Professional Services for Unified Communication and Contact Centers

IT Infrastructure Services

Companies need to deliver consistent, personalized, and proactive customer service across different channels, using features like interactive voice response (IVR) and optimal service agent routing. Contact center infrastructure owned and maintained by most enterprises is built on hybrid and legacy technologies, which usually do not get long-term support from the respective vendors. Moreover, such setups often comprise an array of disparate systems, which results in high operational costs and low productivity. Businesses need to modernize and upgrade their contact centers to reduce the total cost of ownership (TCO) and deliver quality service.

Tata Consultancy Services' (TCS') Professional Services for Unified Communication and Contact Centers help you design, monitor, and calibrate the customer journey to ensure a consistent and superior omni-channel experience. Our consultants and user experience (UX) designers help you transition to a bespoke, consolidated, cost-effective contact center incorporating the latest technologies.

Overview

As non-voice communication channels become increasingly popular with customers, businesses must ensure robust integration of touch-points like social media, email, chat, and text messaging with their existing contact center platforms. While most enterprises now use IVR systems to offer self-service options to customers, complex menu navigation and long prompts often result in an unpleasant experience. Inadequate follow-ups, multiple call transfers, and long hold times increase the turnaround time (TAT) for customer requests, thereby affecting the efficiency of service operations. Moreover, maintaining legacy contact center platforms is particularly challenging due to the additional effort and significant costs involved.

TCS' Professional Services for Unified Communication and Contact Centers involve a thorough assessment of your existing contact center environment to identify opportunities for revenue growth. We help support teams adhere to service level agreements (SLAs) across communication channels, by embedding contact center platforms with proven, cost-effective solutions. Our team undertakes extensive due diligence of your infrastructure to identify technology-related gaps that need to be addressed during system updates. TCS' transformation initiatives include platform modernization, standardization, aggregation, and virtualization, and result in higher operational efficiency and lower TCO.

Our Solution

TCS' contact center consolidation approach covers the following aspects:

- **Technology upgrade**: Enhance customer self-service applications to personalize menu options, simplify prompting procedures and accelerate authentication, and boost call routing efficiency. Optimize common agent desktop tools and shared CRM applications, and provision a robust technology platform and peripheral network for smooth omni-channel operations.

- **Process streamlining**: Carry out continuous process improvement initiatives, incorporating best practices relating to operational productivity, workflow simplification, workforce efficiency, monitoring and reporting, and customer segmentation.

- **Resource loading**: Cross-skill and train your resource pool to improve efficiency, and reduce personnel costs. Serve multiple clients with effective resource pooling, and reduce organizational complexity with limited span of control across L1, L2, and L3 support teams.

Benefits

With TCS' Professional Services for Unified Communication and Contact Centers, you can reap the following benefits:

Increased customer satisfaction: Provision a well-rounded and consistent customer experience across all touch-points with omni-channel, self-service features and personalized IVR menus. Effectively cater to evolving customer preferences and segment target groups to improve first call resolution (FCR) by 10 to 20%.

Higher organizational productivity: Increase call termination in self-service IVR menus by 40 to 60%, through automation and natural language processing (NLP) capabilities that accelerate FCR rates without human intervention

Assessment

Consultation

Contact Center Technology

Solution Design
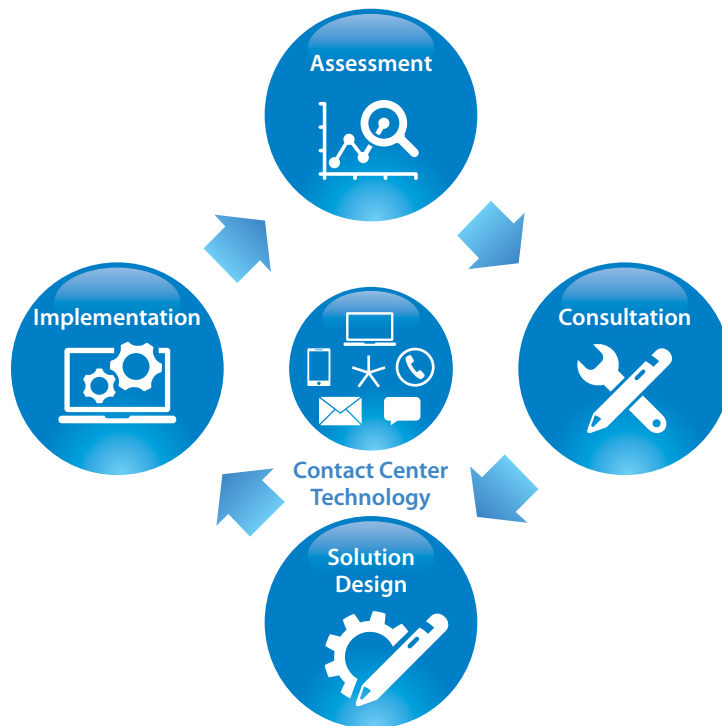
Implementation

The TCS Advantage

We help you reimagine your service desks. By partnering with TCS, you can enjoy the following advantages:

- **Technical expertise**: Our associates are trained and certified in implementing customized contact center solutions including those of Cisco, Genesys, and Avaya. TCS' application development and support engineers provide comprehensive tailored solutions to meet your specific business requirements.

- **Streamlined processes**: Using a well-structured escalation matrix and clearly defined delivery model, we provide reliable and effective support during solution development and transition phases.

- **Strategic partnerships**: Over the years, TCS has built strong working relationships with leading providers of contact center solutions including Cisco, Genesys, Avaya, and Nuance. We have also forged service partnerships with vendors such as Verint, Nice, Aspect, and Audiocodes for offering other value-added services.

Reduced TCO: Minimize operating costs by consolidating contact center platforms and applications that can be run and managed from a centralized location, leading to reduced incidents and higher availability.

TATA CONSULTANCY SERVICES

Experience certainty.

Awards & Recognition

Brand Finance® #1 Most Powerful IT Services Brand 2016	Forbes 2015 THE WORLD'S MOST INNOVATIVE COMPANIES	JK Superbrands 2016	top EMPLOYER GLOBAL 2016 CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

To know more

Visit the **IT Infrastructure Services** page on **tcs.com**
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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.

For more information, visit us at **www.tcs.com**

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