

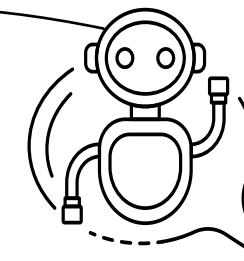
Hello!  
How can I assist you today?

# Next Generation Contact Center

Powered by Unified  
Communications Platform



# Preface



Contact centers are the face and backbone of enterprises, and the same is true for the banking and financial services industry as well. With rising focus on customer experience, contact center interactions are now viewed as a strategic opportunity to engage with customers when it really matters and are rapidly evolving into customer engagement hubs.

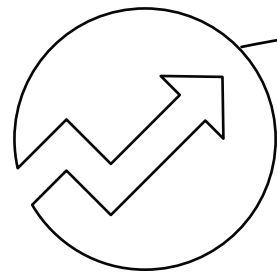
The key objective is to take customer service to a whole new level by not merely resolving issues but also recommending the next best action to facilitate continuous engagement across the customer lifecycle. The financial services industry is now looking at transforming contact centers into customer engagement hubs that facilitate continuous engagement across the customer lifecycle through next generation contact centers.

In such next-generation contact centers, multiple communication channels like telephony, video, chat, messaging, and e-mail converge to provide a seamless and frictionless experience through unified communications platforms (UCPs).

Organizations are exploring contact-center-as-a-service (CCaaS) or communication-platform-as-a-service (CPaaS) with built-in opti-channel support and artificial intelligence (AI) capabilities to enhance customer service. There is an increased push to provide improved self-service options and interact with customers in their channel of choice (e.g., Bots, messaging etc.)



# Current and Future Trends



**Modernization of Contact Center Estate** – Many organizations have their contact centers hosted on-premises where they are spending a lot on the upkeep of the infrastructure, network, and contact center platforms. With new cloud-based models, there is an opportunity to move to a much for flexible, capability rich, opex driven model which can be scaled up and down on demand. Most of the organizations are exploring cloud migration for their contact centers.



## **Increase in self-serve capabilities across channels**

**AI enabled chatbots on web and mobile app** – Chatbots can act as first line of defense and help to respond to simple to medium complexity queries and can be available 24 X 7

**Natural language IVR** – Customers prefer to interact in a natural way ‘Please provide my balance’ rather than going through the menu structure ‘Press 2 for Balance’. With advancements in conversational platforms and NLU capabilities, it is now possible to provide a richer and immersive experience through Natural Language IVR.



**Increasing focus on Omni-Channel** implementation for improved customer experience where customers can start the interaction on any channel but seamlessly switch between the channels retaining the context.





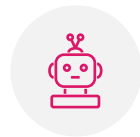
**AI and Advanced Analytics capabilities** getting integrated in the contact center platforms – Most of the modern-day contact center platforms have lot of built in AI & analytics capabilities which can help in sentiment analysis, real-time speech analytics and transcription, fraud detection, next best action which can be leveraged to significantly improve the overall customer experience.



**Focus on Agent Experience** and productivity improvements through automation and AI is leading to better job performance, productivity, and retention. Agent experience can be enhanced by providing a modern-day unified agent desktop with 360-degree view of customer, no reworks/copy-paste, virtual assistance for knowledge search, process guidance and contextual recommendations.



**Generative AI** to be used in Contact Center for improving operational efficiency of agents through summarization of call and real-time sentiment analysis



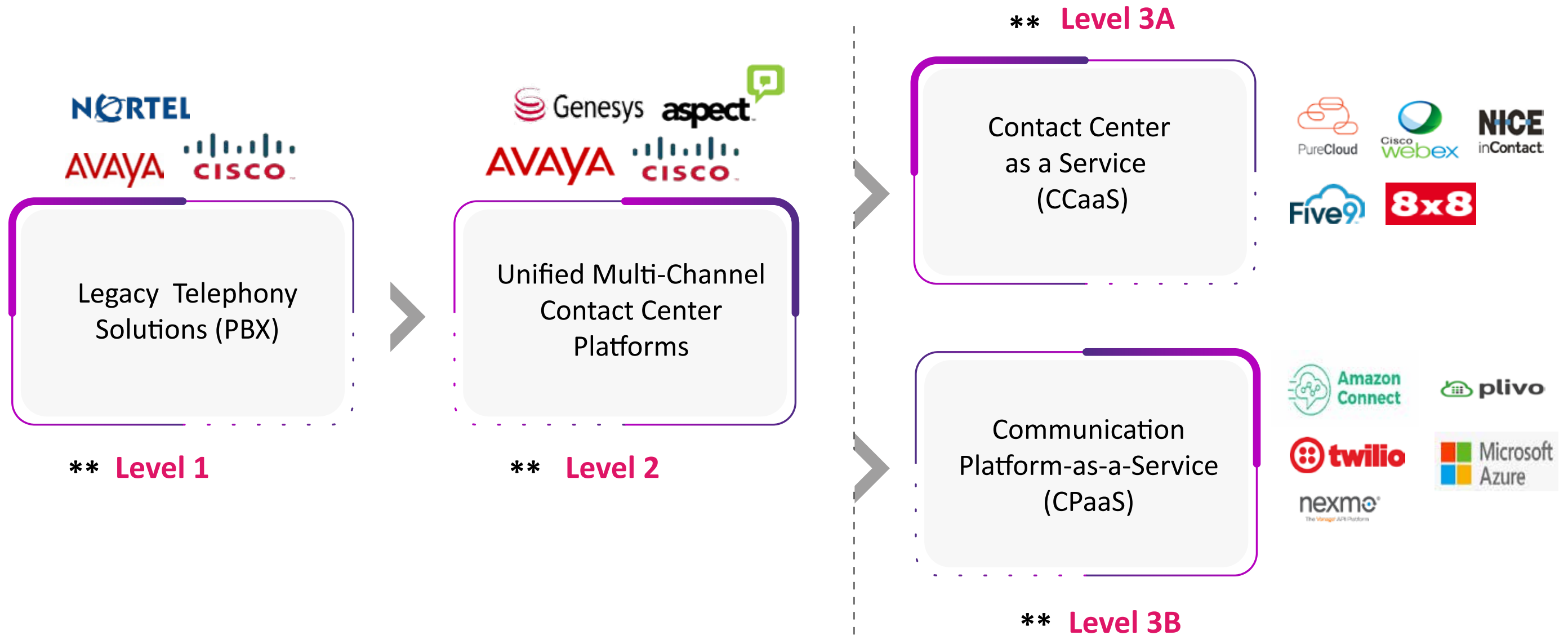
**Chatbots powered by Generative AI** for improved and more human like responses creating a deeper customer engagement and improving bot outcomes



Focus on tools like **advanced WFM** which help to manage **hybrid teams**

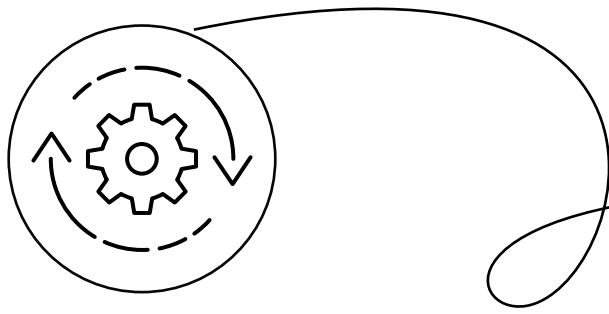


# Evolution of Contact Center Technology & Future



**Towards Customer Experience Hub leveraging cloud solutions (CCaaS & CPaaS)**

\*\* Indicative product list across levels



# Evolution of Contact Center Technology & Future continued....

## Contact centers have evolved significantly over the decades

### Level 1

represents the legacy, hardware-oriented, and network-centric call centers that used PBX or ACD systems to link calls to customer agents, requiring no other integrations.

### Level 2

denotes the next-generation, programmable call centers armed with interactive voice response (IVR) systems, computer telephony integration (CTI), intelligent routing, and more. This is integrated with enterprise systems to enable some self-servicing before connecting an agent with the customer.

### Level 3A

denotes CCaaS that includes hosted contact center solutions with built-in capabilities for Opti channel support, intelligent routing, unified desktop, and integrated workforce management (WFM) tools. With all these bundled features coupled with a configuration-based approach, the CCaaS platform improves time-to-market for modernizing the contact center.

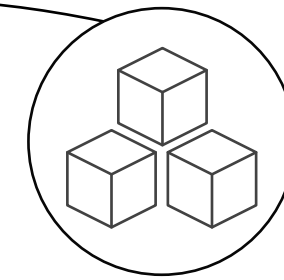
### Level 3B

represents CPaaS with programmable application programming interfaces (APIs) for developing functionalities, AI-backed UCPs, and plug-ins for standard customer relationship management (CRM) suites and other contact center ecosystem products like WFM and more. The CPaaS model supports open standards-based integration, enabling a high degree of flexibility to develop applications targeted at specific business needs without being constrained by product limitations.

Our experience reveals that most banks and financial institutions are still at level 2 or 3 and are yet to move past these levels. While levels 4 and 5 are cloud-based solutions, there is a minor difference between CCaaS and CPaaS models. The CCaaS model provides built-in capabilities with a configuration-based approach, whereas the CPaaS model offers APIs that require development effort but drive flexibility



# Building Blocks for Next Gen Contact Center



## Opti-Channel Integration

- Channel of Choice ( Phone, Chat, Email, Chatbot, Video, Social Media, Smart Speaker etc.)
- Optimum channel based on context
- Channel Continuity & Seamless Hand-offs

## Self Service & Machine First Interaction

- Self Service through expanded digital channels
  - Chatbots
  - Email Bots
  - Social Media
- Conversational AI technologies, automated authentication, Voice Biometrics
  - NLP IVR
  - Predictive IVR

## Employee Experience

- Unified Agent Desktop
- 360-degree Customer View
- Agent Assist
- E2E Process Automation
- AI Guided Interactions
- Next Best Action

## Contact Center Building Blocks

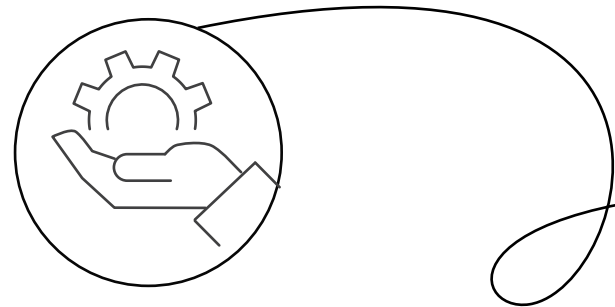
- Customer Journey Analytics
- Realtime Speech and Text Analytics
- Customer Segmentation and Personalized Treatment
- Call Volume Forecasting
- AI Enabled Workforce Management
- Omni-Channel Recording
- AI Enabled Quality Assurance
- Cloud Based, Flexible, On-Demand, Scalable Infrastructure
- Quick setup
- Pay-as-you-go-Model
- Work-from-Anywhere Enablement

## Advanced Analytics

## Operations Transformation

## Contact Center Infrastructure





# TCS Contact Center Capabilities and Services



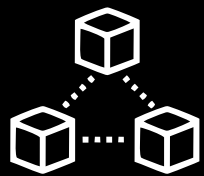
## Advisory Services

- CC Strategy & Assessment
- Use Case Identification & Planning
- CC Transformation Roadmap & Business Case
- Vendor & Technology Evaluation
- Evaluation for AI Enablement in CC



## Architecture & Design

- CC Architecture
- Conversation Design (HCI Design)
- Impact Assessment
- Self Service & Channel Enablement Design
- Agent Design
- Integration Design
- Reporting & Analytics Design



## Implementation Services

- CC Configuration and Build
- Communication APIs
- CC AI Enablement (NLP IVR, VA, Agent Assist)
- Channel Enablement & Integration
- Enterprise Integration
- Knowledge Build & Learning

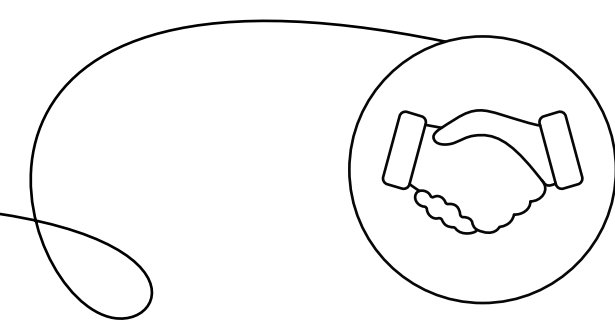


## Managed Service

- CC Monitoring & Support
- CC Assurance, Optimization and Enhancement
- CC Analytics
- CC Operations



# TCS Contact Center Capabilities and Services continued....



## Customer Experience Transformation

### CC Technology

- Implementations → 1580+ cc Associates
- Managed Services → 10+ Product labs
- Technology Consulting → 75+ Transformation Projects

### CC Operations

-  150+ Customers
-  25+ Global Delivery Centers
- 19000+ cc Associates
- 100Mn+ Annual Interactions

### Conversation AI & Automation

-  Machine First Delivery Model (MFDM™)
-  Conversational Experience Focusing on AI, ML & NLP Applications & Cloud CC

### Experience Design & Consulting

- Customer Journey
- Design Thinking
- UX/UI Design
- Agent Experience Simplification

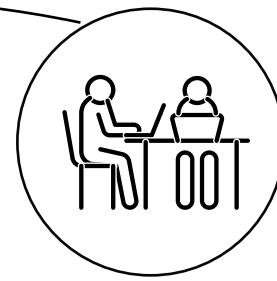
## Technology Alliance Partners



# Success Stories



# Indicative Consulting Experiences for Contact Center



Leading Home Insurance Co, USA

Leading Motor Finance Company, USA

Speciality Insurance Co, UK



# Leading Home Insurance Co, USA

The leading Home Insurance company in US was looking to improve ease of doing business with policy holders as well as agencies with low friction self-serve capabilities and revamping their contact center. The engagement was a blend of Operations, Technology and Strategy

## Engagement Highlights

### Consulting Engagement Overview

- Discovery and Current State Assessment, Gap Analysis
- TCS ran the RFI and RFP process to shortlist from top 8 contact center platform providers
- TCO Analysis and Business Case Creation
- Prepared Transformation Roadmap

### Technology

- Leading CC platform providers were considered for the RFI and RFP

### Benefits Delivered

- Migration from on-premise servicing solution to Cloud based version with 25 to 30% cost reduction.
- Improved self-servicing capabilities by 15 to 25%
- FTE Optimization by 10 to 15%
- Improved reporting and dashboard for management



# Leading Motor Finance Company, USA

Leading Motor Finance Company and its parent organization where modernizing the contact center and needed consulting help in selecting the right platforms and partners.

TCS helped both the companies to select the strategic platform and partner for modernization

## Engagement Highlights

### Engagement Overview

- Evaluation of vendors based on RFP Responses, Defense presentation and Deep dive Design sessions.
- Evaluation of POCs/Demos based on the use cases provided
- Recommendation on right ecosystem partners

### Technology

- Multiple SI partners and contact center platform vendors were involved and engaged as part of the RFP process.

### Benefits Delivered

- Selection of strategic implementation partner for Operations and transformation initiatives
- Recommendation of right products in the CC ecosystem to enable future roadmap
- Recommendation of right platform for Conversational experiences across voice and text



# Speciality Insurance Co, UK

Specialty Insurance company was taken over by a Private Equity firm and one of the core theme for transformation was to modernize the contact center.

TCS helped them define the future state needs, select the right platform and provide an implementation roadmap

## Engagement Highlights

### Engagement Overview

- Capturing Future State Requirements across voice, non voice channels
- Shortlisting of CC platform based on future needs
- Provide progressive Implementation roadmap

### Technology

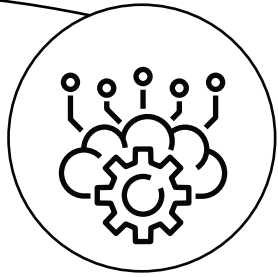
- Leading CC platform providers were considered for selection

### Benefits Delivered

- Lower cost due to cloud migration
- Addition of new channels like Chat, Chatbot
- Usage of Dialers and CRM integration
- Usage of Unified Agent Desktop for better agent experience



# Implementation Experiences for Contact Center Cloud Migration Experiences



Leading US based Retailer

Leading Insurance company, Canada

Leading Building Society, UK



# Leading US based Retailer

Cloud Contact Center transformation project implemented in Genesys Pure Engage for US based Retailer.

Objective is to transform on-premise Contact Center to Cloud based set up to support more than 11,000 stores in USA and UK

## Engagement Highlights

### Solution Overview

- Transform on-premise based Avaya / Genesys Contact Center solution into Cloud.
- Integrate Cloud Contact Center solution with customer's Cloud applications for self service, CTI and reporting.
- 7,000+ named agents across channels

### Technology

- Genesys PureEngage Contact Center for Voice, Chat, Email, SMS, Callback and Outbound

### Benefits Delivered

- Eliminated hardware footprint in customer data centers
- Increased digital channel adoption
- Flexibility to up/down scale agent licenses on demand
- Advanced customization for automation





# Leading Insurance company, Canada

Global Service Desk transformation project implemented in Genesys PureCloud for Canada based Banking and Financial customer.

Objective is to transform Service Desk through Cloud capabilities and proactively resolve issues via auto-heal capabilities.

## Engagement Highlights

### Solution Overview

- Transform on-premise Avaya Contact Center into Cloud based Contact Center for NA and APAC customer.
- Implement Omnichannel capabilities to reduce voice calls and improve digital adoption.

### Technology

- Genesys PureCloud Contact Center
- Genesys PureCloud integration with Twilio and MS LUIS for voice based Virtual Assistant
- Success KPI for Speech Analytics, QM and BI Reporting

### Benefits Delivered

- Migration from on-premise servicing solution to Cloud based version with 25 to 30% cost reduction.
- Improved self-servicing capabilities by 15 to 25%
- FTE Optimization by 10 to 15%
- Improved reporting and dashboard for management



# Leading Building Society, UK

Cloud Contact Center transformation project implemented in Amazon Connect for UK based Wealth Management Customer.

Objective is to migrate on-premise Telephony to Cloud and integrate with Enterprise applications in a quick turnaround time.

## Engagement Highlights

### Solution Overview

- Migrate Back-office Telephony and Contact Center agents from Cisco UCCE to Cloud Contact Center
- Phased migration of channels to start with Chat and then other channels.

### Technology

- Amazon Connect Contact Center (Voice and Chat)
- AWS services like Lambda, Kinesis, Cloud watch

### Benefits Delivered

- Quick enablement of Chat channel
- Customized reporting and dashboards
- Faster adoption of Chat from Voice
- 35% reduction in voice calls



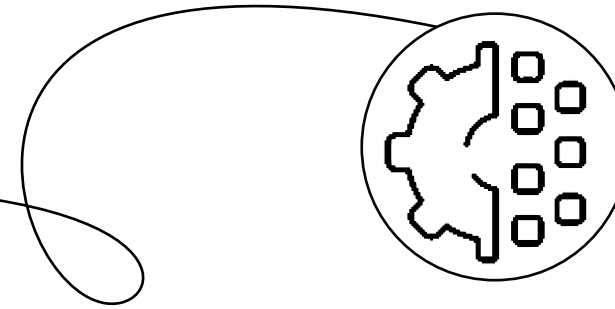
# Way Forward



Hi!  
How can I help you?



# Way Forward – Transformation Approach



Most banks operate with legacy infrastructure resulting in poor customer service and experience. Given evolving customer expectations, it is imperative for banks to modernize and transform their existing contact centers to take customer experience to the next level.

To accomplish this, banks must:

- Envision the future-state customer engagement model
- Perform gap analysis
- Establish platform evaluation criteria
- Compare CCaaS and CPaaS to identify the right platform
- Build a strong business case
- Define an implementation roadmap
- Define target-state architecture
- Implement solutions ensuring incremental value delivery

Contact centers can no longer be considered just a channel to reactively resolve customer issues. They must be seen as engagement hubs where each interaction is an opportunity to engage with customers through their preferred channel, proactively send personalized offers and next-best recommendations, and drive sales conversions. Going forward, banks must establish next-gen contact centers underpinned by UCPs to transform the way they engage with customers, deliver delight, improve customer satisfaction index, and NPS





## **Envisioning Future State & Gap Analysis**

- Define the vision for future state for Customer Engagement
- Define KPI's for future state
- Understanding the current technology landscape and products used
- Understanding the current pain points and Challenges
- Gap Analysis with Future State

## **Platform Evaluation**

- Understand aspirations from business and Operations team
- Establish Platform Evaluation Criteria
- Compare Market Leading platforms from CCaaS and CPaaS vendors and shortlist the vendors

## **Business Case Creation**

- Obtain commercial quotes from shortlisted vendors
- Obtain a high- level implementation cost
- Work with business team and stakeholders for developing business case
- Identify quick wins and pilot them on chosen platform

## **Iterative Implementation**

- Define Target state Technical Architecture
- Define Implementation Roadmap with intermediate milestones
- Define Migration Approach
- Develop solution as per implementation roadmap
- Iterate with incremental value drops

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge.

TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 616,000 consultants in 55 countries help empower individuals, enterprises, and societies to build on belief.

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