, blips, echoes, or buzzing.

What’s more, by parking our servers and IVRs at the edge, we can provide your customers with a high-quality, omni-channel experience that includes leading-edge video, voice, data, and contact center applications that seamlessly integrate to provide superior service.

Isn’t that the kind of experience you want for your customers?
ENSURE GLOBAL COMPLIANCE WITH EASE

It is quite possible to ensure ease of global compliance through a communications partner who knows the local regulations and how to handle compliance with expert in-country personnel.

As a global communications company, we operate locally in more than 200 countries and territories on six continents. So, when you need to extend your contact center to new nations and geographic areas, we’re already there to make compliance fast and friction-free — not just in India, but worldwide.

If you need to meet compliance requirements for data retention and record keeping, we help you handle it effortlessly. With more than 1 million square feet of data center space in 45 locations worldwide, we can offer you virtually unlimited capacity in facilities benchmarked to the highest quality standards. For instance, we ensure data protection and continuity through an Information Technology Infrastructure Library (ITIL) framework that delivers zero latency and proven operational excellence.

For optimum data security and compliance, you can also depend on us for a wide range of critical testing and control solutions, including Penetration Testing, Vulnerability Assessment, Web App Hardening, Security Architecture Hardening, ISO 27001 Audit, and PCI DSS Services.

So with no more compliance headaches, you’ll sleep soundly.
FLEX YOUR CONTACT CENTER MUSCLES AND SCALE AS NEEDED

No successful modern enterprise stands still. So a contact centre solution that can roll with the punches is the only way to future-proof against the changing demands of your business and customers.

Our global infrastructure gives you unparalleled capacity, capability, flexibility, and scalability worldwide. As part of our robust Unified Communications & Collaboration services portfolio, InstaCC Global™ can be deployed on-demand, virtually anywhere in the world.

In addition, as a multi-layered Cisco partner and a preferred provider for global communications services for large enterprises, we offer a full stack of options that include network and voice services, MPLS, SIPs, and PoPs wherever and whenever you need them. And everything we provide is covered by a single, integrated SLA, backed by high-quality technical support.

Our backend grid offers the on-demand Scale-In & Scale-Out feature for computing and network resources to address all your current and future contact center needs.

The bottom line:
With modular, pre-integrated services ready to go and scale as needed, we give you the fastest time to market possible.

Everything we provide is covered by a single, integrated SLA, backed by high-quality technical support.
About InstaCC Global™ — Your Contact Center in the Cloud

About Tata Communications
INSTACC GLOBAL™

A COMPLETE GLOBAL SOLUTION

With our innovative InstaCC Global™ offering, you get a complete, turnkey contact center solution that is ready to go in weeks instead of months. And all our services are provided through a single point of contact and covered by a single SLA. That’s just the beginning of what sets us apart from all other providers in the world:

• Our global business experience is unparalleled — with operations across North and South America, Europe, the Middle East, Africa, and Asia.

• We successfully operate in the world’s most competitive and heavily regulated markets, such as India where we have nearly 80% share and were just recognized for outstanding business performance in six categories by winning the Frost & Sullivan 2016 India ICT Award.

• We have the largest wholly-owned submarine fiber network — more than 500,000 km of subsea fiber and over 210,000 km of terrestrial fiber — assuring high-speed global connectivity for all your contact center operations.

• We are the only Tier-1 provider in the top five on five continents by Internet routes, giving you optimum, global voice communications.

• We have more than 400 PoPs reaching over 200 countries and territories, allowing your customers worldwide fast, easy, always available access to your contact center.

• We maintain 45 state-of-the-art data centers and colocation facilities, encompassing over one million square feet of space giving you virtually unlimited scalability.

All that firepower provides all the reasons you need to move your contact center to the cloud with Tata Communications. We are the provider that can deliver everything. That includes the contact center application, private network, Internet access, telephony/video circuits, DIDs, International 800 numbers, PSTN replacement, and regional and global disaster recovery options. All on a pay-as-you-go basis.

We also have the expert technical talent you need to handle any task. That includes exporting your existing IVR to the cloud and protecting you under a single umbrella of responsibility with the highest level of security. That’s why moving to the cloud — regionally or globally — with Tata Communications is your best choice.

Check us out at:

http://www.tatacommunications.com/instacc
WE’VE BUILT OUR REPUTATION NOT SIMPLY BY MEETING EXPECTATIONS — BUT BY EXCEEDING THEM

Good enough is never good enough at Tata Communications. That’s why we continually make major investments in improving and extending our contact center solution beyond the ordinary and expected. Just one example is our innovative omni-channel approach to real-time communications. It’s all part of our New World of Communications™ initiative focused on making our customers more efficient, agile, and competitive in today’s global economy.

Let us show you what we can do for you. For more information on how our InstaCC Global™ solution can sharpen your competitive edge, contact us.

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ABOUT TATA COMMUNICATIONS

Tata Communications Limited 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 with connectivity to over 240 countries and territories across 400 PoPs, as well as nearly 1 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.

www.tatacommunications.com