



“WHERE CAN WE GO FOR GLOBAL UNIFIED COMMUNICATIONS AND CONTACT CENTER SOLUTIONS HAND-IN-HAND?” ASKED THE OUTSOURCING COMPANY.

TATA COMMUNICATIONS’ ONE-STOP SHOP MET BOTH THE NEEDS WITH MICROSOFT OFFICE 365 AND INSTACC GLOBAL™.

“With Tata Communications, geographical reach is never a problem and the highest quality is assured.”

Abdul Gani Imtiaz, AVP Information Technology, Personiv

### CHALLENGE

To keep up with a dynamic, fast-paced business landscape and up its game in this era of customer centricity, Personiv was looking to adopt new-age technologies that would enable it to continue maintaining its position of being a premium outsourcing provider. Understanding the fact that providing a personalized and enhanced experience to its clients and customers alike and having a superior enterprise-wide collaboration tool are critical growth drivers, the company wanted to be at the forefront of digital revolution by leveraging most innovative solutions while driving business efficiencies.

### SOLUTION

Microsoft Office 365 was chosen as the collaboration solution, while a Tata Communications hosted Cisco-powered InstaCC Global™ platform provided powerful omnichannel contact center functionality.

### RESULTS

With the application of these tools Personiv has witnessed significant results. Agent productivity has risen significantly, first-call resolution rate has been northbound as calls are managed in one queue, which is spread across multiple sites, and operational efficiency has improved. This has resulted in Personiv building stronger customer trust and loyalty.



**25% productivity boost**  
with Microsoft Office 365



**60% reduction**  
in cost of ownership



**10% rise in first-call resolution**  
with InstaCC Global™



**15 to 20% improvement**  
in agent efficiency

# UNIFIED COMMUNICATIONS ASSURES SUCCESS

**“Using Tata Communications’ worldwide integrated solutions, we’ve established a single global platform for seamless company-wide collaboration.”**

Abdul Gani Imtiaz, AVP Information Technology, Personiv

## PERSONIV CONTACT CENTERS ADOPT OMNICHANNEL PLATFORM

### Globalizing the Personiv way

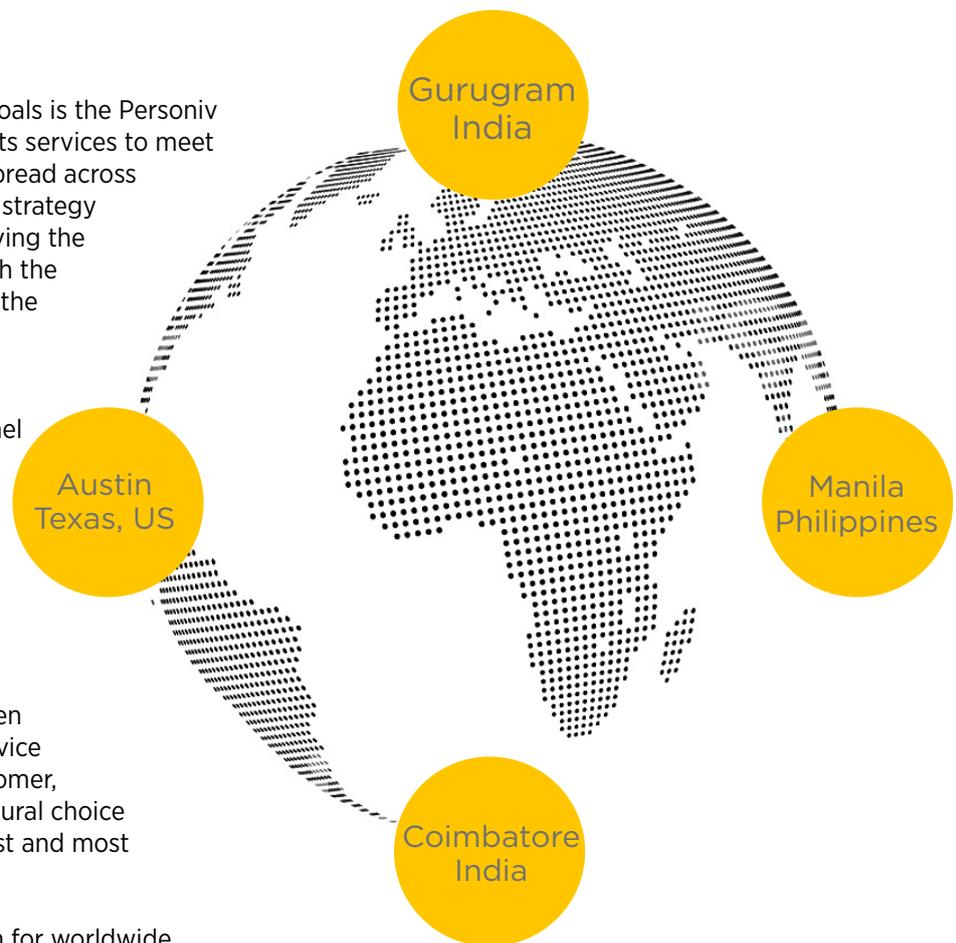
Taking the time to understand its clients’ goals is the Personiv way – listening first and then customizing its services to meet their precise needs. With service centers spread across geographies, the continued success of this strategy was dependent on Personiv employees having the best collaborative tools to work closely with the clients and with each other, irrespective of the location.

As such, Tata Communications offered Personiv unified and proactive cross-channel services to elevate their already-excellent client experience.

### Leveraging existing partnership for better results

A 10-year successful relationship had seen Tata Communications’ Global VPN and security services adopted by Personiv. When Personiv decided to evolve their whole service operation to respond to the changing customer, Tata Communications came across as a natural choice to assist in raising their game with the latest and most innovative solutions.

A Microsoft Office 365 solution was chosen for worldwide employee collaboration while, in parallel, a hosted InstaCC Global™ platform powered by Cisco was selected for their contact centers deployment.



**Seamless collaboration helps Personiv teams act as one across the globe**



**Tata Communications’ managed services augments Personiv’s reputation as a true globally connected company**



## NEXT-GENERATION PLATFORMS BRING BUSINESS OPPORTUNITIES TO LIFE

**“Tata Communications helps us scale easily. Almost without exception its products and services can be easily adjusted up and down to match demand while most of the time you’re on pay-as-you-go tariffs.”**

Abdul Gani Imtiaz, AVP Information Technology, Personiv

## PREMIUM CALL QUALITY EVERYWHERE

### Exciting worldwide digital transformation

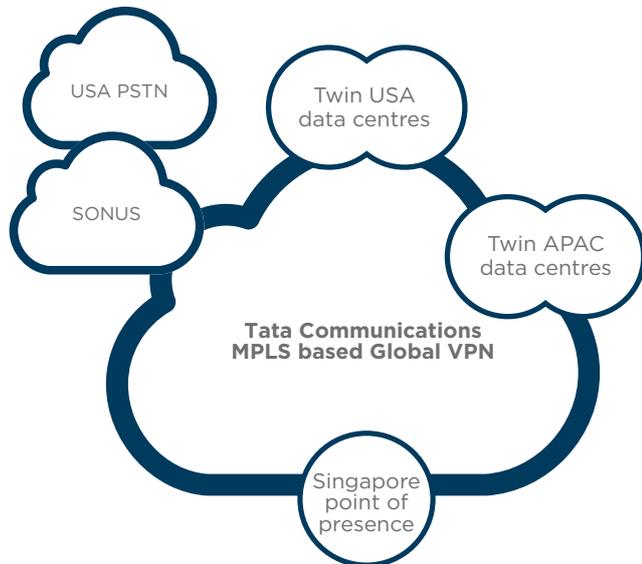
The Microsoft Office 365 solution, which included Skype for Business, enables company-wide global teamwork. Meanwhile, intelligent communications powered by a combination of Tata Communications Global SIP Connect and Global VPN has boosted call quality throughout the Personiv voice estate.

With 239 email and collaboration licenses, 232 desktop licenses, and 600 email-only Microsoft licenses, Personiv has created a worldwide unified communications platform, even extending to remote users. Excitingly, it also allows Personiv to federate with clients for product and service co-creation and business process improvements.

### Latency-free contact center architecture

Personiv’s contact centers boast of an omnichannel, next-generation InstaCC Global™ solution hosted by Tata Communications that allows inbound voice traffic, auto-dialer outbound calling, and real-time and historic reporting. Future enhancements include email and webchat channels, and workforce management.

The optimum placement of Tata Communications’ international-standard data centers around the globe means latency will never be a problem for Personiv if it builds on its expansion plan of having new contact centers in other territories.



**Incoming calls and PSTN breakout run over a Tata Communications Global VPN**



**Global SIP Connect and Global VPN create powerful intelligent communications platform**

# MEASURABLE RESULTS END TO END

**“We’ve tried products from Internet-only providers, but they invariably fall short on important aspects like call quality and latency. Tata Communications understands those issues and designs its solutions around optimum technologies.”**

Abdul Gani Imtiaz, AVP Information Technology, Personiv

## **Collaborative tools speed responses at less cost**

With the global Microsoft Office 365 solution, Personiv employees have access to unified communications tools like presence, email, instant messaging and chat, online meetings and video conferencing.

It is estimated that this One-Personiv deployment has resulted in their productivity improving by 25%. For example, SharePoint and OneDrive gave Personiv an opportunity to streamline and automate key processes, which had a direct impact on maximizing productivity.

As a result, Personiv’s clients are witnessing significant improvements in service delivery, quality and speed of response. At the same time, significant savings are getting recorded. Cost of ownership per head is calculated to have reduced by over 60%.

## **Enlivened client experience and higher agent efficiency**

Incoming calls arriving over Tata Communications Global SIP services are now managed as a single queue in Personiv’s contact centers using skills-based routing configured within the InstaCC Global™ platform.

This alone has contributed to an enlivened client experience with a 10% improvement in first-call resolution. Meanwhile, agent efficiency is estimated to have risen by between 15 to 20%.

The cloud-based nature of the InstaCC Global™ platform means that in future the company could choose to run its other contact centers on the same technology platform too.

### **About Personiv**

Headquartered in Austin, Texas, Personiv has operations in Coimbatore and Gurgaon, India, Sydney in Australia, and Manila in the Philippines. As a fast-growing business process outsourcing firm employing around 3,000 people at these global locations, the company offers high-quality, scalable outsourcing solutions to its clients across sectors.

## **EXPLORE OTHER WAYS WE CAN HELP**



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Tata Communications Unified Communications and InstaCC Global™



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