

REDEFINING BUSINESS COMMUNICATION WITH TECH-ADVANTAGE

Strategies to boost business communication for better Customer Experience



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Mumbai, September 27, 2021

Tata Tele Business Services (TTBS) India's leading brand of B2B connectivity and cloud solutions highlighted the importance of "Redefining Business Communication with Tech Advantage of workplaces in the new normal" in roundtable forum DO BIG Digital CXO Round Table Discussion with industry leaders from diverse sectors.

The discussion centered around the fact that due to the ongoing covid 19 restrictions that have intersected virtual working in collaboration, there has been a rising need for enterprises for smart internet, IoT, Cloud communication and cybersecurity solutions.

The notable participant speakers as well as TTBS representatives for the event were **Sweta Mangal**, Co-founder and Former CEO of (ZHL) Ziqitza Health Care, **Capt. Muthu Krishnan Iyyappan**, CEO Eka Academy, **Atul Chugh**, Founder at BeyondSkool, **Manoj Barot**, CMO and Founding Member at BridgeLabz, **Dr. Mona Pankaj**, Occupational Therapist and Partner Ergo cure; the event was moderated by **A. S Muthu Prasanna** - Founder Crumbles.

Sharing his views on the subject, **Mr. Manish Singh**, General Manager, Tata Teleservices said, "Covid-19 has accelerated the digital adoption of Enterprises for their business continuity and growth. Digital agility now has become the most important factor for workforces to communicate both internally and with customers. To meet this growing demand we have strengthened our cloud based communication solutions, collaboration, IoT and cyber security solutions. We understand customer needs and market requirements and have collaborated with Zoom to provide high quality video communication solutions to enterprises."

Mr. Manoj Barot, CMO and Founding Member at BridgeLabz, said, "The pandemic forced us to restore to online tools to ensure our services were delivered for business survival and continuity. At every step we kept our stakeholders informed of the situation and ensured that all our business partners were aligned. Absolute transparency of communication was the most important priority for us during this phase."

Being updated as to how other institutions in the ecosystem were coping up as well as helping their clients face the challenges in business and communication due to necessity of working from home became the most important priority for enterprises. Offering best of the solutions to clients through the virtual mode was the biggest challenge for institutions. Startups and SMEs had to

adapt to processes like emergency responses, back office payment processes, call centers, support teams, front line management, hiring and training and online and they sought new technology enabled communication models and started exploring the same digitally. Preserving cash, getting operations going on and alternated ways to do business as well as create virtual office setups all required effective communication and the right channels to disseminate the same right throughout the pandemic.

Business communication solutions and online solution tools have found acceptance during the phase of work from home and have also been optimized with tailormade business suite solutions. It has transformed from being just a functional aspect for business houses to a redefined digital communication experience worth sharing with the client. Safety and security concerns have now become conscious choices for enterprises of choosing one business communication tool over the other and digital payment and payment communication methods were resorted to during the lockdown. For instance, a two minute call with an internal employee resource without wasting time in sending meeting invites for the same is a type of solution that the business houses are now looking out for.



Key Takeaway:

The discussion brought to light the fact, that an advanced cloud communication suite called as Smartflo has been launched by Tata Tele Business Services which combines an uninterrupted flow of business communication with intelligent call routing and monitoring and on-demand scalability which allows businesses to adapt quickly to changing business conditions. It comes with enterprise grade security and reliability.

Tata Tele Business Services has collaborated with Zoom to offer Zoom Webinars and meetings etc. that will benefit industry sectors like BFSI, Healthcare, IT/ITES, Education with unified communication solutions with features like live video, streaming of video webinars to up to 50000 viewers, one click access, sharing of video voice and content as well as recording, virtual background, company branding, interior security and meeting participation of up to 1000 people from locations across the globe.

About Tata Teleservices:

Tata Teleservices Limited along-with its subsidiary Tata Teleservices (Maharashtra) Limited (NSE: TTML, BSE: 532371) (Tata Teleservices) is a growing market leader in the Enterprise space. It offers a comprehensive portfolio of voice, data and managed services to enterprises and carriers in the country under the brand name Tata Tele Business Services (TTBS). Tata Teleservices has an extensive, high quality and robust wireline network and offers its products and services in more than 60 cities across India. Tata Teleservices has one of the largest enterprise focused teams in the industry with deep customer engagement and technology orientation offering focused sales and service experience to customers. Tata Teleservices (Maharashtra) Limited is listed on BSE and NSE in India

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