TATA Tele | DO B1g
Business Services

Smart Internet Telephony

Customer Deck

Market Trends

Accelerated Adoption of Mobile Technologies Providing Flexibility

Global enterprise mobility market is expected to grow at a CAGR of 29% over the forecast period 2024-2032, to account for $534 bn by 2032.

Shift Towards Hosted Cloud PBX for Scalability

Cloud PBX Market is expected to grow at a CAGR of 16% over the forecast period 2023-2029, to account for $18 bn in 2029.

Unified Experience Driving CTI Growth

Global Computer Telephony Integration (CTI) software market is expected to grow $9 bn by 2031, at a CAGR of 18%.

Source:
Enterprise Mobility Trends You Should Not Miss in 2024 and Beyond
Cloud PBX Market: Global Industry Analysis and Forecast (2023-2029) (maximizemarketresearch.com)
Computer Telephony Integration (CTI) Software Market By 2031 (businessresearchinsights.com)

Business Challenges

Low Call Efficiency
Repetitive efforts and dissatisfaction of customers

High-Cost Challenges
Initial setup, maintenance and scalability costs

Integration Challenges
Lack of seamless integration with other communication applications and workflows

Connectivity Issues for SIM Based Solutions
Especially in remote or poorly connected areas

Low Productivity of Employee/Agent
Customer connect with wireline number series impacting user productivity

Reliability Concerns
No SLA for SIM based solutions or capping of number of calls

Introducing Smart Internet Telephony

Smart Internet Telephony is a new-age solution that revolutionizes how businesses can seamlessly connect with customers using mobile numbers. This solution enables communication over the internet, ensuring high-quality voice calls and effortless connectivity across the nation.

Unified Work Environment

Pan-India Connectivity

Seamless Calls for Hybrid Work

Improved Cost Savings

Key Features and Benefits

Make or receive calls over the Internet using TTBS Softphone from anywhere

Experience seamless HD voice calls with low bandwidth utilization through internet telephony

Better call pick-up rates

Access Smart Internet Telephony mobile number series with CCaaS, CPaaS and UCaaS solutions

Agent monitoring with Smart Call Flow

Streamline communication by integrating voice calls, video calls, and messaging

Contact management with Sticky Agent

Enhanced privacy and security measures

Use Cases for Various End User Personas

Practical scenarios to illustrate how you can leverage the product to address real-world problems and meet specific needs.

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End User Personas

01 Field Sales Representative

Challenges: Need to carry a separate device for office and personal connection leading to hassles of shuffling between devices; weak voice connectivity in enclosed/remote areas

Needs: Seamless interaction with customers anytime anywhere across devices using a single interface

Works with: Customers and employees

02 Customer Support Representative (Inbound)

Challenges: Handling high call volumes; effective management of customer interactions; ensuring timely responses to enquiries

Needs: Efficient call handling features (e.g., call forwarding, voicemail-to-email); integration with CRM systems for customer data management; tools for tracking and analysing call performance

Works with: Contact centre set-ups

03 Lead Generation (Outbound)

Challenges: Low call pick-up rate leading to multiple follow-ups and lower leads created

Needs: To achieve high lead conversion from outbound calling campaigns; needs a mobile number enabled, user friendly, single interface-based tech solution

Works with: Lead generation agents

04 IT Manager/Telecom Administrator

Challenges: Managing complex telecommunication systems; ensuring reliable and secure communication channels

Needs: Communication solutions which are not only easy to deploy but also easy to manage and embedded with advanced security features (e.g., encryption, access controls)

Works with: Internal teams and service providers

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A Premier Multi-Brand Auto Dealership group Improves Customer Communication Set-Up with Smart Internet Telephony

"Smart Internet Telephony from TTBS has changed how we connect with our customers and manage our internal communications. It has significantly reduced our communication costs while enhancing our ability to track and respond to customer needs promptly. This technology aligns perfectly with our mission to 'Drive Home A Relationship,' allowing us to offer unparalleled service and support to our customers."

Leading Automobiles Dealership, Bangalore

Business Challenges
The customer faced several communication challenges that affected its operational efficiency and customer service quality. Challenges included:
- The use of siloed PSTN telephony solutions was creating barriers in communication between different dealership locations and difficulty in tracking leads.
- Currently the PSTN solutions were location dedicated and had a fixed rental. Also, they were underutilised and failed to deliver the desired value.
- Inconsistent and insecure communication systems were negatively impacting CX.

TTBS Solution
To address these challenges, TTBS implemented the Smart Internet Telephony solution.
- Centralized Communication Platform: Integrated all dealership locations across India on a single platform to streamline communication and resource management.
- Enhanced Lead Management Tools: Implemented a missed call solution and virtual business numbers to efficiently track and monitor campaigns and customer interactions.
- Remote Work Capabilities: Introduced smart remote work technology with features like call masking to secure and improve customer communication, ensuring privacy and enhancing trust.

Benefits
- Cost Efficiency and Marketing ROI: The centralized communication platform led to over *50% monthly savings on PSTN costs and improved tracking of marketing ROI.
- Boosted Customer Experience: Seamless and secure communication ensured that no bookings or customer enquiries were missed, thereby boosting satisfaction and loyalty.
- Improved Lead Management: Comprehensive lead tracking capabilities ensured that every enquiry was promptly attended to, fostering greater business growth and customer retention.

*The statistics on savings and benefits are based on customer feedback, and the company does not guarantee their accuracy.

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A Leading Start-up Consultant Enhances Outreach by Leveraging TTBS Smart Internet Telephony Solution

"As a start-up consultancy, our main goal is to efficiently reach out to new start-ups and small businesses. Smart Internet Telephony has not only improved our call pick-up rates but has also streamlined our communication workflows, leading to better lead conversion. We highly recommend Smart Internet Telephony for organizations seeking to enhance their outreach efforts and drive operational efficiency."

Leading Business Consultancy Solutions Company, Ahmedabad

Business Challenges
The customer faced significant communication barriers that impeded their ability to efficiently reach and support their client base. Challenges included:
- Low Call Pick-up Rates: Potential clients often did not answer calls from unrecognized mobile numbers, leading to poor initial engagement.
- Lead Management Difficulties: Lack of systematic tracking for client interactions, which led to potential leads slipping through the cracks.
- Existing communication processes were not streamlined, hampering efficiency.

TTBS Solution
TTBS tailored the solution to address specific outreach and operational challenges.
- Enhanced Caller ID Recognition: Implemented mobile number series for outbound calls to increase familiarity and trust, thereby improving call pick-up rates.
- CRM Integration: Linked the telephony system with customer's in-house CRM and project management tools to enhance lead tracking and client interaction visibility.
- Optimized Communication Workflows: Configured advanced calling features to streamline communication processes, enabling more efficient client engagement.

Benefits
- Improved Client Engagement: Enhanced call pick-up rates led to better initial contact with potential clients, significantly boosting lead conversion rates.
- Streamlined Operations: Integration with CRM systems provided seamless lead management, allowing for effective follow-ups and sustained client relationships.
- Cost-Effective Communication: The solution eliminated the need for extensive hardware investments, reducing operational costs and increasing financial flexibility.

Smart Internet Telephony
Variants

Smart Internet Telephony Product Variants

Cloud SIP with Internet Telephony

Customer Location
- May consume existing infra with Internet based SIP
- Mobile numbers for better efficiency
- Dedicated SIP channel bandwidth

Private Cloud
- Can be delivered to Data Centers
- Customer can access remotely over internet
- Easy scalability

Public Cloud
- Connectivity over AWS, Google, Azure, etc. over secure connect
- Accessible from anywhere in India
- Better redundancy

Beyond Feasibility
- Service offered over public Internet, for non-feasible locations.
- Customer can use connectivity from any service provider
- Agents can use shared resources for lower cost

Smartflo with Internet Telephony

Inbound Solutions
- TFN with multi-level IVR and extension-based routing
- Virtual number
- CRM and API integration

Click2Call Solutions
- Click2Call from panel or website
- OTP-based calling with COD verification
- Number masking

Missed Call Solutions
- WhatsApp/SMS-based services
- Missed call with outbound integration
- Missed call with IVR flow

Interactive OBD Solutions
- DTMF-based outbound blasts for connecting remote agent on customer answer the call
- Unlimited routing level outbound & inbound flows

Cloud SIP with Internet Telephony
Pricing and Plans

Key Features	₹999 Monthly Plan	₹1499 Monthly Plan
Monthly Rental/Channel	₹ 999	₹ 1499
Minimum Channels	30	30
DID/Agent	1 Per Channel	2 Per Channel

Smartflo with Internet Telephony
Pricing and Plans

Key Features	₹1000 Per Channel Plan		₹1500 Per Channel Plan
Min Number of Channels	10	20 and above	20 and above
Monthly Recurring Charge	₹10000	₹20000 and above	₹30000 and above
Billing Frequency	Quarterly	Monthly	Monthly
DID/Agent	1 per channel	1 per channel	2 per channel
Number Masking	✅	✅	✅
Multi-level IVR	No limit	No limit	No limit
Sticky Agent	✅	✅	✅
Time Groups and Conditions	✅	✅	✅
Agent Status Toggle	✅	✅	✅
Text-to-speech for IVR Creation	✅	✅	✅
Intelligent Call Distribution	✅	✅	✅
CCaaS Solution	✅	✅	✅
Call Barging and Whispering	✅	✅	✅
Customised Reporting	✅	✅	✅
Call List Filters	Basic	Advanced	Advanced
Call Recording Timeline	3 Months	6 Months	9 Months
CRM/CDP/API Integrations	❌	✅	✅
Interactive OBD with Agent	❌	❌	✅

Smart Internet Telephony
FAQs

FAQs

01 **What number series will be offered with Smart Internet Telephony service?**
With Smart Internet Telephony service, a 10-digit mobile number series will be offered as directed by the authority in the Telecom Access license.

02 **What do customers need to ensure for regulatory compliance?**
TTBS will offer a regulatory compliant solution. However, customers need to support with the KYC details of end users as required by the regulation.

03 **Does the KYC process have to be done for all end users or only for authorized signatory?**
Currently the KYC process is being followed for the authorized signatory, where enterprise is supposed to share the list of users in said format.

04 **Is there any possibility of conducting the KYC for end users in the future?**
In case there is any change in regulatory guidelines or new directives with respect to the KYC process, TTBS may have to initiate KYC for all end users, and customers shall support to complete the process within the defined timeline.

05 **Does a customer need to capture and maintain any extra records in Call Detail Records (CDRs), Usage Detail Record (UDR) and System Logs?**
To support authorities during investigations, it is recommended to capture MAC address, Public IP, and Location (Lat, Long) of the end users.

FAQs

06 **Are there any limitations customers expect with Smart Internet Telephony Service?**
Considering that this is a newly launched service, customers may face connectivity issues with BSNL and emergency numbers.

07 **Will there be any voice quality-related issues with Smart Internet Telephony?**
Customers need to ensure adequate bandwidth at the user's end for the best voice quality.

08 **Can end users avail roaming feature across India and at international destinations with Smart Internet Telephony?**
Roaming in India is allowed; however, international roaming is not allowed.

09 **Can Enterprises use VPN/SD-WAN to connect remote users?**
Yes, with Smart Internet Telephony, customer enterprises can use VPN/SD-WAN hosted only in India.

10 **Do Enterprises need OSP compliance for Smart Internet Telephony?**
With Smart Internet Telephony, there is no OSP (Other Service Providers) compliance required by the customer.

FAQs

11 **With Smart Internet Telephony, would TTBS bundle Internet services along with Voice services?**
Yes, with Smart Internet Telephony, TTBS can bundle Internet services in the future based on customer needs and feasibility

12 **Can customers consume Internet services from any operator or is it mandatory to use services from TTBS?**
The customer can use Internet services from any operator of their choice.

13 **Can the Internet Telephony service be delivered to customer premises over the Internet?**
Yes, based on feasibility and requirement, Smart Internet Telephony service can be delivered to customer premises over the Internet.

14 **Can the Smart Internet Telephony service be delivered to customer premises over MPLS?**
Yes, based on feasibility, Smart Internet Telephony service can be delivered to customer premises over MPLS on Public IP.

15 **Can customers use Smart Internet Telephony for all types of calls—local, STD, and ILD?**
Yes, customers can make all types of calls - local, STD, and international long distance (ILD) - using Smart Internet Telephony (including incoming calls) as per the tariff agreed with the customer.

FAQs

16 **Will customers have to follow any special/different dialling format to initiate calls?**
Customers need to dial the calling number in the standard Indian format; no special format is defined for Smart Internet Telephony.

17 **Will services like call forwarding, call hold, conferencing, call waiting be available with Smart Internet Telephony?**
Yes, these services are supported with Smart Internet Telephony Service.

18 **Is product shifting available from Smartflo Lite or Smartflo Advance to Smart Internet Telephony?**
No, Smart Internet Telephony is a completely new variant and service. Therefore, a new order login is mandatory.

19 **Can the customer ask for DID-wise billing with Smart Internet Telephony?**
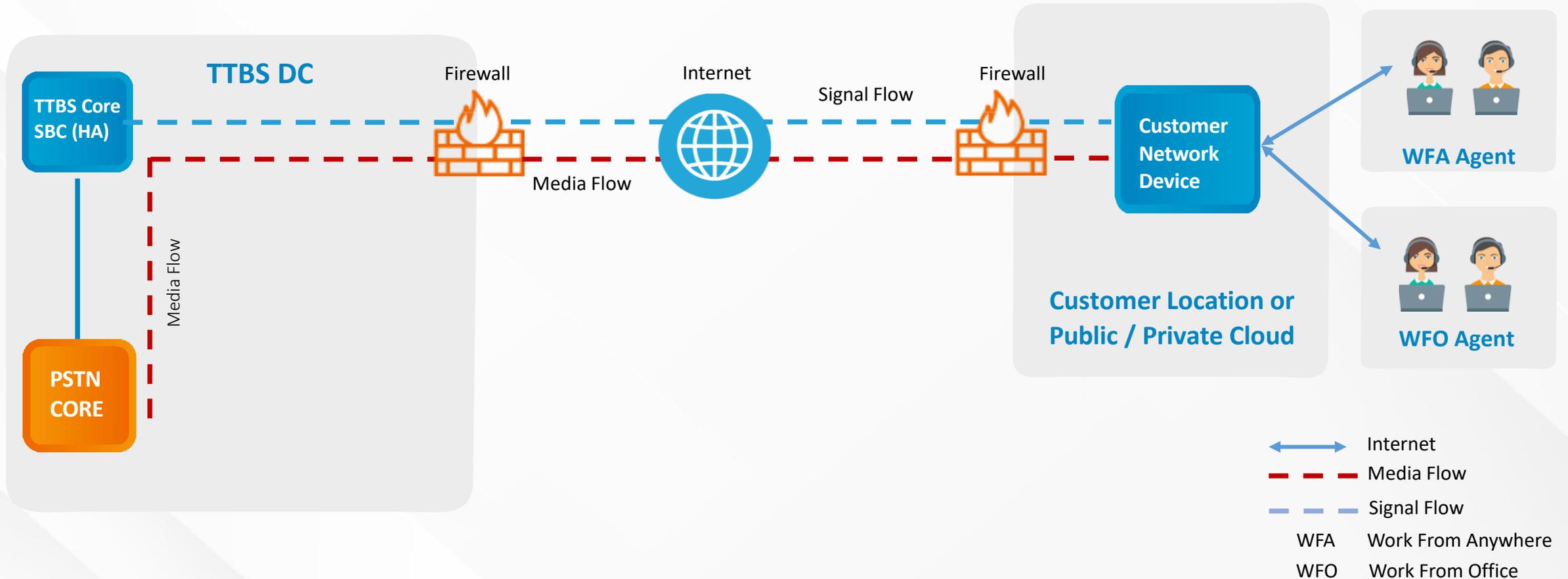Yes, DID-wise billing can be supported with Smart Internet Telephony.

20 **Can Smart Internet Telephony be used for ILD calling?**
Yes, customer needs to raise a request through 1515 team for ILD calling. Billing will be done as per ILD standard rate and charged monthly.
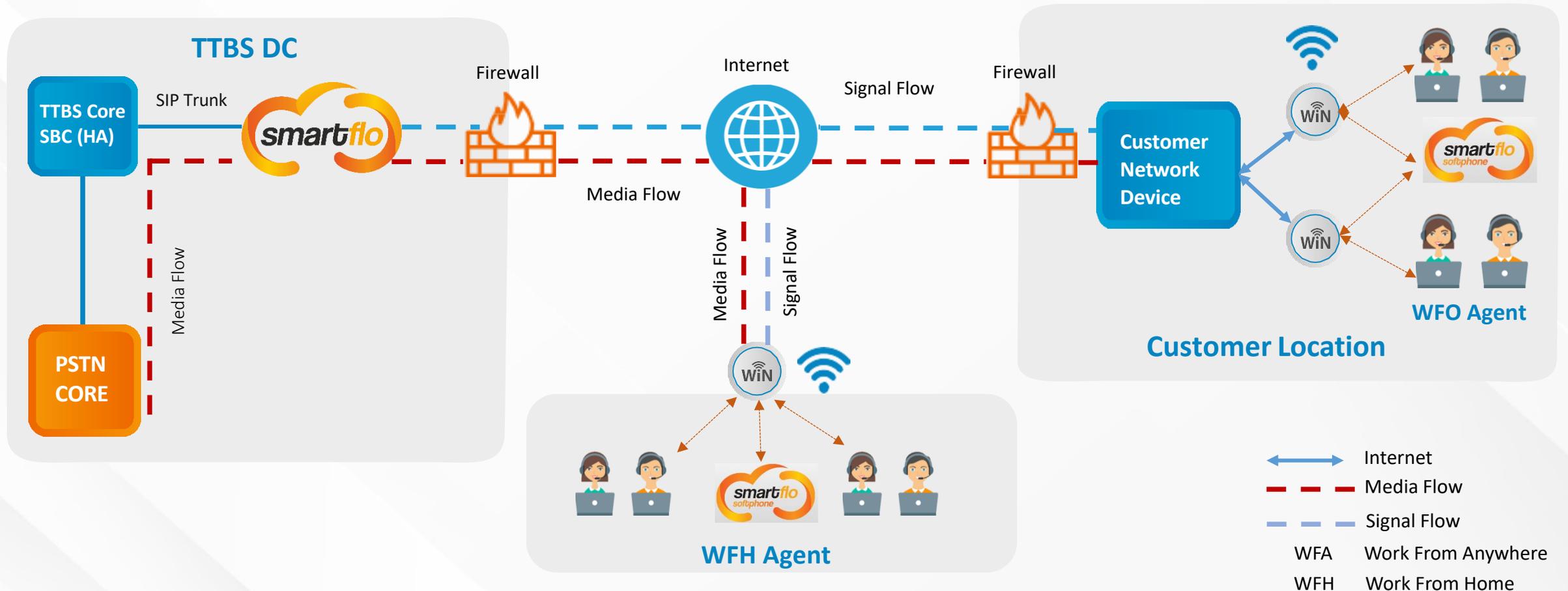
Smart Internet Telephony
Architecture

Smart Internet Telephony Cloud
Work From Office/Work From Anywhere Scenario

Thank You!

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