

TATA COMMUNICATIONS
TRANSFORMATION SERVICES

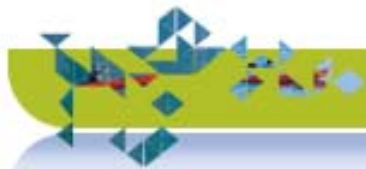
**Global Customer Service Center
(GCSC) Transition:
The Tata Communications Experience**

Sept 2008



Agenda

- Background
- Services Transitioned
- Challenges
- Transition Methodology
- Transition Timelines
- Benefits
- Continuous Improvement



Transition | Background

Acquisition

- In 2006 Tata Communications acquired Teleglobe
- To gain cost and operational efficiencies Tata Communications identified Teleglobe processes to be offshored to India

Process Transition

- This project involved the transition of the following processes from Montreal:
 - Global Customer Service Center (GCSC)
 - Global Network Management Center (GNMC)
 - IP Network Operations Center (IPNOC)
 - Global Fault Management Center (GFMC)
 - Global Provisioning Center
- **This case study deals with the transition of the GCSC**

- Tata Communications Transformation Services (TCTS) successfully led the migration, operationalization and management of the GCSC from its Global Delivery Centre (GDC) in Pune, India

Transition | GCSC Services

Services/ Tasks Transitioned	Description (Voice, Data and Mobile LOB)
E Mail Task	<ul style="list-style-type: none"> ▪ Open complaint tickets, co-location tickets, Post Sales Issue (PSI) tickets ▪ Provide updates to customers on open tickets
Inbound Calls	<ul style="list-style-type: none"> ▪ Open complaint tickets ▪ Provide updates regarding open tickets on incoming calls
Helpdesk Task	<ul style="list-style-type: none"> ▪ Level 1 trouble shooting for all traffic complaint tickets
Major Outage Reporting	<ul style="list-style-type: none"> ▪ Pro-active updates on major outages to customers for the Data LOB
Circuit & Traffic Activity	<ul style="list-style-type: none"> ▪ Pro-active updates on open complaint tickets ▪ Closing cleared complaint tickets (customers)
Service Modification/ Provisioning Orders	<ul style="list-style-type: none"> ▪ Generating work order for provisioning changes to customer as well as suppliers; terminating and originating IP change requests/ IP addition
Real Time Outbound	<ul style="list-style-type: none"> ▪ Pro-active updates on status of open complaint tickets
Inbound Customer Service Calls	<ul style="list-style-type: none"> ▪ Opening complaint tickets and providing updates on raised tickets on inbound customer calls

Transition | Challenges

Backbone Related

- Backbone readiness and efficient allocation of bandwidth & resources

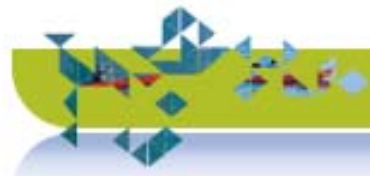
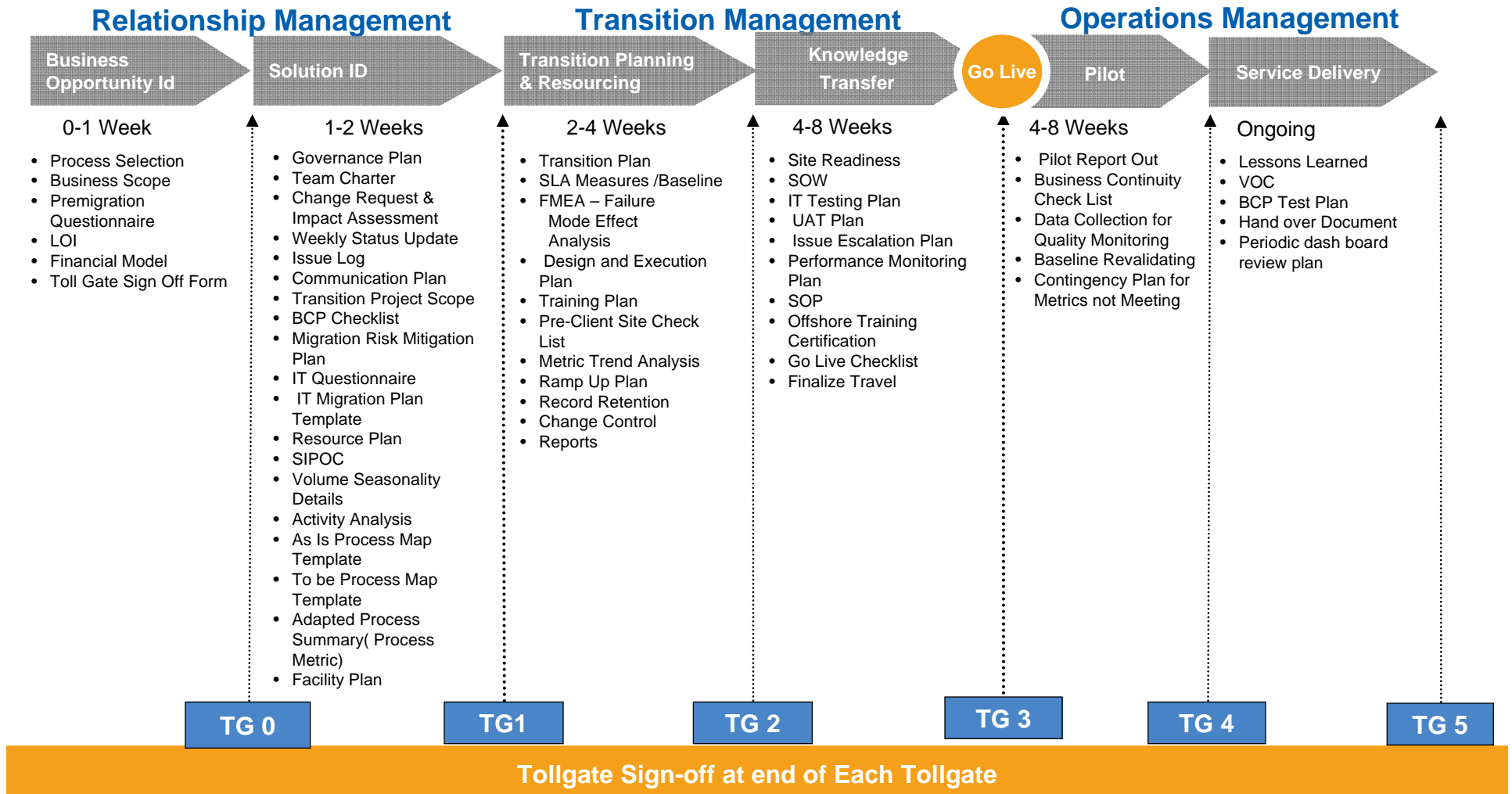
Process Related

- Validation of information for service delivery
- Standardization of customer service processes, classification of critical tasks & sub-processes
- Gaining cost and operational efficiencies while maintaining all quality parameters

People Related

- Training team members with new technology, practices and processes from Montreal
- Difficulties in information sharing; communication barriers due to languages like Spanish etc. for particular set of customers

Transition | Methodology



Transition & Operations | Timelines*

GCSC Transition got completed 2 months ahead of timeline resulting in faster business revenue realization

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
FTEs	2 FTEs	12 FTEs	23 FTEs	23 FTEs	23 FTEs	30 FTEs
Start Date	7-Feb-07	15-Feb-07	7-Mar-07	7-Apr-07	7-May-07	14-May-07 Target date – June 07
Processes						
Voice & Data related Issues	Off-Peak	Off-Peak	Off-Peak	24X7	24X7	24X7
Trouble Ticket Booking	N.A.	N.A.	N.A.	N.A.	24X7	24X7
Ticket Response & Notifications	N.A.	N.A.	N.A.	Off-Peak	24X7	24X7
Voice Help Desk	N.A.	N.A.	Off-Peak	24X7	24X7	24X7

* Refer previous slide

Transition | Benefits

Productivity (Time period of 12 months)

- Resolution percentage at helpdesk improved by 12%
- Real time updates are being provided to customers (priority customers) every 4 hours versus updates on “best effort basis” provided earlier

GCSC Voice

Key achievements post-transition (Time period of 12 months)

- Reduction in MTTR values by approx 65%
- Percentage of cases in which real time updates are being provided to customers increased from 42% to around 90% within 6 months of operations
- Maintaining customer TAT of 30mins (for e-mails) & 3-4mins (for voice calls) versus “best effort basis” provided earlier

Transition | Benefits

GCSC Data & IP

Productivity (Time period of 8 months)

- TAT reduced by 50%
- Percentage of cases in which real time updates provided to customers increased from very few (pre-transitioning) to 47% (after full transition) to 92% (after 8 months of operations)

Key achievements post-transition (Time period of 8 months)

- Guaranteed Service Level Agreements (SLAs) met versus “best effort basis” provided earlier:
 - Average Handling Time (AHT): 3-4 minutes
 - Monthly Service Level: 95%
 - % of Abandoned Calls: 3-4%

Transition & Beyond | Continuous Improvement

Continuous Improvement in Process towards Operational and Business Excellence:
Special project called 'Carrier ICE' (Improving Customer Experience) initiated

Carrier ICE

- Major event reporting
- Real time updates provided to customers (priority customers given special attention)
- Ticket closure window increased from 24hrs to 48hrs (enables customer to thoroughly test the route and then close the ticket)
- Single Point of Contact (SPOC) created within GCSC for every customer
- Enhancement in investigation process for closed tickets; reported calls traced back to switch
- Service Level Tagging - Manual tagging of Service Level of tickets that are not tagged by system. Priorities assigned to tickets based on Service Level and accordingly processed

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Thank You

