

IZO™ Multi Cloud Connect Contact Center BPO Use Case



Challenges

Contact Center Business Process Outsourcers (BPOs) are increasingly adopting the cloud, drawn by its flexibility and ease of scalability. By migrating their customer experience and engagement platforms to the cloud, they are freeing themselves from the hassle of hardware management and gaining the agility to expand rapidly. The accelerated adoption of platforms on public clouds means that they now have a complex ecosystem of cloud-based solutions to ensure their agents deliver exceptional customer service. These solutions often include:

Customer Relationship Management (CRM)

Storing and managing customer data, interactions and service tickets.

Computer Telephony Integration (CTI)

Integrating phone calls, emails and chats with the CRM for seamless agent experience.



Workforce Management (WFM)

Optimising agent scheduling, routing calls, and performance monitoring.

Artificial Intelligence (AI) and Machine Learning (ML)

Personalising passenger experiences and targeted promotions.

These solutions are frequently hosted on various cloud platforms depending on factors like cost, scalability and specialised features. Usually, the company's main locations/customer headquarters and the BPO delivery centers are in different regions due to cost advantages. This leads them to dealing with regulatory compliances. Traditional methods of connections for these disparate systems can lead to:

Performance Issues

Delays in data transfer between cloud services can disrupt critical operations like call routing, live chat functionality and real-time agent data access. This impacts customer service quality and agent productivity.

Security Concerns

Sensitive customer data exchanged across the public internet increases the risk of breaches and unauthorised access eroding trust and becoming prey to vulnerabilities.

Management Complexity

Managing individual connections to multiple cloud providers with their own tools becomes a burden for IT teams.

The Solution

IZO™ Multi Cloud Connect, a software-defined cloud interconnect (SDCI), provides a secure and performant solution for contact center BPOs to connect their cloud-based applications:

- Dedicated, Reliable Connection:** SDCI establishes private, low-latency connections between various cloud platforms, ensuring reliable and high-speed data transfer for all customer service interactions. This translates to smoother call routing, faster access to customer data and efficient agent performance.
- Data Security:** Data exchange between CRM, CTI, WFM and AI/ML applications happen over isolated, secure connections. This safeguards sensitive customer information and adheres to data privacy regulations.
- Single Interface:** A centralised platform for provisioning, managing and monitoring all cloud connections streamlines network operations. This frees up valuable resources for focusing on core business initiatives and improving service quality.

Benefits for Contact Center BPOs



Improved Customer Service: Reliable and high-performance cloud connectivity translates to faster call routing, efficient agent support and a smoother overall customer experience.



Increased Agent Productivity: Faster access to customer data and real-time performance metrics empowers agents to resolve issues efficiently, improving overall productivity.



Enhanced Security Posture: Secure data transfer across cloud platforms minimises the vulnerability of sensitive customer information.



Operational Efficiency: Centralised management of cloud connections reduces IT workload and simplifies network operations.

Additionally, IZO™ Multi Cloud Connect, combining services with our Global public and private connectivity fabric will deliver:



Scalable Connected Platforms: Route calls, analyse recordings, track agent interactions and scale functions across different cloud contact center platforms for better quality control, training and changing business needs.



Data-Driven Decisions: Combine data from various cloud sources to understand customer behaviour, optimise call routing, and improve agent performance.

By leveraging IZO™ Multi Cloud Connect, contact center BPOs can create a robust, secure and scalable cloud network infrastructure. This translates to improved customer service, increased agent productivity, enhanced data security and streamlined IT operations.

Tata Communications improves Customer Experience for the Contact Center agents



Challenge: A technology consulting firm faced issues with dropped calls and poor voice quality for their US clients. The problem stemmed from their APAC-based agents relying on internet access to reach Azure Communication Services (ACS) in Singapore.



Our Solution: IZO™ Multi Cloud Connect provided the answer. All five agent locations in different parts of the world were connected via a secure, redundant network using a combination of Global VPN and our private MPLS VPN.

This network architecture includes IZO™ Multi Cloud Connect nodes in Singapore and Tokyo. Within these nodes, virtual routers were used to direct traffic efficiently. Application-aware routing ensures voice and data and regional specific traffic are routed in the most optimal manner.

Tata Communication's tier-1 IP network offered a reliable, single-hop connection to ACS for ultra-low latency.

More than 20% in cost savings, with 100% availability and uninterrupted access for the agents to access the platform.

Benefits



Superior Voice Quality: Advanced cloud network infrastructure and optimised routing algorithms to prioritise voice traffic, resulting in clearer and more reliable voice communications for agents leading to improved productivity.



Enhanced Security Measures: Secure data transfer across different platforms, while being regulatory compliant, ensures protection of sensitive customer information.



Faster Delivery: They can now connect, scale or add any new connections to their contact center applications with 3X the speed via our IZO™ Multi Cloud Connect platform.

The solution dramatically improved performance between agents and ACS. Clearer voice quality, enhanced security and 3X faster delivery resulted in a significantly enhanced customer experience for the consulting firm's US clients.



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

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