Tata Tele Business Services (TTBS) provided the client with a Toll Free Number (TFN) to carry customer calls from different locations. To enable cost efficiency, Session Initiation Protocol (SIP) Trunk with 300 channels was set up in central locations and TFN calls were routed to its Public Switched Telephone Network (PSTN) pilot number. TTBS’s technology involving geography-based routing that facilitated location and language based steering to the right call-centre executive. The robust SMS gateway platform was integrated with data pertaining to Customer Relation Management (CRM) so that trouble tickets and service request numbers were delivered to the customers’ mobile numbers directly.

Our client is one of India’s largest and fastest-growing digital platforms for local services need fulfillment. The brand has its presence in over 40 cities, connecting tens of millions of users and local businesses in 500+ needs categories such as computer training, serviced apartments, wooden flooring, party catering, baby-sitting, elder care, yoga lessons, kitchen renovation, wedding photography, moving-packing, pest control, event planning and auto repair. It approximately connects 25 million users with 5 million businesses each month across different local service categories.

With the widest range of Enterprise Solutions, Tata Tele Business Services caters to ICT requirements that businesses may have, no matter the size or the stage in their life cycle. Here is a successful deployment for our client in Tamil Nadu.

The company’s vision is to become the home-screen icon for local services for 100 million Indians every day. This enterprise has 14 offices and 1,300+ employees across India, in cities such as Delhi, Mumbai, Pune, Ahmedabad, Hyderabad, Bengaluru, Kolkata, and Chennai while also maintaining an international presence in Austin, Texas.

One of the major requirements was to route customer enquiries on various services from different language zones to the right call centres, based on the option selected by the customer. Another aspect was sending an SMS to customers with details of their service request while addressing the huge volume of incoming calls every day. In addition, there was a need for SS7 mobile numbers for agents to make cost effective outbound calls to advertisers for contract renewals.

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Benefits

The solutions offered by TTBS enabled the client to achieve operational efficiency, while providing the comfort of speaking to someone from the same region to its customers. It supported the geographically-spread company to enjoy a ‘single office’ experience in spite of having distributed offices and a support and service network which was spread across the country. TDBS solutions also helped the company to consolidate operations and seamlessly function through the process of implementation of digitisation.