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Tata Communications takes global contact centre call management to the cloud

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Cloud-based ICR / IVR products launched worldwide



James Walker, head of Global VPN Services, Tata Communications, at NetEvents EMEA Press and Analyst Summit Rome 2011

Tata Communications recently announced the launch of a new cloud-based platform for the global contact centre industry. New Intelligent Call Routing (ICR) and Interactive Voice Response (IVR) products offer an integrated solution for routing and distributing calls across multi-geography and multi-site call centres. Routing takes place over a single, fully enabled IP platform, delivering business efficiencies and a superior customer experience.

The on-demand, pay-per-use routing and distribution platform is based on the same all-IP core that powers the company's leading international voice network, covering 240 countries and territories worldwide. Customers will be able to leverage the robustness and global reach of this network whilst benefiting from a reduction in CAPEX equipment cost, OPEX power and management costs as well as overall ease-of-use.

"By integrating cloud-based ICR and IVR to its existing service portfolio, Tata Communications continues to be at the forefront of adopting a solutions-oriented approach to the voice business. By applying the tenets of a cloud approach to the contact centre industry, the company can enable customers to offload implementation and execution challenges whilst at the same time

scale efficiently by adding new sites or changing call flows to respond to market demands," says Jayesh Easwaramony, Vice President for ICT Practice, Frost & Sullivan.

Tata Communications' ICR / IVR solutions routes calls based on customer prompts or pre-determined rules, making it simple to distribute calls to the most appropriate global destination in relation to the time of day or day of week, increasing operational efficiencies

"Taking ICR and IVR into the cloud is an obvious evolution for Tata Communications as it brings together two of our core competencies – our global voice network and our managed services capabilities. Our customers have told us that there is a clear advantage in being able to seamlessly link these services around the world without resorting to complex procedures and integrations. This in turn, allows our clients to support their own customers and applications in the most beneficial way for their business. It is a winning combination of a reduction in operational costs and increased usability," says Christian Michaud, SVP, Product Marketing and Business Development, Global Voice Solutions, Tata Communications. "This new offering is a further enhancement of our existing cloud portfolio and reinforces our leading position in the Indian Hosted Contact Centre Market."

The ICR / IVR platform includes multisite management that allows customised routing by access number, a choice of interconnects via VoIP or TDM, percentage allocation to optimise traffic distribution and global fallback routing along with multi-language and customisable call flow applications – all of which are aimed at ensuring the highest levels of customer satisfaction.