Cloud Contact Center Services

Cognitive Business Operations

The role of the contact center portfolio for a modern business has changed in the past few years. From a good-to-have capability, it has now become a critical part of customer experience, acting as a company's brand ambassador and influencing the end-user perception. As a result, businesses are eager to adopt latest technologies such as artificial intelligence (AI), natural language processing (NLP), automated speech recognition (ASR), and text-to-speech conversion (TTS) technologies to upgrade their infrastructure and leave a better customer impression.

Tata Consultancy Services (TCS) understands the criticality of intelligently responding to customer queries for businesses today. We offer a scalable, cloud-based contact center platform that leverages NLP, AI, ASR, and TTS to provide a holistic view of the customer complaints, feedback, and sentiment to service agents. With our Cloud Contact Center Services, businesses can reduce investments in full-time resources, digitally transforming their contact center for positive outcomes.

Overview

In the Business 4.0™ era, a contact center is mandatory, adding significant value to the entire customer experience. However, traditional contact centers are replete with challenges: agents face high call volumes and cannot respond to queries in real-time. End-to-end contact center platforms, including all the requisite technologies, come with cost-intensive implementation and need support from trained professionals. Further, implementation timelines become stretched as sophisticated integrations (NLP, AI, ASR, and TTS) have to be incorporated, implying an extremely high fixed upfront cost for businesses. Clearly, a platform that's easily scalable and adaptable to emerging technologies is the need of the hour.

TCS offers a cloud-based contact center platform that simplifies the understanding, processing, and resolution of customer queries. Using an advanced AI engine, different query formats can be analyzed, routing responses through conversational assistants and chatbots -- or directed to a human agent based on an escalation matrix. Our Cloud Contact Center Services are capable of covering a variety of channels, including voice, mobile, web, email, and social media. Businesses can envision an omnichannel and cognitive technology empowered contact center at low upfront investments. Figure 1 shows the various modules present in the solution.

Our Solution

The solution offers the following salient features:

- **Cognitive cloud customer experience as a service** - can be scaled as per business requirements without leaving out essential functionalities or investing in unnecessary resources, with zero vendor lock-in

- **Domain-specific configuration** - is designed keeping in mind key industry verticals such as retail, energy and utility, and telecom, where contact center responsibilities are crucial

- **Machine First Delivery Model™ (MFDM™)** - is backed by robust, industry-leading AI and ML engines, which use advanced cognitive interfaces to optimize multi-channel and social media routing

- **Deployment and OEM flexibility** - includes tailormade cloud-based solutions and an exhaustive list of OEM products to choose from

- **Strategic support** - performs cloud readiness assessments, contact center architecture design, features overlaying on top of the selected OEM platform, and migration from existing systems
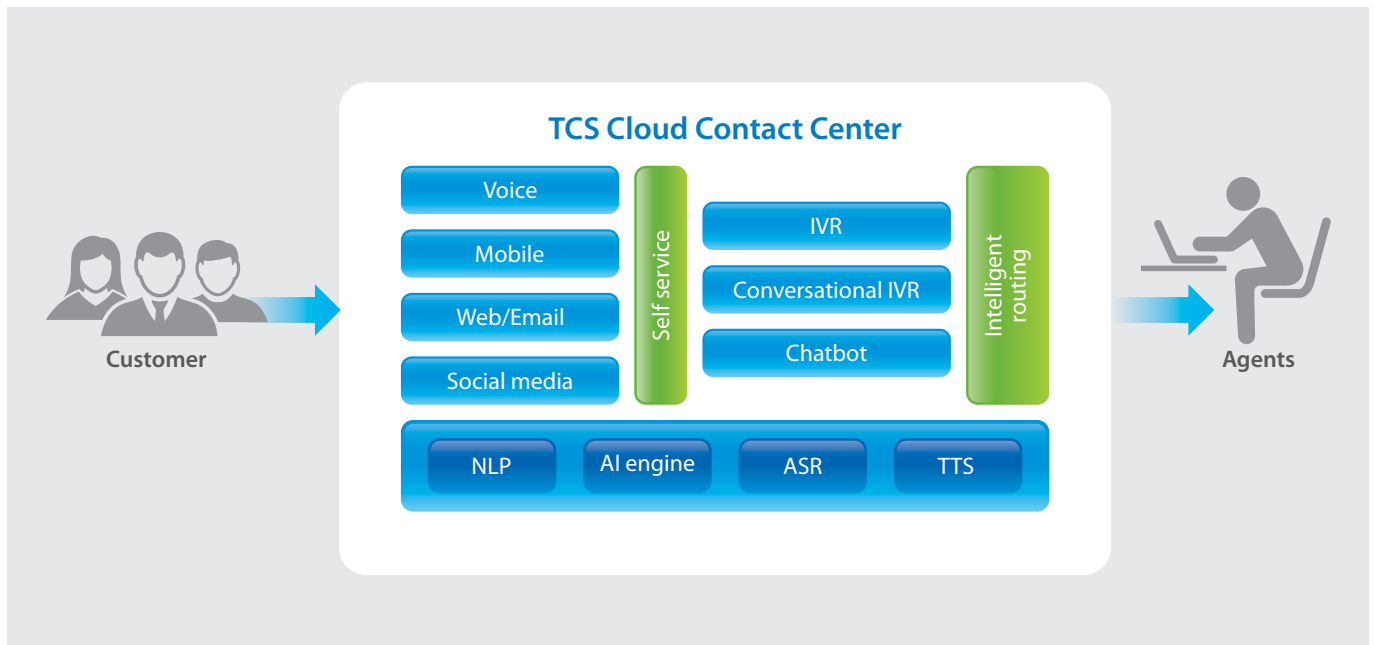
Figure 1: An overview of TCS' Cloud Contact Center Services

Benefits

Customers can achieve the following key benefits:

Heightened versatility - respond quickly to different forms of queries from diverse sources, building an agile contact center

Accelerated transformation - speed up the digitalization of contact center platforms through an easily scalable environment, integrating the latest technologies as per requirement

Reduced costs - cut down IT costs involved in contact center upgrades by eliminating the need for monolithic technology structures; also optimize contact center team size by boosting individual employee performance

Improved market reputation - refine each query resolution pathway based on holistic data, reducing iterations and aligning the solution

The TCS Advantage

By partnering with TCS, businesses can leverage the following differentiators:

- **Wide industry experience** - TCS brings over a decade of experience in designing, deploying, and managing contact center solutions, with trained and certified associates

- **Cutting edge technology** – TCS' MFDM™ utilizes AI and ML systems to speed up implementation

- **OEM agnostic** - clients can pick and choose the best-in-class hardware components for different features, seamlessly integrating the same with cognitive contact center capabilities

- **Managed services** - TCS assists clients across the entire implementation lifecycle -- starting with maturity assessment up to the final migration -- with flexible managed services support without being bound to a single vendor

Awards & Recognition

To know more

Visit the **Cognitive Business Operations** page on **tcs.com**
Email: **cbo.marketing@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.

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

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