



How Cloud Communications Is Driving Digital Transformation

The Role of Cloud Communications in Digital Transformation

Communications Platform as-a-Service (CPaaS) facilitates the creation of innovative customer engagement applications leveraging programmable APIs.



CPaaS allows companies to interact with customers on the digital channel of their choice, including email, social media, voice, SMS, OTT messaging, or video.



Enterprises will spend over \$1 trillion per annum on digital transformation over the next few years.



37% OF COMPANIES WILL INCREASE SPENDING ON DX OVER THE NEXT 12 MONTHS.

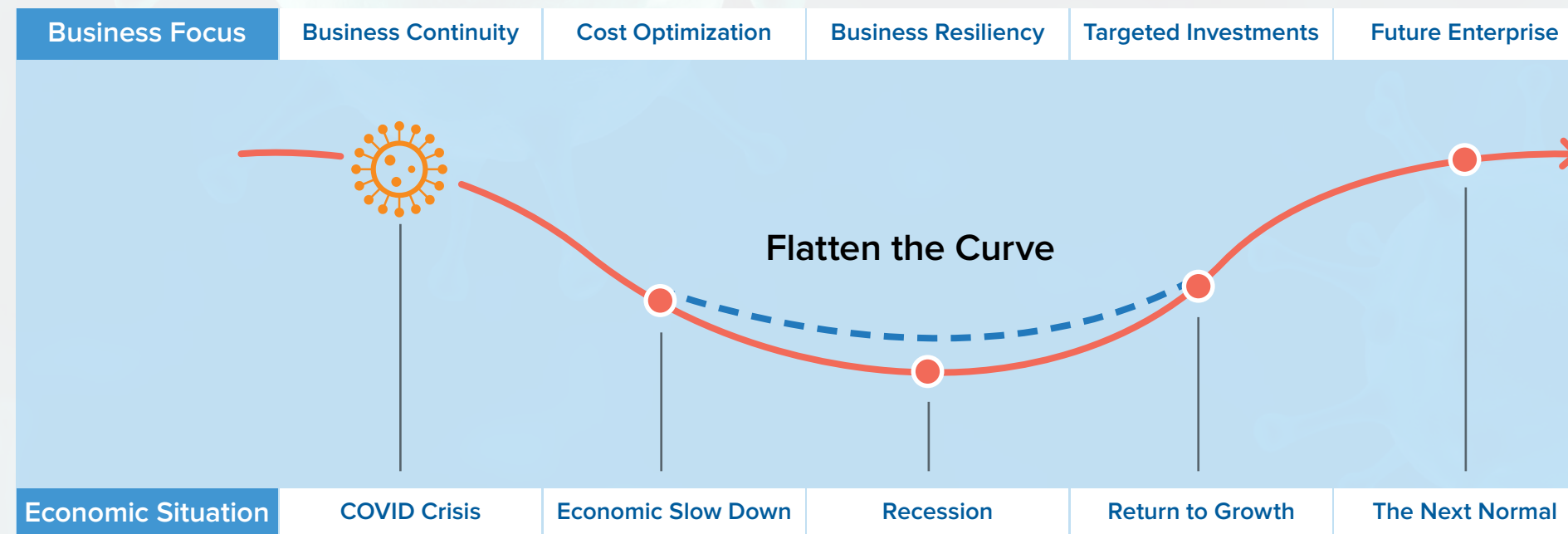
CPaaS is an integral component of digital platforms. In 2020, 57% of companies leveraged CPaaS, and another 29% will adopt CPaaS over the next two years.

COVID-19 and the Acceleration of Cloud Adoption

Technology has proven key to keeping businesses afloat by enabling remote work, agile response to customer demand, and external digital engagement.

Longer term, organizations will leverage technology to underpin every process, initiative, and value chain.

The 5 Stages to Enterprise Recovery



How Covid-19 Is Impacting ICT Spending

Where Are IT Budgets Growing?

Enterprises will increase spending an average of 22% on customer engagement applications over 2020 spending. The primary impact of the COVID 19 pandemic is an acceleration to the cloud.

Security: 66% of companies cited security as the top IT spending priority.

Cloud: Spending on cloud services will increase by 34% due to impact of COVID.

Workforce: COVID-19 has driven organizations to consider improving secure remote access because of an increasingly distributed workforce.

Customer Engagement & Support: Approximately 64% of companies cited “greater automation” of customer engagement and support functions as an area for increased investment during 2021.

Top Priorities in Response to COVID-19



Videoconferencing: 35% of companies report video conferencing will be a top priority.

Source: Future Enterprise Resiliency & Spending Survey, IDC, February, 2021 | n=738

Role of Customer Engagement & Customer Experience

Customer engagement reinforces the bond with the brand. Customer engagement strengthens brand loyalty and promotes increased spending.

Customer experience (CX) is important to brand loyalty and retention.

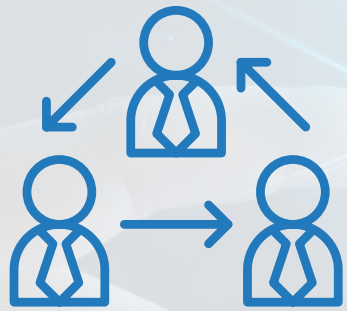


50% OF CUSTOMERS WILL SWITCH BRANDS AFTER A BAD EXPERIENCE.



CX is an essential aspect of the customer journey, as important as the product experience and quality.

Role of CPaaS in Enabling Differentiated Customer Engagement



CPaaS simplifies the role of customer engagement with tools that facilitate rapid creation and onboarding of digital enterprise applications.



CPaaS allows companies to integrate notifications, voice, call, and other engagement applications with a wide range of platforms and proprietary software.



CPaaS offers users their choice of engagement channels to drive omnichannel capabilities.

Enterprise Requirements for CPaaS

CPaaS Features for Omnichannel Success

While voice and email remain critical to enterprises across verticals, video, two-factor authentication, and OTT messaging are gaining traction as enterprises grow more adept at engaging customers with omnichannel communications, including social media platforms.

Applications	% of Enterprises Currently Using
Voice services	38.7%
Multi-factor authentication	35.7%
Email messages	35.4%
IP messaging	30.0%
Collaboration services: Browser-based voice, video and messaging	29.0%
Omni-channel messaging integration	19.5%
SMS/MMS notifications	19.2%
Low code compilation	16.8%
Video services	1.1%

CPaaS Use Cases

Notifications: CPaaS can enable delivery of SMS/messaging notifications for transaction verification (order and payment confirmation), appointment reminders (healthcare, professional services), and equipment status (IoT, manufacturing, security).

Two-Factor Authentication: CPaaS can provide rapid identity confirmation for secure access, such as password access for software apps, bank accounts, and mobile payments. Tools include OTP that leverages SMS and voice calls leveraging natural language processing (NLP).

Anonymization: Number masking for companies driving business through the digital marketplace, especially ridesharing, delivery and logistics, e-commerce, and work-from-home.

Customized IVRs: Intelligent call routing to specific agents or specific sales or technical support. Companies can also leverage IVR for escalation flows depending on sentiment analysis.

Voice Services: This is perhaps the most flexible and widely used application, since it can be integrated into several customer engagement applications. Use cases include number masking for support calls, integrations with contact centers as well as inbound and outbound calling capabilities.

Essential Guidance: Criteria for Selecting a CPaaS Partner

Reach	The best CPaaS has knowledge of global markets and regulatory considerations in each market to help with your expansion.
Architecture	For reliability of service and local compliance, and cost controls (e.g., some countries require datacenters to be in-country).
On-boarding capabilities	Rapid onboarding capabilities with a choice of menu-driven tools.
Support capabilities	A comprehensive library of API catalogs of documentation and use cases, as well as consultancy specialists for deploying solutions to solve complex business communications workflow.
Features/functionality of platform	A diverse set of APIs and SDKs featuring voice, messaging, third-party integrations, SIP capabilities, and call-center functionalities. These include solution modules that can be deployed as-is or customized with routing controls, IVR, notifications, and other features.

Message from the Sponsor

TATA Communications' Transforming and Enabling New World of Retail Business

As the world continues to shift towards a more digital-first, and cloud-based environment, CPaaS introduces bespoke and always-on experiences for superior customer engagement. With CPaaS, enterprises can use low-code services and APIs to implement new capabilities into the environments that suit them and thereby ensure they can extend omni-channel engagement for their customers, partners and employees.

Integration of modern communication within existing environment can be tricky and enterprises need global cloud communications providers who are network owners and offer reliable, secure and scalable platform along with support for wide array of use cases.

Tata Communications Digo delivers a secure and connected digital experience, by combining the strength of Tata Communications global network and carrier connections supporting voice, messaging, and video interconnect with an enterprise grade communication platform and extensive range of APIs.

Tata Communications Digo capabilities include:

- **Owned Infrastructure:** Since we own the underlying infrastructure, you get more control, scalability, and flexibility as you embed programmable voice and messaging services directly into your application, network, or product—without the need for a telecom infrastructure of your own.
- **Regulatory Impact:** Companies working with CPaaS can be relative newcomers to the telecommunications world. We can help them to navigate local regulatory protocols.

To learn more, please visit www.digo.io



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