

Breaking New Ground in Hybrid Work

How Tata Communications transformed collaboration with GlobalRapide Microsoft Teams Rooms



120+

Microsoft Teams Rooms (MTR) kits deployed across the globe, tailored for meeting rooms of different sizes

84%

of employees reported improved productivity

90%

overall CSAT rate

Effective collaboration in today's hybrid work environment is not a simple exercise. Distributed teams, remote work, and back-to-office initiatives - while maintaining equity between remote and in-office meeting participants - requires the use of robust communication and collaboration tools to craft a smart meeting room. These solutions enable seamless interaction, foster creativity, and maintain productivity across diverse locations and time zones.

Tata Communications, a leading technology player, powers its customers' hyperconnected ecosystems through its digital fabric across 190+ countries and territories. The company embraced their smart meeting room challenge by implementing Microsoft Teams Rooms (MTR) as part of their Tata Communications GlobalRapid solution. With over 12,000 employees serving more than 7,000 customers worldwide, including over 300 Fortune 500 companies, Tata Communications leveraged its extensive reach and expertise to revolutionise collaboration through this implementation.

The Perfect Storm: Challenges that Sparked Change

For over a decade, Tata Communications had been at the forefront of deploying cloud collaboration solutions for their global customers. Pre-pandemic, Tata Communications offices around the world were equipped with conferencing solutions in their meeting rooms, deskphones, as well as cloud platforms for employee collaboration. They transitioned from legacy systems to a cloud-based setup, moving from Skype for Business to Microsoft Teams. But once hybrid work became the norm, Tata Communications, like many others, found itself at a crossroads.

They faced not one, but four major challenges:



The Hybrid Headache

The shift to hybrid work created employee experience challenges for Tata Communications. In meetings with half the team in the office and the other half working remotely, those in the room could interact easily, while remote participants felt disconnected. This imbalance led to frustration, with remote workers missing out on conversations and in-office members sometimes forgetting their virtual colleagues. Tata Communications recognised the need for a solution to ensure clear communication and equal engagement among all employees.



The Teams Takeover

When the pandemic struck, Microsoft Teams became Tata Communications' primary collaboration platform due to its ease of use and robust features. However, moving from legacy phones and conferencing hardware to Teams Rooms and new collaboration devices needed to be done without disrupting projects or frustrating employees accustomed to the older approach. This required careful planning, training, and a phased approach to ensure the switch felt like an upgrade.



Out with the Old

Evolving business needs and rapid technological advancements presented an opportunity to explore new solutions that could offer enhanced features and optimise maintenance costs. Replacing the older meeting room infrastructure wasn't just about updating hardware, it was an opportunity to reimagine their collaboration infrastructure. The goal was to build a flexible, future-proof system that could adapt to evolving work patterns and technologies, considering factors like scalability, integration, and support for emerging tech.



The Mixed Bag of Devices

In today's digital workplace, conference rooms are now outfitted with an array of cutting-edge audiovisual technology, including large-format 4K displays, interactive touch-enabled consoles, high-definition cameras, mounted speaker systems, tabletop microphone arrays, and intuitive control panels. Ensuring these devices work seamlessly was a major challenge. It wasn't just about compatibility but delivering a consistent, high-quality experience across all devices. The solution required not only technical expertise but a deep understanding of user preferences to create an ecosystem where technology seamlessly supports collaboration.

GlobalRapide to the Rescue: A Solution with Vision

Tata Communications recognised that band-aid solutions wouldn't cut it. They needed a comprehensive, forward-thinking approach to revolutionise their collaboration infrastructure. The **GlobalRapide Microsoft Teams Rooms** solution was their answer, and here's how they implemented it:



Going Global

Starting in late 2020, Tata Communications launched a major global deployment of over 120 Microsoft Teams Rooms (MTR) kits, in rooms of different sizes. This effort spanned key business hubs worldwide: offices were revamped across India, meeting spaces upgraded in London, enhancements made in Hong Kong, and cutting-edge collaboration spaces set up across the USA. The goal was to ensure a consistent, high-quality meeting experience for employees, whether in Mumbai or Manhattan.



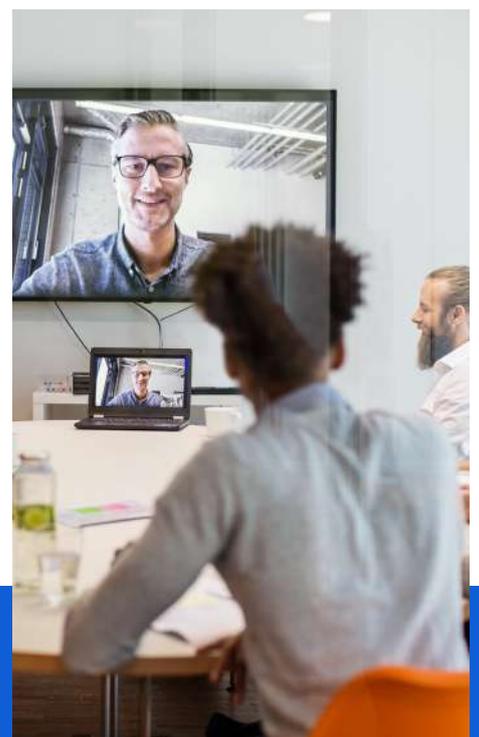
Crystal Clear Voices

The GlobalRapide Cloud Voice system revolutionised audio quality by using cloud technology to deliver crystal-clear sound. When integrated into Microsoft Teams Rooms (MTR), the advanced algorithms filter unwanted sounds, enhance voice clarity, and balance audio levels. Whether speaking from a busy office in Hong Kong or a quiet home office in London, voices come through clearly and consistently. Seamlessly integrated with Teams, the system ensures smooth transitions between voice calls, video conferences, and collaborative sessions with no drop in audio quality.



Smart Hardware Choices

The deployment saw with a variety of devices being used as part of the solution - including Poly, Jabra, Logitech and Microsoft Surface Hub. Renowned for enterprise grade communication, these collaboration devices included high-definition cameras with wide angle lenses, noise cancelling microphones and touch screen controllers. Key features like speaker tracking cameras and noise suppression ensured a balanced, engaging experience for both in room and remote participants.



Making it Happen: A Masterclass in Smooth Transitions

Tata Communications' implementation strategy was as impressive as the technology itself:



Pilot and Scaling

The Equinox Office in Mumbai served as the testing ground for the project. This pilot program was designed to identify and resolve issues before the global rollout. Teams tested every system aspect—from boot-up to complex video conferences—simulating various scenarios like poor internet and multiple speakers. Challenges were documented and addressed, creating a robust guide for the worldwide deployment.



No User Left Behind

Tata Communications prioritised user education, providing more than just manuals. They created intuitive, step-by-step guides for various proficiency levels, covering basics and advanced features like whiteboarding and breakout rooms. These guides included text instructions, diagrams, linking to video tutorials. A dedicated support hotline was also established to offer immediate assistance, ensuring users never felt stranded with technical issues.



Progressive and Purposeful

Tata Communications managed the shift from to Microsoft Teams Rooms kits with precision. Instead of a sudden, company-wide change, they implemented a phased approach, starting with less critical meeting rooms. This allowed employees to adjust gradually while still using the old system. As familiarity grew, they expanded the rollout, collecting feedback and making adjustments to ensure a smooth transition by the time the new system was fully in place.

Measurable Gains: Optimised Team Collaboration

The results of this carefully planned and executed implementation were nothing short of spectacular:



Increased Employee Productivity

After implementing Microsoft Teams Rooms and collaboration devices, 84% of Tata Communications employees reported improved productivity, communication, and engagement. Employees joined meetings faster, shared ideas more efficiently, and collaborated on documents in real-time without technical issues. This boost in productivity enhanced not just the quantity but the quality of work, enabling faster idea iteration, quicker decision-making, and more efficient project completion.



Teamwork Makes the Dream Work

81% of Tata Communications workforce said that working in hybrid mode, from office as well as home, enabled them to collaborate more effectively with stakeholders (as compared to working only from home). The meeting room enhancement was a large part of making offices ready for the new way of working. This enhancement was not just about better video quality; it included easier idea sharing, more efficient virtual meetings, better cross-team communication, and enhanced simultaneous project work. The system improved the integration of remote and in-office members, helping to break down geographical barriers. This led to more spontaneous conversations, continuous collaboration, and a stronger, more cohesive company culture.

4 out of 5

employees said
hybrid work boosted
collaboration with
stakeholders

Customers Loving It

Tata Communications has achieved a notable **90% overall customer satisfaction rate**, reflecting the cumulative impact of various strategic initiatives, including the GlobalRapid Microsoft Teams Rooms implementation. While this score encompasses multiple factors, the enhanced collaboration capabilities have contributed positively to client experiences. Customers have noted improvements in presentation quality, product demonstrations, and consultation efficiency. The ability to seamlessly connect with global experts and the reduction in technical disruptions during meetings have further reinforced Tata Communications' reputation for professionalism and technological competence, aligning well with their brand image as a leader in digital transformation.

In essence, the **GlobalRapid Microsoft Teams Rooms** solution didn't just solve Tata Communications' immediate collaboration challenges; it propelled them into a new era of work, setting a new standard for what global, hybrid collaboration could look like.

Aman Gupta, Chief Human Resource Officer (CHRO) at Tata Communications, shared his expert view



The **GlobalRapide Microsoft Teams Rooms** solution has revolutionised our hybrid work collaboration, becoming an integral part of our Digital as well as Social Fabric. With 84% of employees reporting improved engagement and productivity, it has effectively bridged remote and in-office work, fostered unity and shared purpose while significantly enhancing our employee experience. Moreover, this solution has strengthened our Interaction fabric, with 9 out of 10 team members noting increased customer satisfaction, demonstrating the profound impact of employee experience on client relationships. This upgrade has become a key element in building a resilient, globally connected workforce and optimising our operations to stay competitive in the evolving business landscape.”



Wrapping it Up: Setting the Stage for the Future of Work

Tata Communications' rollout of the **GlobalRapide Microsoft Teams Rooms** solution exemplifies the **future of work**. For decision-makers, this case study is a roadmap on how investing in collaboration tools boosts productivity, employee satisfaction, and customer service. Tata Communications has proven their ability to transform communication seamlessly, showing that great work can happen whether you're across the room or the world.

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

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