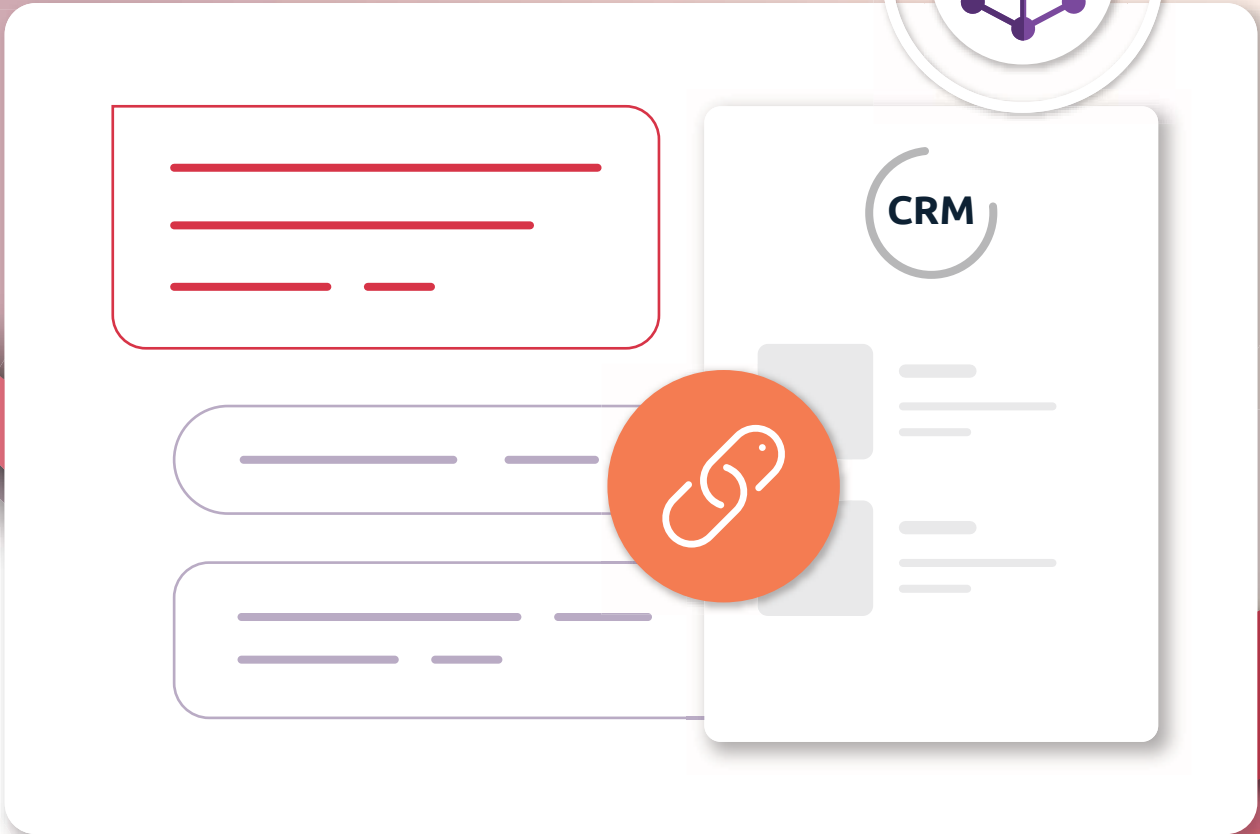# CONNECT

Seamless operations with direct connections to a range of CRM, marketing automation and other enterprise applications.

Direct integration with common CRM and customer facing SaaS enterprise applications

Tata Communications DIGO Connect provides readymade connections to popular enterprise applications, including SFDC, Cisco Webex, Microsoft-Teams and Tata Communications Cloud Contact Center solution (InstaCC).

- **Enhanced Customer Experience -** Integrate your customer communication channels within the growing SaaS ecosystem. Enhance customer experience using a single pane of glass approach, with a 360-degree view of customer activity across all applications where customer information is stored.

- **Ease of Business Expansion -** Grow your business through integration with major SaaS providers for CRM, Contact Center and Unified Communications applications.

Tata Communications DIGO Connect – Benefits

- Pre-Built application connectors for ease of integration

- Supporting a broad communications stack, using complementary elements within the broader Tata Communications DIGO portfolio

- Fast and cost-effective approach to SaaS integration

- A global approach to integrated customer management and communications

Tata Communications DIGO Connect – supporting direct CPaaS integration with SaaS enterprise applications across three areas:

CRM - Salesforce.Com, HubSpot, Zoho and Freshdesk

Typical Use Cases: marketing campaigns, sales follow-ups, reminders, alerts, notifications, conversational ChatBot integration

Cloud Contact Center - Genesys, Avaya, Tata Communications InstaCC, Zendesk, ServiceNow

Typical Use Cases: notifications, service update chats, transaction authentication, conversational ChatBots for automated responses

Unified Communications & Collaboration - Cisco Webex, Microsoft-Teams, Slack, Zoom

Typical Use Cases: 2-way chat, notifications, reminders, announcements

Tata Communications DIGO Connect – key features

- Pre-Built application connectors based on Rest APIs

- Fast and easy integration with broader Tata Communications DIGO CPaaS portfolio, including omni-channel communications capabilities

- Global connections to wireless and wireline communications service providers

- Active roadmap of planned expansion with Connectors for other SaaS providers (ERP, Web, SCM,- etc)

Tata Communications DIGO branded service is available only in select countries.

For more information, visit us at https://tatacommunicationsdigo.io/

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