

# Voice Interactivity for Better Experience (VIBE) Framework

Telecom

With the mobile-user base witnessing an upward growth trajectory, operators are looking at specific and measurable value added services (VAS) to reach out to more audiences. Propelled by the need to bring in service differentiation and create new revenue opportunities, operators are bringing in new VAS that are highly interactive and overcome linguistic barriers.

We at Tata Consultancy Services (TCS) offer Voice Interactivity for Better Experience (VIBE) Framework-a Value added services platform that offers mobile-based Interactive Voice Response (IVR) with a new user experience that is voice interactive and multi-lingual. Our solution uses a data channel for communication, and enables customizable, cost-effective, and scalable services. Leveraging VIBE, you therefore increase your Average Revenue Per User (ARPU) by engaging users in higher usage of VAS.

## Overview

With customers having multiple options available to them today, mobile VAS is increasingly being viewed as a means to increase ARPU and improve customer loyalty. Employing VAS on conventional IVR however, presents challenges such as language constraints and use of a circuit switch technology to transmit data, making the services expensive. Additionally, in order to garner complete benefits of this technology in terms of faster revenue realization and better customer experience, you need to ensure quicker go-to-market through better turnaround times for innovation.

Our VIBE framework presents an ideal solution to overcome such challenges. It facilitates development of vernacular voice-based services that has wide reach and acceptability amongst your consumers. Supported by a GUI, which is voice interactive and multi-lingual, we enable a dynamic text to voice-based interface, which allows you to offer a rich user experience.

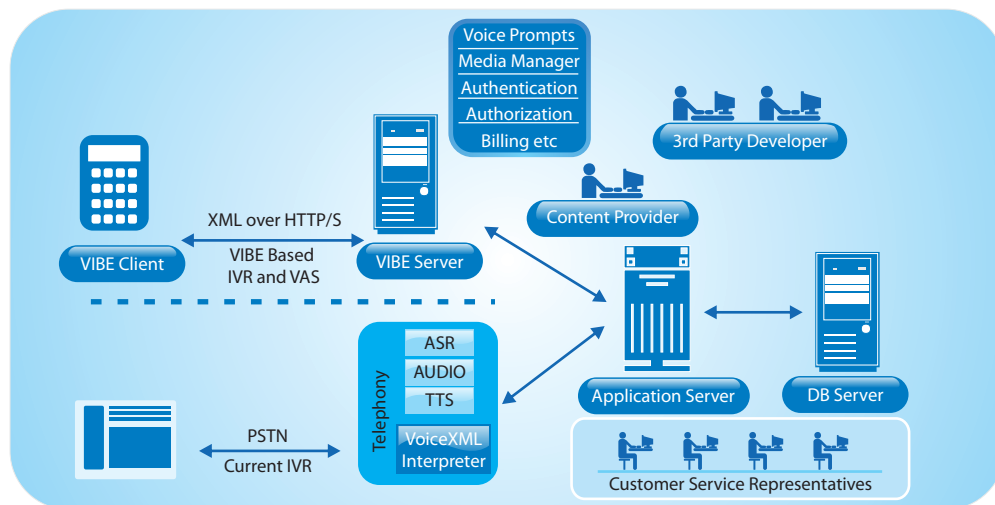
VIBE is a comprehensive framework that accelerates service creation and deployment in conjunction with a platform to host and manage the services. By adopting a hosted solution, you can reduce capital and operational expenditure. You also reduce costs because of the VIBE framework that uses a data channel, instead of a voice channel, for data transfer. Additionally, as most of the processing is done on the mobile device, you also decrease server infrastructure.

You can now offer navigation through different menu options by providing text, SMS and voice based user interface simultaneously on the mobile, thus providing an intuitive and rich multimedia experience and also saving in operational costs as compared to an IVR (Interactive Voice Response) based solution.

## Benefits

Apart from enabling lower costs, VIBE provides you with the scalability, reliability, and also maximizes operational efficiency. We also bring you additional advantages by:

- **Improved customer service.** We offer a unique delivery channel that helps you provide quality customer service, ensuring their satisfaction and loyalty.
- **Single adaptable solution.** You leverage a single solution with a rich suite of VAS that can be accessed from a variety of platforms.
- **Increased Return on Investment (RoI).** We enable rapid deployment of customized suites to help you maximize the value of your investment.
- **High interactivity.** We enhance your VAS with a high level of interactivity. This ensures a unique customer experience, keeping them engaged to the existing as well as new services.
- **Wide reach.** By enabling text and voice in a vernacular language, you reach out to a wider customer base, even exploring new segments and markets.



An overview of VIBE

## Why TCS

Our in-house, experienced professionals have developed VIBE, making it an innovative and proprietary technology. By deploying this unique solution, you capitalize the emerging VAS market, by enhancing your offering, and promoting its usage. You also gain from our:

- **Domain expertise and experience.** You harness our vast knowledge and experience in providing innovative value added services, to help you increase ARPU and build customer loyalty.
- **Flexible, customized solution.** We provide a business model that gives you the flexibility to select the solutions according to your needs, thereby enabling a customized solution.
- **Ready-to-deploy solution.** Our solution is equipped with a vast portfolio of ready-to-deploy applications that facilitate rapid deployment and increased RoI.

## Contact

To know more about our Telecom solutions contact [global.telecom@tcs.com](mailto:global.telecom@tcs.com)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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