

“By 2020, a Corporate “No-Cloud” Policy Will Be as Rare as a “No-Internet” Policy Is Today” ~ Gartner Inc.

**Did you know?**

1. Many cloud providers **patch together Tier 2 and Tier 3 providers** resulting in **substandard voice quality**
2. When cloud providers **transfer the audio portion** of to a centralized node thousands of miles away it leads to bad voice quality
3. You can enter into a compliance chaos in a multi-vendor scenario for cloud contact centre
4. You are susceptible to security gaps if you go for a cloud provider that depends on a bunch of software, infrastructure, and network providers which have different security measures

Thus to realise the true benefits, you need a partner who knows the ropes!

- **82.5%** of companies recognise customer experience as a competitive differentiator
- **77.0%** can evidence cost savings via improved customer experience
- Omnichannel contact centre capability set to rise from 22.4% to **74.6%** in next 2 years
- **On-premise** IT solutions set to **drop from 60.1% to 23.1%** as cloud gains in popularity.

**On-premise vs. cloud based contact centres**

	Hosted or Cloud Based	On-premise
<b>Market Reach</b>	A cloud-based solution means quicker time-to-market – and less risk. With easy scalability, organisation can take on a "follow-the-sun" approach.	Slower market reach due to long implementation cycles. Planning and building an on-prem contact center solution means long lead times
<b>Total cost of ownership (TCO)</b>	Reduced TCO due to OPEX vs CAPEX approach. Minimal start-up and zero maintenance costs as software updates are maintained consistently by the cloud provider. Typically include a per-user licensing fee.	Large start-up and maintenance costs. Software and hardware need to be continuously updated. Huge resource pool is needed to manage the process. Further licensing costs are more granular and complex.
<b>Infrastructure</b>	The hosted infrastructure is maintained in the service provider’s data center while the IP connection to the cloud allows users to access that functionality.	On-premise infrastructure may vary by vendor and is subject to product and technology obsolescence in every 2-3 years.
<b>Migration strategy</b>	New features/services are readily available and can be added alongside existing systems to evaluate deployments.	Usually a rip and replace approach for any updates to existing infrastructure which can result in communication downtime and long roll out periods
<b>Disaster recovery (DR)</b>	Hosted CC solutions rely on the internet link and hosting service. Since organisations don't have immediate access like with on-premise, they need a service provider who can offer reliable redundancy and business continuity.	Though organisations have real time access to troubleshoot equipment, setting up and maintaining an on-premise DR could be an expensive affair.

**Tata Communications InstaCC Global™**



**Speed of Delivery**

- Migration in 90 days or less
- Unlike on-premise, ramp up does not need to be replicated across instances equally
- Cloud delivery = faster time to market



**Customer Satisfaction**

- Four dedicated contact centre PoPs and global network give high quality experience
- Knowledge of the market ensures compliance adherence



**Assured Service Level**

- Powered by Cisco HCS, world leader in contact centre infrastructure
- 99.982% uptime
- Problem management with SLAs of 2-4 hours
- ISO 27001 certified secure data center environment



**Increased ROI**

- Zero maintenance
- Predictable OPEX based pay-as-you-go consumption model
- Scale up or down based on your business needs
- Lower total cost of ownership

**Customer testimonials**

“We’ve been able to reduce hold time while significantly improving service levels.”

**NIT** Sunil Sirohi - CIO

“We can now launch services within three weeks, with the flexibility to route calls to our call centre of choice.”

**getit** Infomedia Rajeew Goyal  
VP Lead Management

## Success with State Bank of India

### Business Need:

- As the #1 bank in India, SBI had complete range of services minus **Wealth Management** portfolio
- **Mobility** was key for their business strategy to address HNI customers who are more tech savvy
- Need for a partner who could understand their business demands and address it end-to-end

### Challenges:

- Create **service differentiators** as market differentiator in already crowded space of Wealth Management
- **Redefine customer experience:** including collaboration, contact centre, mobility, network & data centre
- **Strict go-live** timeline expectations

**Solution:** Tata Communications' InstaCC Global™ for State Bank of India Exclusif wealth management initiative

### Business Benefits:

- **200** new customers recruited within first month
- Connect HNIs with Relationship Managers over using secure authorization protocols
- HNI customers connect remotely with their Relationship Manager over **voice, video & IM** including, co-browse to seek expert advice and **execute end-to-end transactions** online
- With E2E implementation of **90 days**

*"Tata Communications' InstaCC Global™ delivers a true omni-channel experience on smart devices anywhere. In our book, that's our number one consideration because it's so beneficial for our HNI customers."*

Mr. Shiv Kumar Bhasin, CTO, State Bank of India

## InstaCC Global™ Feature Set

### Richer Communications

- Complete **customer experience suite** from voice to video, chat, WebRTC, co-browsing, email and social channels
- In-App voice & video communications

### Convenient Touchpoints

- Modular, pre-integrated suite to support **mobile apps and CRM system**
- Inbound/Outbound/Blended Agent
- Rides on our global **multi-modal SIP trunk**

### Live Customer Knowledge

- Plug and play **social media** integration capabilities
- Social media crawler to capture required intel
- Real-time and historical reports including **call recording**

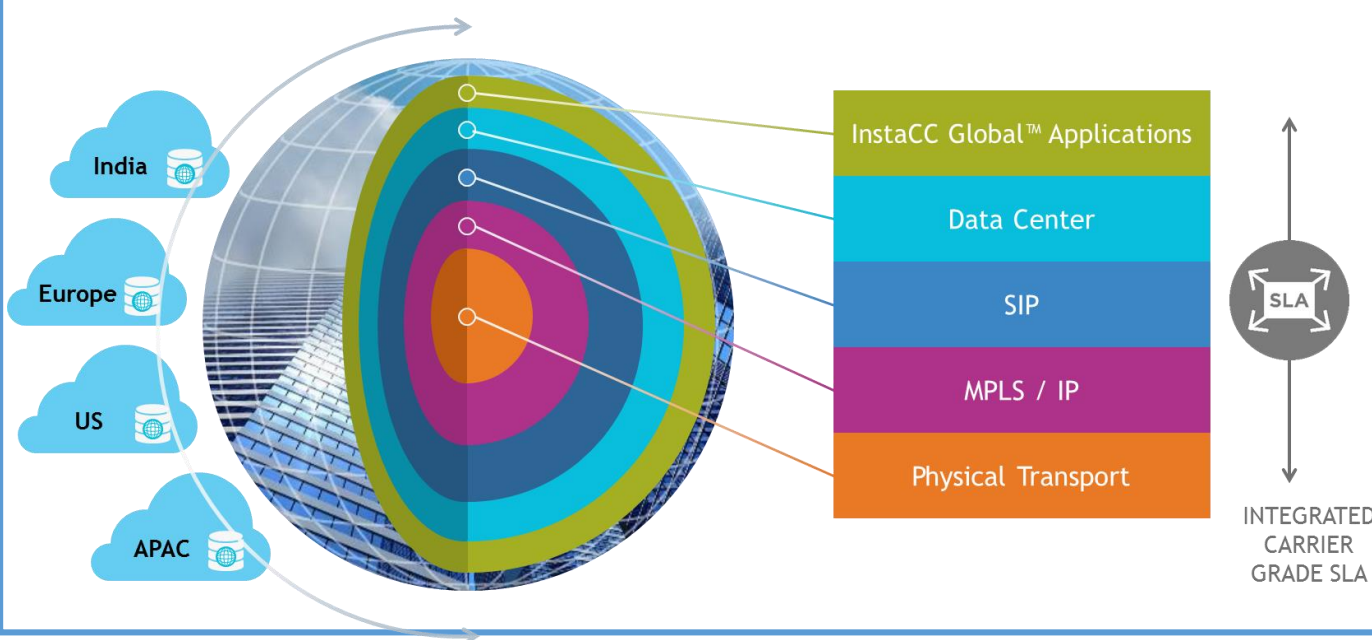
### Cost Effective Touchpoints

- Economic voice and chat enabled **virtual agents**
- Seamless integration with **3rd-party chat engines**
- **Workforce Management** as a Service

### Smarter Interactions

- Supports natural language processing and voice biometrics for intelligent identification, authentication and speech analysis

## Why Tata Communications InstaCC Global™ ?



- #1 International voice carrier
- Only tier 1 provider in the top 5 in 5 continents by internet routes
- InstaCC Global™ is powered by Cisco HCS (Gartner magic quadrant leader, contact centre infrastructure providers worldwide)
- Over 8 years of proven, award winning, hosted contact centre solution provider

### Managed Services Differentiator

- Unified SLA from application to network
- 24X7X365 global NOC support
- Over 200 certified experts
- 85% customer issues resolved within 4 hours

## Awards and Recognition



Cloud Innovator Partner  
of the Year, 2015

FROST & SULLIVAN

Hosted Contact Center Service  
Provider of the Year, India, 2011,  
2012, 2013, 2015, 2016, 2017



Leader in Magic Quadrant for  
Global Network Service Providers  
2014, 2015, 2016, 2017