TATA COMMUNICATIONS

TATA

Seamless Customer Experience

with Cloud Contact Centre and CPaaS capabilities

© 2022 Tata Communications. All rights reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Private Limited.

INTRODUCTION

In the era of digital transformation, customer experience (CX) is proving to be the differentiator, marking the divide between the organisations that succeed and those that fail. It's especially true now we come to terms with the COVID-driven change that's made remote working and collaboration a key part of business operations around the world. In fact, 55 percent of retail companies anticipate CX innovation to be a top transformational priority.

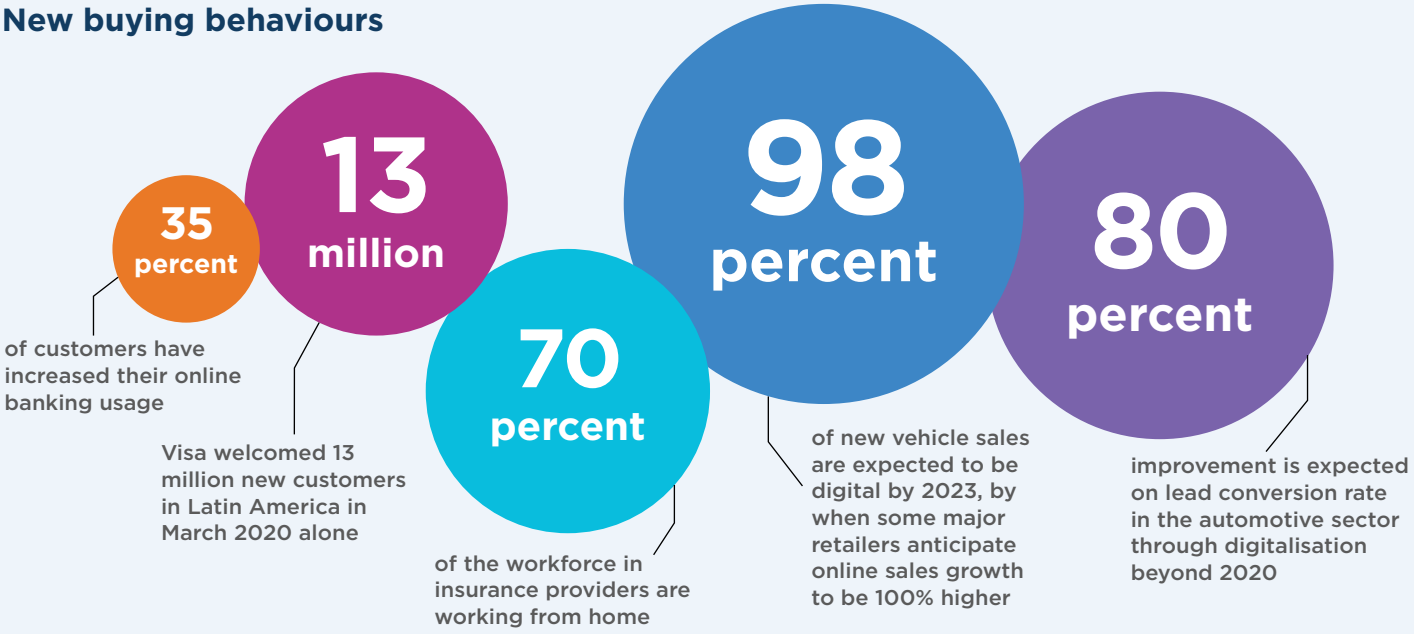
In this challenging environment, enterprises must choose a trusted digital enabler who has the global reach, capability and resources to provide a consistent, end-to-end customer experience across channels, along with flexible deployment and commercial models. Success in the new normal means changing the way you support your customers, to both meet their expectations and capitalise on emerging opportunities.

Building, scaling and sustaining a digital-first model is now a top business priority. This means:

- Moving towards a self-service environment
- Protecting customer data and conversations with secure contact centre technology
- Putting digitalisation at the heart of a seamless customer experience – more specifically recreating the effectiveness of in-person, advice-based relationships with the help of digital tools
- Also dealing with the increased pressure on customer services by enabling contact centre agents to work remotely

WHAT IS DRIVING CHANGE?

New buying behaviours



CX IN EUROPE: TRENDS AND CHALLENGES

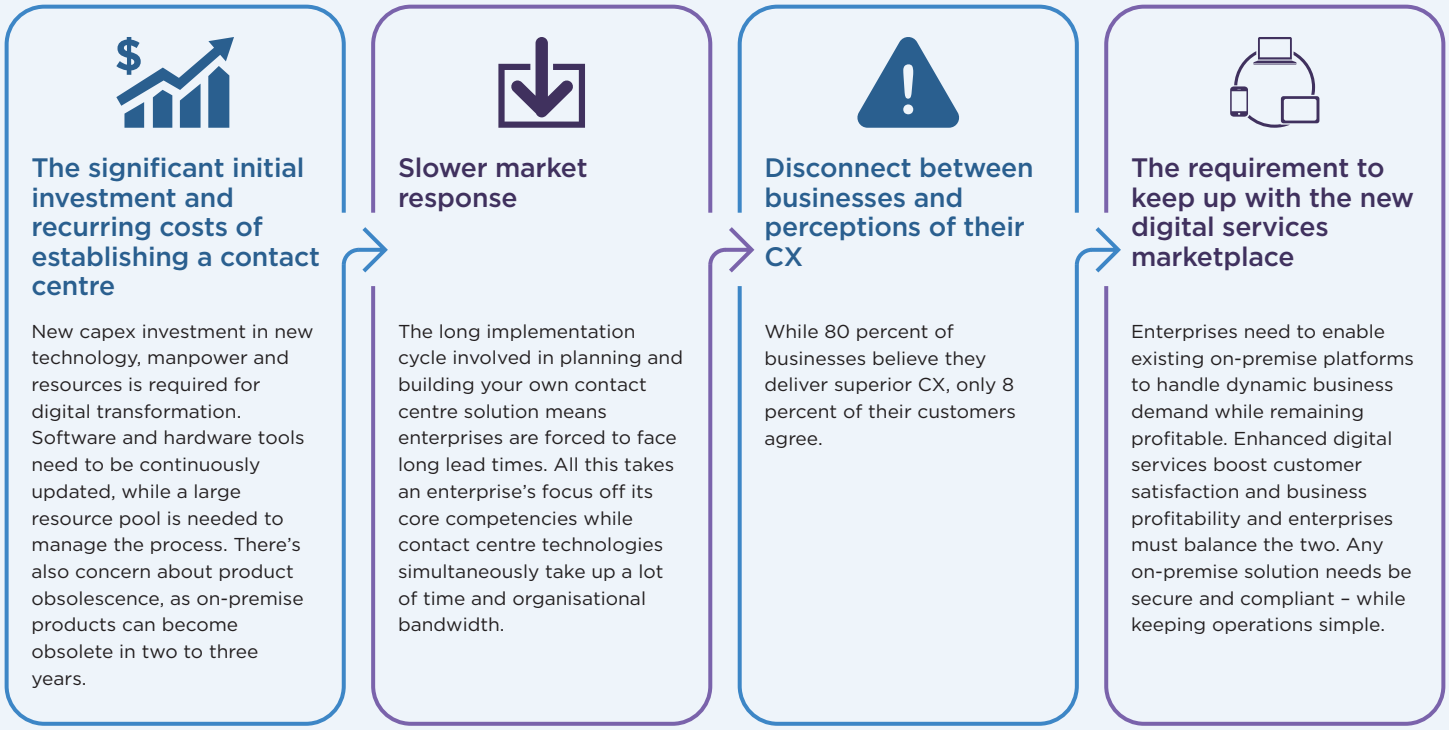
There is currently, a significant gap between the expectations of the European end customers for multi-channel CX options and the enterprises' digital capabilities to deliver them. For example, a research from **Zendesk**[1] shows that some 50 percent of European customers cited positive experience as more important to them as compared to before the pandemic – with 77 percent[2] willing to switch to a competitor after more than one negative experience. Moreover, 56 percent[2] had leveraged a new support channel in 2020, with 72 percent planning to keep using it.

However, while 48 percent[1] of enterprises in the European region had added a new messaging channel to better engage customers, data from **TCS**[3] shows that 83 percent of organisations in Europe do not have the digital capabilities to deliver end-to-end digital CX. As per a survey conducted among 952 European office workers by **Ricoh Europe**[4] (Apr 2021) 60 percent of employees believe their company could increase productivity and profitability if they had the right tools to do so. Email in particular is not working hard enough, with customers in Europe waiting an average nine hours to get a response – twice as long as the rest of the world **(NTT)**[5].

[1] https://hd.egain.com/research/customer-service-pain-points-forrester-survey.pdf
[2] As per the survey, "New CX for a new world" conducted among 90,000 businesses globally, with 29,000 firms from Europe and the UK, by Zendesk (Jan 2021)
[3] As per a survey "TCS COVID-19 Business Impact Survey 2020" conducted among 300 senior executives in Asia, Europe, and North America by TCS (Jul 2020)
[4] As per a survey conducted among 952 European office workers by Ricoh Europe (Apr 2021)
[5] As per a survey "2020 Global Customer Experience Benchmarking Report" conducted globally with 24.6% participants from Asia Pacific, among a total of 1,020 respondents, by NTT

WHAT MAY BE STOPPING ORGANISATIONS FROM DELIVERING AN ENHANCED DIGITAL CUSTOMER EXPERIENCE?

Four key factors are holding organisations back from benefiting both their customers and them through enhanced CX. They include:



The significant initial investment and recurring costs of establishing a contact centre

New capex investment in new technology, manpower and resources is required for digital transformation. Software and hardware tools need to be continuously updated, while a large resource pool is needed to manage the process. There's also concern about product obsolescence, as on-premise products can become obsolete in two to three years.

Slower market response

The long implementation cycle involved in planning and building your own contact centre solution means enterprises are forced to face long lead times. All this takes an enterprise's focus off its core competencies while contact centre technologies simultaneously take up a lot of time and organisational bandwidth.

Disconnect between businesses and perceptions of their CX

While 80 percent of businesses believe they deliver superior CX, only 8 percent of their customers agree.

The requirement to keep up with the new digital services marketplace

Enterprises need to enable existing on-premise platforms to handle dynamic business demand while remaining profitable. Enhanced digital services boost customer satisfaction and business profitability and enterprises must balance the two. Any on-premise solution needs be secure and compliant – while keeping operations simple.

BUILDING A NEXT-GEN CLOUD CONTACT CENTRE PLATFORM

Tata Communications offers a full suite of cloud contact centre services to transform the way you interact with, sell to and support your customers.

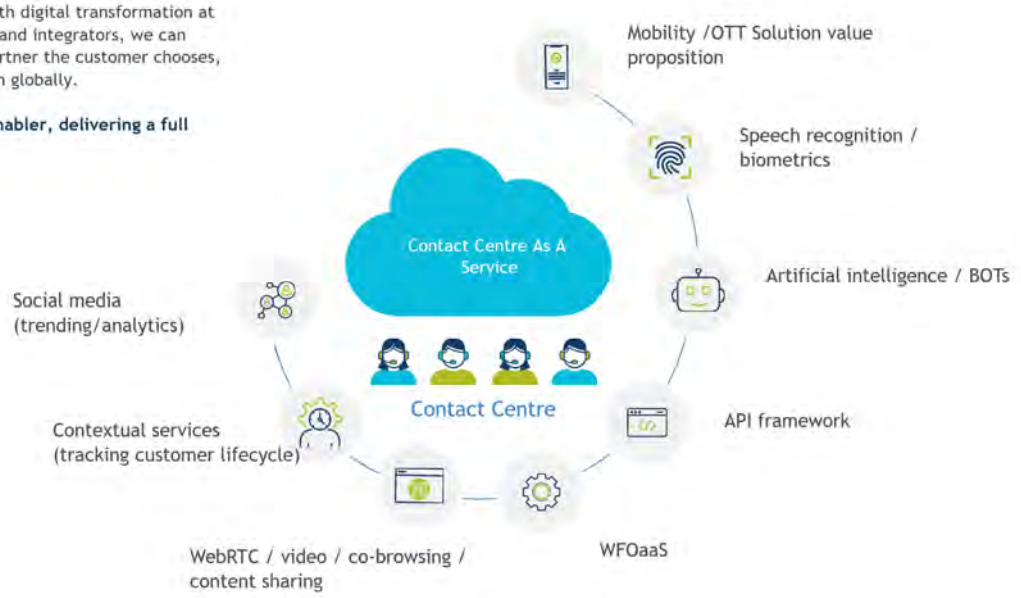
Our digital-first, secure collaboration solutions will transform your entire customer journey.

Our digital-first, secure collaboration solutions will transform your entire customer journey. From digital retail experiences augmented with audio and video, to advanced AI and speech recognition that drive customer satisfaction through faster, personalised services, we deliver powerful experiences that convert.

As interactions become increasingly remote, enterprises can't afford to switch off on customer service. With Tata Communications, your agents can co-browse, chat and connect across channels, with intelligent routing ensuring your customers receive the support they need in the language they want. Our innovative approach, offering global reach and a network of providers and integrators, will empower you with the flexible solutions to deliver future-proof, digital experiences both today and tomorrow.

Tata Communications' suite of products, global reach and innovative approach enables customers to progress with digital transformation at speed. Thanks to our network of providers and integrators, we can offer solutions either directly or via any partner the customer chooses, empowering them to deliver transformation globally.

We are the contact centre as a service enabler, delivering a full suite of services, including:



DIGITAL CLOUD PLATFORM BENEFITS

Cloud-based contact centres bring you an agile solution, allowing you to throttle up and down the services you want to leverage rather than investing heavily in technology you may only use occasionally. And because you avoid investing in on-premise hardware and infrastructure, you'll benefit from cost savings too. Cloud solutions also let you try out features including workforce management or advanced IVR services such as natural language without worrying about all the time, cost and complexity associated with an on-premise solution. You can gauge their impact on your business and discontinue them if they aren't meeting your needs or showing sufficient return on investment.

Key benefits include:

- **Near-human touch:** smooth customer onboarding and customer service are made possible through facial recognition and biometric machine learning algorithms
- **A connected customer journey:** empowering sales associates to serve customers quickly with insightful information through an integrated tool, enhancing the customer experience
- **Omnichannel adoption:** enabling customer services to connect with the customer through multiple channels including voice, email, social media, SMS, mobile apps etc.
- **Digital CX experience tools:** as customers don't want to spend a long time on a call, enterprises need new-age tech to make customer service effective and productive
- **Flexibility for changing business dynamics:** this keeps operations profitable and relevant in an environment where it's difficult to keep up to speed with business demand

HOW WE'VE DELIVERED CX TRANSFORMATION FOR A GLOBAL TRANSPORTATION LEADER

BACKGROUND

Based in Europe, our customer is a global leader in the transportation industry. Some 8,000+ customer service agents are distributed across 200+ sites in 100+ countries including 2,000 agents in China and 1,000 in India.

The company's multiple contact centres handle customer sales and service calls routed to agents in each country – serving multiple brands, as well as vertical back-office functions (HR and Finance). End customer calls had previously been served from a legacy, premises-based Cisco contact centre platform distributed across the global estate.

CHALLENGE

The project vision was to transform the end-customer experience from a telephone-based agent interaction in 2021 to a full, omni-channel service powered by AI tools. This would include a personalised journey for each end customer from 2022 onwards.

Our customer was looking for an end-to-end 'managed service provider' model with a 24/7/365 Service Operations Centre to handle incident and change management, request fulfilment and functional support. It should feature a single integrated platform that could serve end customers in any country, built around cloud-based architecture offering flexibility and consumption-based commercials.

Other priorities included:

- Self-service tools for configuration of changes and IVR paths
- Flexible working access for agents – both working from home and mobile options
- Flexibility to seamlessly add new company acquisitions or clients onto the platform
- CRM system integration (SFDC and SAP) with 'speech to text' dialogue capture
- Future need for real-time language translation and BOTS to automate simple interactions

SOLUTION

Cisco Webex Contact Centre (WxCC) was selected to replace the existing platform. Tata Communications was invited to manage the migration from the legacy infrastructure and provide cloud telephony into the agents from their end customers, working as a managed service provider responsible for end-to-end delivery of the cloud voice access network and routing intelligence, including agent training and deployment. The company also embedded a Customer Success Manager within the operations team to execute this vision.

Deployment involved close partnership with Cisco including prioritising the launch of new countries and deployment of a new POP in India hosted in Tata Communications data centres on their behalf. The network included deployment of inbound access, as well as integration with other carriers and the customer's enterprise network.

8,400 agents in six migration waves over 18 months – including peak waves of 2,000 and 3,000 agents in succession – were switched to the new platform on a country-by-country basis.

RESULTS

Tata Communications' WxCC solution delivered:

- **Positive ROI –** reducing capital investment and lowering run rate costs including reduced management charges from self-service
- **Consumption-based model –** allowing flexibility to scale upwards (e.g. for new countries or business acquisition) or downwards (in the event of business downturn)
- **Cisco's flexible, 'follow the sun' flexible licensing** resulting in concurrent agent monthly licence fees tracking at 46 percent of the named agent population
- **Improved business continuity –** deployment during Covid allowed agents to work from home
- **Improved operational efficiency –** by automating agent tasks and capturing dialogue information on SFDC
- **Future ability to automate** elements of customer interaction and deflect calls using BOTS

WHAT MAKES TATA COMMUNICATIONS AN IDEAL PARTNER FOR THIS JOURNEY?

Tata Communications offers a range of products to create the right contact centre for your business, whether you need a small domestic solution or global partnership, ongoing consultancy and service management.

Tata Communications InstaCC

Our multi-tenant, globally available contact centre offering delivers contextual, real-time collaboration over voice, email and chat and improved scalability and integration with Microsoft Teams. Ideal when cost sensitivity is paramount.

- Crowd source to part-time/work from home employees
- Global availability
- Intelligent queueing and routing
- Enhanced productivity
- Intelligent collaboration

Tata Communications InstaCC Global

Our dedicated, globally available offering delivers contextual, real-time collaboration and features online, off-line, any time omnichannel capabilities via partnerships including voice biometrics, chatbot, AI/ML, speech analytics and workforce optimisation as a service (WFOaaS). A powerful solution when security is more of a priority than budget.

- Crowd source to part-time/work from home employees
- Global availability
- Multi-location and multi-language support
- Eliminate non-value adding activity

- Enable in-app voice and video
- Co-browse and share documents live
- Integrate seamlessly through WebRTC mobile and web SDKs

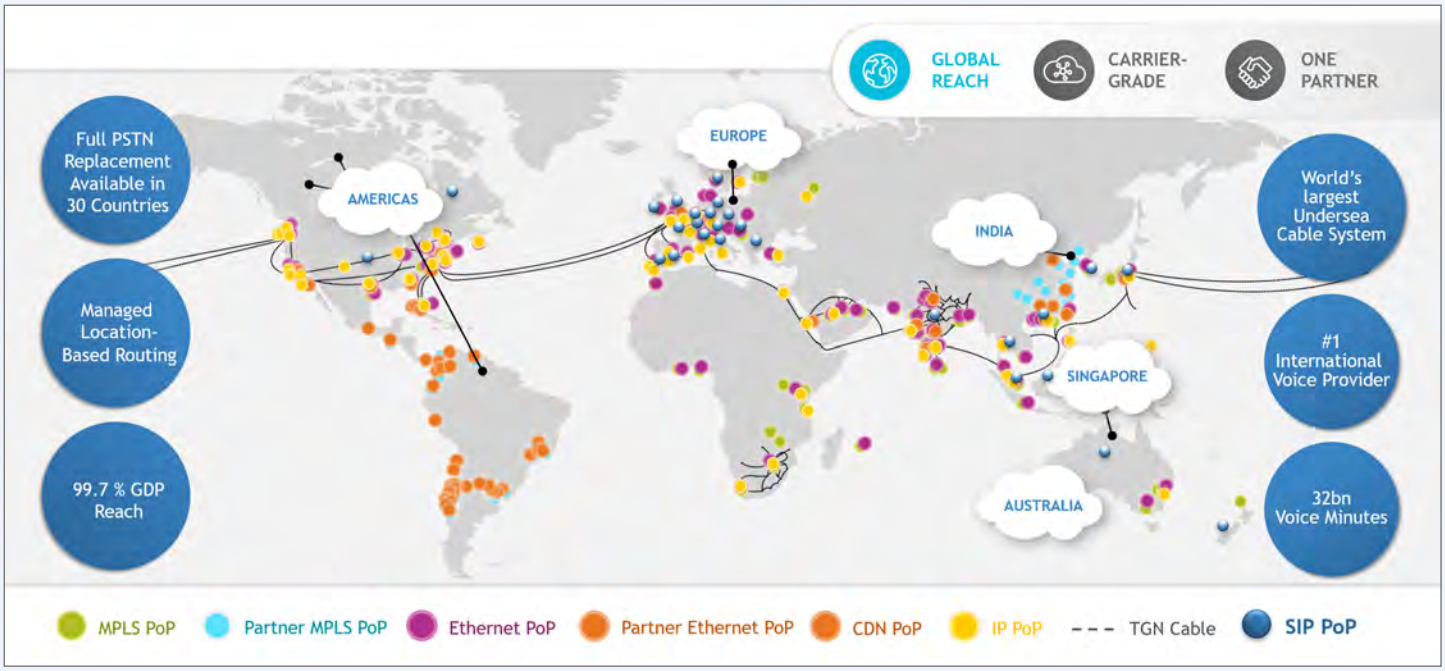
Amazon Connect by Tata Communications

Partnering through a global resell arrangement, Amazon Cloud Connect delivers voice in non-availability zones. A good fit for existing AWS customers.

- Network offers global reach including DIA and IZO™ Private Connect. We are an Amazon Direct Connect supplier
- Complementary voice services to address non-availability
- Managed Services including service desk and layered support 24/7/365
- World-class CC platform
- Big name tech partner ecosystem
- Customisation and consultation services covering third-party integration, bots and AI, cloud migration and more

UNPARALLELED 'CLOUD CONNECT' CAPABILITIES

Differentiated cloud access technologies



Cisco Webex Contact Centre powered by Tata Communications

As Cisco's first global partner (excluding India) for fully managed and cloud hosted offerings, we act as a stepping stone on Cisco's contact centre journey. Features user adoption measurement, predictable cost containment and proven management tools.

- Global certified master partner
- #1 Cisco collaboration partner in India
- Cisco partner of the year for fourth year in a row

DIGO Communications Platform as a Service

DIGO is an in-network, cloud communication platform. It provides bespoke workflow designs and APIs, integrating components like omni-channel communications, vendor agnostic conversational AI, Human-to-Everything connectors and translation capabilities. It delivers customer-facing workflows for customer experience optimization, real-time on any device, any place and any platform.

- Omni-channel communications across voice, messaging, email, chatapps, video
- Comprehensive API library and pre-built enterprise application connectors
- Integrated Chatbot, IVR and call management capabilities
- Visual Design tool, with drag and drop approach making it easy and quick to build customer communications workflows, along with a sandbox environment to try out designs
- Pre-built solutions for marketing, caller anonymisation, multi-factor authentication

RESOURCES AND SKILLS TO SUPPORT OUR CUSTOMERS

Our engineers have the right skills profiles to deliver the best level of service to our customers.

HOW CAN WE EMBARK ON NEXT STEPS TOGETHER?

To find out more about Tata Communications' contact centre solutions, including InstaCC, InstaCC Global, Amazon Cloud Connect and Cisco Webex Contact Centre, please click here.

ABOUT TATA COMMUNICATIONS

A part of the Tata Group, **Tata Communications** (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. Its Tier-1 IP network, wholly-owned subsea fibre backbone and consortium cables' global network carries ~30% of the world's internet routes.

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

Contact us

© 2022 Tata Communications. All rights reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Private Limited. #TC-2781