

Conversational Enterprise

Conversational Experiences



Enterprise functions, especially customer service centers, contact centers, sales and marketing are currently inundated with challenges such as evolving customer expectations, short customer attention spans, decreasing consumer loyalty, poor Return on Investment, and rising production costs amid low employee morale and declining productivity.

Tata Consultancy Services' (TCS') suite of Conversational Enterprise solutions helps companies maintain their competitive edge ahead of technology advancement. Optichannel solutions along with personalized, multi-modal engagement features on conversational AI platforms help increase customer satisfaction and loyalty, boost employee morale and productivity, and bring down costs.

Overview

With instant gratification being the order of the day, customer expectation is on the rise. From emotional connect to 24x7 availability, real-time response to enterprise presence on the preferred platform or channel, customers are changing preferences and demanding personalized service. Tech-savvy employees want a great experience and the latest features on the enterprise apps. The need of the hour is conversational AI platforms.

TCS' Conversational Enterprise harnesses the latest digital technology to increase agility and flexibility, allowing companies to transform consumer experiences. We implement conversational AI use cases — across verticals — aimed at superior customer experience and loyalty. With collaboration at the center, our solution focuses on channel- and customer-specific messaging and feedback through use of chatbots and voice bots, as shown in Figure 1. We transform contact centers, making them multi-lingual and equipping them with the right mix of virtual and human agents, saving cost and improving availability, consistency and the ability to provide personalized services.

Our Solution

TCS' Conversational Enterprise suite is based on Business 4.0™ principles of driving exponential value, mass personalization, leveraging ecosystems, and embracing risk. It comprises:

- **Conversational AI advisory:** helps identify appropriate conversational AI use cases as well as the right technology and channels
- **Creating virtual agents/bots:** design, develop, test and deploy bots for various channels. Chat and Voice bots integrated with VPAs, Smart Speakers and Messaging Platforms like Alexa, Google Assistant, Siri, Cortana.
- **Transformation of contact centers:** includes conversational AI layer with human-like virtual agents and AI-augmenting human agents
- **Use of multi-modal engagement:** utilizes multi-media, vision/gestures, virtual avatars and context-awareness to enrich conversational interfaces; develops immersive XR experiences for customers (on-premise and smart glasses) and role-based AR/VR solutions for employees
- **Deployment of conversational analytics:** enables extraction of insights from conversations, ensuring alignment with business objectives
- **Conversational knowledge management (KM):** leverages AI-centric approaches to synthesize knowledge from enterprise knowledge assets

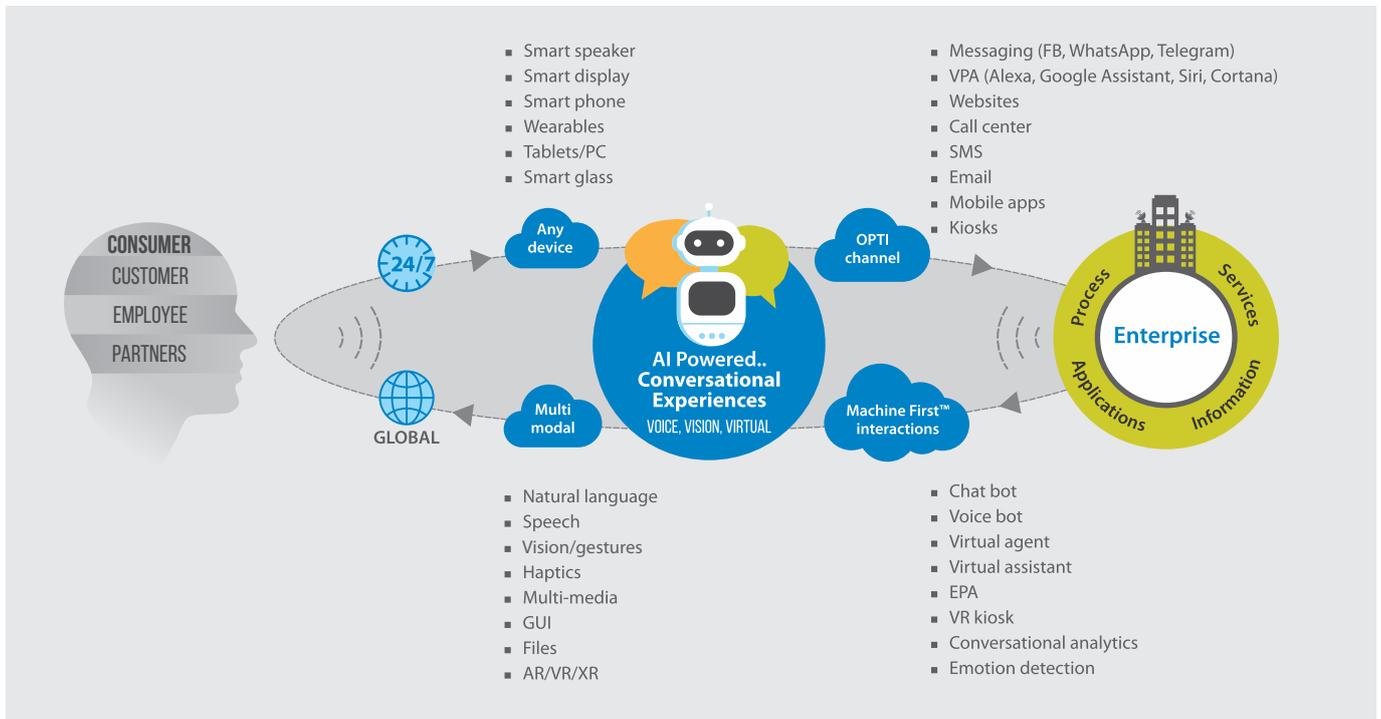


Figure 1: An overview of TCS' Conversational Enterprise

Benefits

TCS' Conversational Enterprise suite offers the following benefits:

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Customer satisfaction: increases by 50% with the effective combination of voice, vision, and virtual; customer call waiting times slashed to zero
- 
More customers, greater loyalty: through personalized, multi-modal, opti-channel conversations
- 
Employee productivity and effectiveness: helps employees perform better in sales, marketing and service, with 30% increase in productivity
- 
Greater customer attention, stronger brand: with the right persona(s) and intelligence
- 
Cost savings, lower workload: lowers expenditure and workload as 15% or more of all customer service interactions are handled by virtual agents
- 
Wider reach: covers all segments, thanks to natural interfaces in smart devices
- 
Digital engagement: increases by 20%, enabling new business models and revenue streams
- 
Better employee morale: lifts morale through reduced onboarding time, increased access to experts and remote support

The TCS Advantage

Collaborating with TCS offers the following unique advantages:

- Multi-platform capability:** we have expertise across all leading conversational platforms, including IBM Watson, Microsoft LUIS, Google DialogFlow, Amazon Alexa, Kore.ai, and Rasa.ai
- Alliances:** partnership with all major conversational platform vendors and CE-specific alliances for areas such as Amazon Connect and Twilio help us deliver the best results
- TCS COIN partnerships:** TCS COIN partnerships provide best-of-breed solutions in areas such as virtual avatar, biometrics, conversational analytics, and language translation
- Global delivery capability:** our global delivery team has specialists focused on local languages and nuances
- Teams with multifaceted skills:** our teams have composite skills such as UI design and conversational scripting
- Seamless solutioning:** TCS' CE ability ensures end-to-end services, from envisaging to implementation
- In-house expertise:** TCS leverages experts in cognitive operations, enterprise applications, and interactive technology to provide comprehensive solutions
- Ecosystem leverage:** our use case-centric approach makes the most of the ecosystem of TCS, Open source and COTS

Awards & Recognition



To know more

Visit the [Conversational Experiences](#) page on [tcs.com](#)
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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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