



## TATA COMMUNICATIONS STORE AT HOME

# CREATING A NEW CUSTOMER ENGAGEMENT MODEL FOR RETAIL

The world of social distancing is here to stay. The COVID-19 pandemic has dramatically changed the way people seek to interact with each other. They are actively looking to minimise public exposure and face-to-face interactions. As footfalls at retail stores diminish, and consumers choose to shop online for an ever-increasing range of products, the viability of operating physical stores is being questioned.

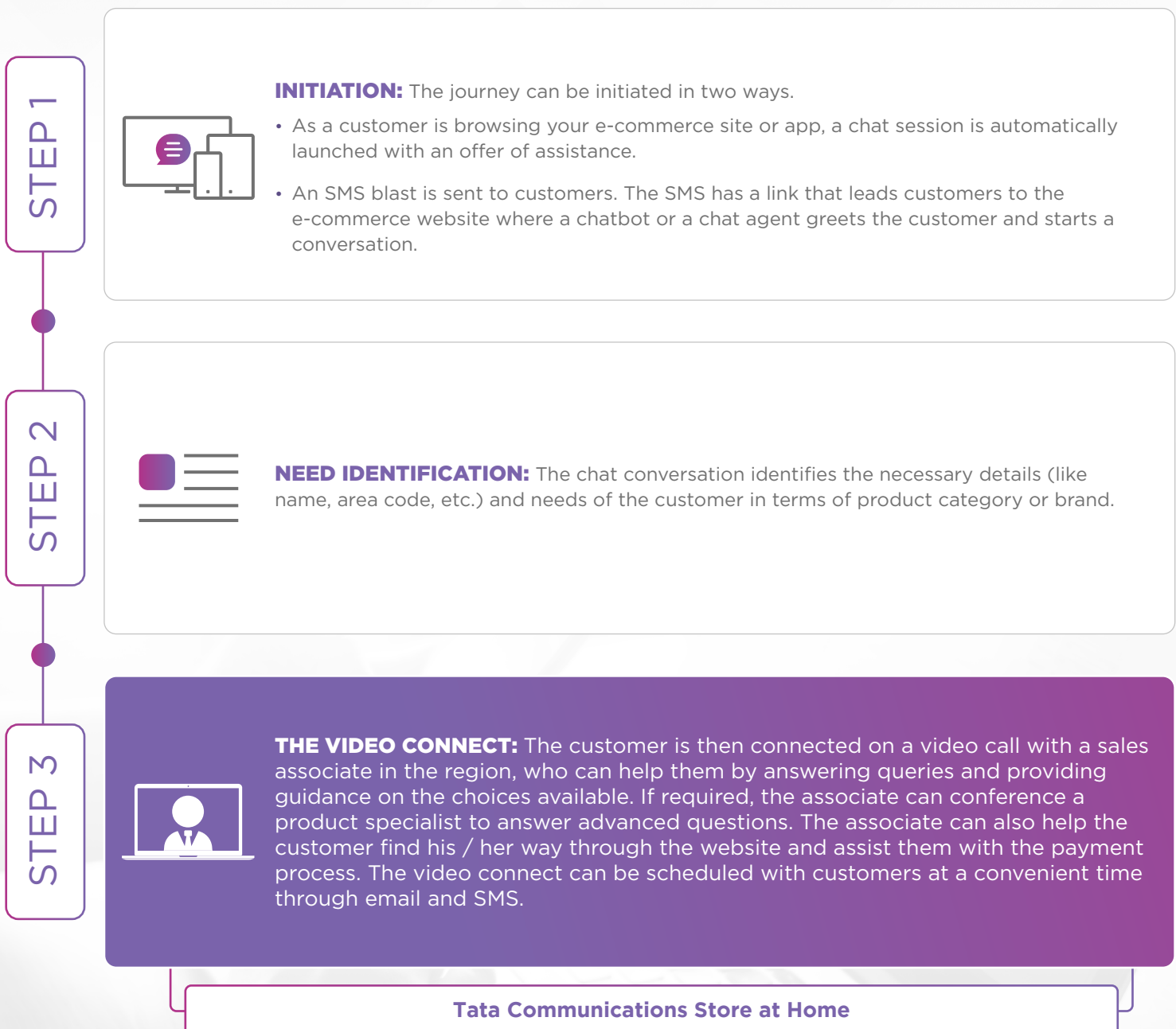
Tata Communications Store at Home is a solution that will provide a digital experience that retains the best features of an 'in-store' buying experience while ensuring the health and safety of both, your customer and your employees.

## INTRODUCING TATA COMMUNICATIONS STORE AT HOME

Why do customers visit a store? They do so for a personalised, interactive shopping experience. They want to understand the products, compare options, ask questions and utilise the assistance and advice provided by sales specialists. From washing machines and home theatres to tablets and dinner sets, there is a wide range of products where customers value a personal touch.

Tata Communications Store at Home will allow you to provide this personal touch by using digital video solutions that can replicate the key elements of the buying process. Our solution will help retail enterprisers to redefine the sales processes while delivering, in many cases, a superior shopping experience.

## THE TRANSFORMED CUSTOMER JOURNEY





# HOW AGENTS CAN USE TATA COMMUNICATIONS STORE AT HOME TO DELIVER A **PERSONAL EXPERIENCE**

01

## **Deliver effective VIDEO-BASED INTERACTIONS**

- Tata Communications' Intelligent Collaboration Routing Engine will use tools like precision queuing to ensure that customers are connected with the associates who have the appropriate product knowledge, language and other skills to enable fruitful conversations

02

## **Assist customers with CO-BROWSING AND ANNOTATION**

- During the demonstration, an associate can use a browser-based gadget to co-browse the enterprise e-commerce site along with the customer. The associate can now provide the right product documents and URLs, highlight to pictures from product manufacturers and provide further product recommendations
- Associates can also perform annotations to precisely highlight various sections in the co-browsing page

03

## **Deliver CANNED DEMOS**

- Associates can play pre-recorded demo videos of products to customers. This will provide a high-quality overview of the product to customers while providing a common platform for further conversations between the associate and customer

04

## **Extend the shopping experience with CALL TRANSFERS**

- The associate interacting with customers can perform a video call transfer to associates of other departments in the event the consumer wants a demonstration of other product items

05

## **Provide expert assistance with CALL CONFERENCE**

- During a video conferencing session, associates can conference in store-managers or billing department executives to facilitate discussions that can clarify customer questions across a wide variety of topics like financing, buy-back, etc.

06

## **Share experience with colleagues through CALL NOTES AND WRAP-UP**

- After the call, associates can enter free-text-based notes and summarise demonstrations by picking an appropriate reason-code using contact centre web application console for further analysis and learning
- Additionally, Tata Communications Digital Customer Experience Platform can also transfer the associate notes and reason-code along with call details to a backend CRM system (like SAP) to update an activity or task



## KEY FEATURES OF TATA COMMUNICATIONS STORE AT HOME

- **SMS and chat:**  
Enables easy integration via SMS and Chat, enabling you to deliver an omnichannel experience to your customers.
- **Video Connect:**  
Video Connect provides all-inclusive, enterprise-grade video collaboration in any context, from simple browser-based video to desktop and mobile apps, unlimited legacy endpoint connectivity, phone dial-in, and recording. Rapid cloud deployment means faster RoI, and robust cloud services eliminate the tactical burden of managing a video network, freeing IT resources to focus on strategic projects that impact bottom-line results.
- **Agent Assist:**  
Helps with intent detection and call resolution support through automated chatbots.
- **CRM integration:**  
Integration with leading CRM vendors such as SFDC and ServiceNow enabling 360° views along with API integrations.
- **Collaboration tools:**  
Integration with Microsoft Teams and Skype for Business for a complete collaboration experience.
- **WebRTC:**  
A seamless, omnichannel experience with Tata Communications' WebRTC solution. It enables communications within a business website or mobile application so that customers only need to click on a button or log into an app when they want to reach out to a service agent. Integrate a click-to-call feature, engage in video calls and screen-sharing sessions and offer a 'choose-your-own' approach to service.
- **Workforce Optimisation (WFO):**  
Tata Communications' WFO solutions help you to ensure that your employees are appropriately scheduled, trained, monitored, evaluated, rewarded and engaged.

## WHAT CAN **TATA COMMUNICATIONS STORE AT HOME DO FOR RETAIL ENTERPRISES?**



### **Retain the experience:**

You can retain the same personalised buying process that has built you a loyal base of customers



### **Deliver quick expert support:**

We can help you ensure that the right product specialist can connect with customers faster. By tracking and managing the availability of key specialists, our solution will ensure that the right specialist is always available for your customer



### **Drive revenue:**

Lockdowns and lower footfalls do not have to slow you down. You can continue delivering a personal shopping experience and drive your sales revenue



### **Delight customers:**

Deliver a superior shopping experience with rich demos and on-demand expert support leading to a faster, comprehensive buying experience that will leave your customers delighted

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The above is a video collaboration offering under Tata Communications Digital Customer Experience Platform, providing an omnichannel experience and comfort of buying anytime and from anywhere in the world from the comfort of your home.

For more information on Tata Communications Digital Customer Experience Platform, visit us [here](#)

**Contact us**

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