



INTRODUCING INSTACC GLOBAL

**THE BEST-IN-CLASS, CLOUD-BASED,
ON-DEMAND CONTACT CENTRE SOLUTION**

Digital Customer Experience (CX) strategy is the key for any enterprise to stay ahead in their business vertical.

The solution is to Transform your customer service center to customer experience center.

CHALLENGES

Inconsistent customer experience and service

Creating your own contact centre requires dealing with multiple vendors—telcos, OEMs, application providers, system integrators, and more. Each provides a different level of service resulting in an inconsistent experience for your customers. The result is lower functionality and efficiency—and a level of service that frustrates customers.

Long implementation cycle

Building a contact centre is a complex process that requires special knowledge, unique skills, extensive planning, and a long lead time. What’s more, it’s not your core competency. It consumes valuable organizational and management bandwidth that are better focused on building your business and creating value.

Large startup and ongoing costs

The initial costs of building a contact centre are just the beginning. Maintaining and upgrading hardware and software is a huge ongoing expensive. There’s also the cost of hiring the skilled staff needed to run the centre. Finally, your centre can be obsolete in as little as two years and require costly improvements.

There is a more flexible, efficient, and effective solution: **InstaCC Global.**

Keep up the market pace

The world is changing into digital so the customer expectation is hence new digital services for customer satisfaction and business profitability. Challenge to maintain balance between business profitability and new services feature adoption to address current changing business dynamics.

INSTACC GLOBAL BENEFITS

A predictably superior customer experience

With InstaCC Global, you get a reliable and efficient cloud-based contact centre solution that delivers a consistently excellent customer experience. And it all comes in one easy-to-manage, cost-efficient package with a state-of-the-art physical transport infrastructure, a global MPLS network, and leading-edge voice, data centre, and contact centre applications.

Customer Experience in the process of digital transformation

With InstaCC global, serve your customer quickly with insight of information through integrated tool of application by an agent for enhanced customer experience, increase customer loyalty, improved customer retention.

Unparalleled control

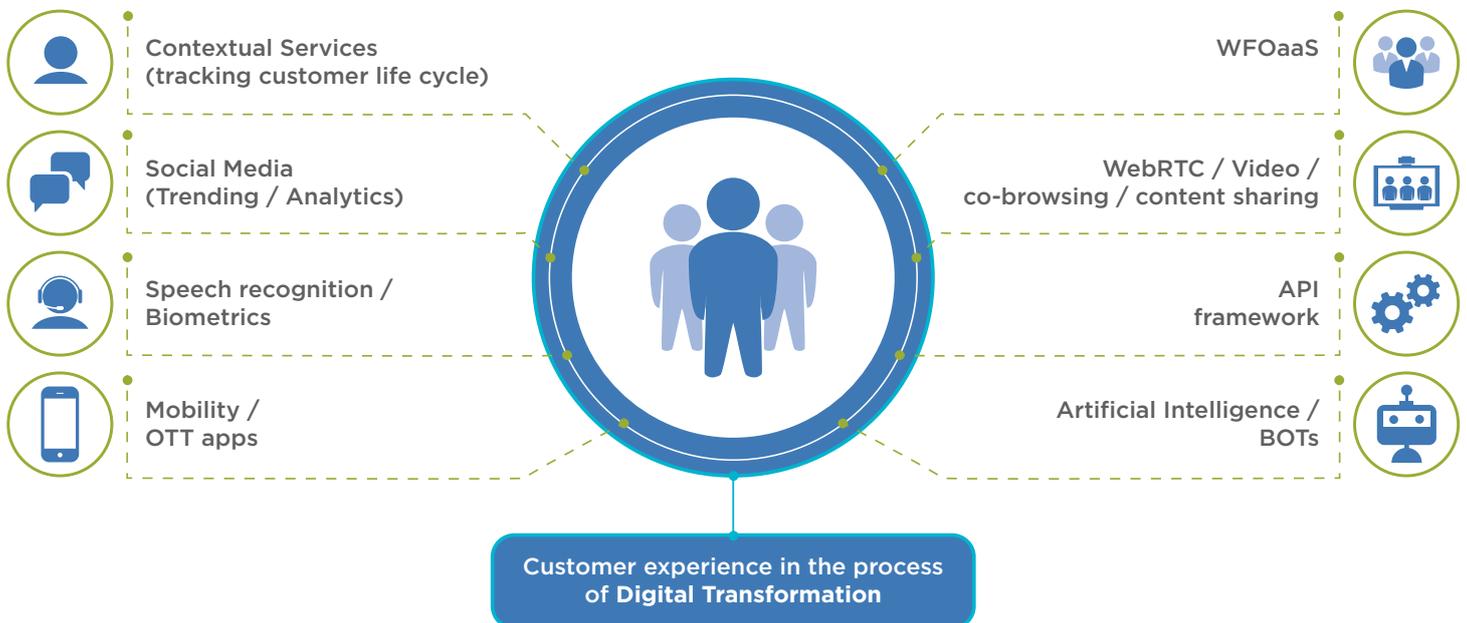
By consolidating your global contact centre solutions in a single cloud, you achieve greater consistency and control. When customers call, they’re automatically directed to the business process outsourcing (BPO) partner that best meets their needs. And with centralized monitoring and performance management at your fingertips, you control the entire customer experience.

Fast start-up and time to market

We get your contact centre up and running in record time with modular, pre-integrated services that are ready to go. This lets you quickly and easily open new offices—and scale capacity up or down as needed.

Modular and pre-integrated solutions

With InstaCC Global, you pick and choose from a wide range of the latest application modules to fit your needs. Since we bundle all your services together in one package, you can deploy contact centre technology virtually anywhere in the world on a moment’s notice.



COST SAVINGS

Excellent service. Outstanding savings

Along with more responsive customer service, InstaCC Global can dramatically reduce your overhead and capital expenditures. Our customers typically cut their Total Cost of Ownership a minimum of 28% to maximum of 45%*. And with our pay-as-you-go pricing, monthly costs are more predictable, manageable and lower across the board.

Minimal start up costs. Zero maintenance

As a cloud-based, fully-managed, and hosted solution, InstaCC Global lets you easily and economically create contact centres, with a minimal up-front investment and zero maintenance costs. While you're spending less, you're getting more. You have access to a complete array of applications, including campaign and lead management systems; automatic call distribution; call recording; predictive dialing; a wide of reports; and quality control and monitoring systems.

WHY TATA COMMUNICATIONS

One stop solution. End-to-end SLAs

As a global leader in communications, we have everything you need in place and ready to go on demand. We also give you something no other provider can offer—a single, unified Service Level Agreement (SLA) for all your voice, network, infrastructure, and application services. While others only offer service levels on individual services, we provide SLAs across five layers. It's a complete, end-to-end, fully managed solution.

With the world's largest network footprint linking 240 regions and territories with city-to-city connectivity, we provide a wide range of additional services as part of the package. They include international voice service, MPLS networking, managed data centre and collocation services, and much more. It's a simpler, more cost efficient way of doing business that saves you time and money—and eliminates headaches.

Seamless integration. Superior customer service

Count on us to quickly get your call centre platform up and running and integrated with your operations. Before your contact centre goes live, we perform stringent interoperability testing to ensure that both our infrastructures are fully synchronized and working seamlessly. We can also integrate your InstaCC Global contact centre with your CRM system, including Automatic Number Identification (ANI) and Calling Line Identification (CLI). That ensures your customers will be automatically filtered, prioritized, and forwarded to the agents best qualified to help them.

* Estimated savings will vary based on the size and number of locations compared to an on-premises call centre.

Our customers typically cut their Total Cost of Ownership a minimum of 28% to maximum of 45%

Customized reporting. Better results

Accurate and actionable reports are part of our solution. Our system easily integrates with your business applications, including DNC list management, and provides customizable real-time and historical reports on campaign results. We make it easy for you to track call centre and campaign performance, and meet marketing objectives.

Proactive monitoring, world-class security

We run your services on a carrier grade platform in an ISO 27001 certified secure data centre environment, following strict Business Impact Level (BIL) standards. In addition, our Network Operations Centre proactively monitors your services 24/7/365, ensuring 99.99% reliability and the highest possible level of security.

Global reach, award-winning service

Tata Communications is a leader in voice communications and a trusted brand around the world. We have the world's largest network footprint linking 240 countries with city-to-city connectivity, delivering a faster time-to-market and lower costs for our customers. Because of our massive global presence, InstaCC Global is integrated with more than 1600 carriers, 785 mobile providers, and 700 VoIP operators giving you virtually unlimited reach and rock-solid support everywhere you conduct business.

Our relentless pursuit of excellence is also recognized across the industry and around the world. We've been awarded prestigious Frost & Sullivan awards for our hosted contact centre solutions for three consecutive years. No wonder, more than 70 global enterprises have already chosen InstaCC Global as their contact centre solution. We invite you to join them. For more information and answers to your questions, please email:

business@tatacommunications.com

For more information, visit us at www.tatacommunications.com

Contact Us

