



HQ/CS/CL.24B/16851
September 18, 2019

Sir,

Sub: Press Release - Tata Communications and Cisco partner to create a fully managed contact centre solution for enhanced customer experience.

Please find attached herewith the press release on the captioned subject being issued today.

Thanking you,

Yours faithfully,
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'F. P. Dahiya'.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

- 1) Security Code 500483, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001.
- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

TATA COMMUNICATIONS

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For immediate release**PRESS RELEASE**

Tata Communications and Cisco partner to create a fully managed contact centre solution for enhanced customer experience

Powered by Tata Communications, Cisco Webex Contact Center accelerates time to market, simplifies management and enables innovation for new contact centre services

Herndon, VA, US - September 18th 2019 - [Tata Communications](#), the leading global digital infrastructure provider, and [Cisco](#) have expanded their partnership to offer enterprises a secure, fully-managed, multi-channel, intelligent and cloud-based Cisco Webex Contact Center solution. This joint offering is an end-to-end managed solution with global reach enabled by Tata Communications' global digital infrastructure and managed services expertise, which companies of all sizes can now leverage for competitive advantage.

"Businesses are looking to differentiate their brand through more human and intelligent customer experiences. They're looking to get deeper and leverage AI and predictive analytics to provide next-level, seamless customer experience", said **Peter Quinlan, Vice President, Business Collaboration, Tata Communications**. "The powerful combination of Cisco and Tata Communications' capabilities means that enterprises are able to benefit from the scalability and cost-effectiveness of a cloud-based contact centre along with orchestration, integration, monitoring, management and support services worldwide - enabling enterprises to create a unique, compelling customer experience."

The new service gives contact centre users a seamless user experience - even with bandwidth hungry applications - across up to 150 countries on the back of Tata Communications' global network, thereby expanding the global reach of Cisco Webex Contact Center. It also allows customer service managers to empower agents with AI and contextual capabilities, lowering repetitive tasks and allowing them to run analysis with a single view of data to enhance workforce productivity and personalise customer experience.

"Globally, customers expect a consistent and proactive experience end-to-end. Contact centres are constantly innovating to provide that level of personalised customer experience," said **Vasili Triant, Vice President and General Manager Cisco Contact Center Solutions**. "With Cisco and Tata Communications joining forces, businesses will now have a global, fully managed Cisco Webex Contact Center solution which will allow them to focus less on infrastructure and deployment and more on innovation, enabling them to prioritise customer experience."

With expertise in designing, implementing and managing contact centres for enterprises worldwide, Tata Communications is positioned to provide managed services for Cisco Webex Contact Center.

"By virtue of this partnership, Cisco and Tata Communications now offer a fully managed Webex Contact Center with an end-to-end SLA guarantee. It is a unified omnichannel solution that is easily deployed, managed from the cloud, and available for contact centres of all sizes. A key feature of the platform is its 360° customer journey analytics capability which enables organisations to understand the customer experience across all channels through the entire lifecycle," said **Ken Landoline, Principal Analyst - Customer Engagement, Ovum**.

This latest collaboration between Tata Communications and Cisco builds on a long-standing relationship between the two companies. Since 2015, Tata Communications has been a key Contact Centre as a Service (CCaaS) partner of Cisco.

For immediate release**PRESS RELEASE**

Powered by Tata Communications, the new Cisco Webex Contact Center accelerates time to market for new contact centre services. It allows for simplified licensing; pre-deployed hardware and software with integrations to workforce optimisation; and advanced IVR applications & consultation during implementation to optimise call flows. It also simplifies management, with differentiated experience and deployment flexibility across up to 150 countries globally. All of this is delivered as a fully managed service with competitive license pricing, integration with major CRM systems, and with end-to-end integrated SLAs.

Ends...

About Tata Communications

Tata Communications is a leading global digital infrastructure provider that powers today's fast-growing digital economy.

The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30% of the world's internet routes and connects businesses to 60% of the world's cloud giants and 4 out of 5 mobile subscribers.

The company's capabilities are underpinned by its global network, which is the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India, and it serves customers in more than 200 countries and territories worldwide through its technology capabilities and partnerships.

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Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at www.tatacommunications.com. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.
