TATA COMMUNICATIONS **DIGO**

Your dentist appointment is confimed

3:14 PM

SMS

Hey don't forget your dentist appointment today at 5:00 PM

Hi, How did you find your appointment? Rate your experience

Hey, don't forget to take your medicines as per your prescription

OMNICHANNEL COMMUNICATIONS

With Tata Communications DIGO Omnichannel API, you extend your customer communications beyond simple messaging, across multiple communication channels for customer convenience

Your customers expect you to communicate with them across the channels of their choice. With Tata Communications DIGO Omnichannel that is exactly what you can do, easily and quickly, integrating different communications channels together into a rich communications experience for your customers.

Tata Communications DIGO Omnichannel is designed for communications across the most popular chat apps and social media channels.

It is supported by a range of features, including:

- Unified AI (UAI) Platform
- REST API and SDK
- Multi-language Auto Translate (so that chatbot can understand requests)
- Voice-to-text
- User portal, with integrated analytics
- Sandbox environment and test tools
- Expert Assistance

A **30-day PoC program** is available for non-commercial trial access to Tata Communications DIGO Omnichannel. This is a no cost, no commitment trial program. The trial includes limited trial usage for platform messages, WhatsApp conversations, template creation, chatbot intent creation, and 2 live agent seats.

Engage your customers anytime, anywhere with Tata Communications DIGO Omnichannel

Engage with your customers based on their preference

Rapidly design, deploy solutions without code

Improve customer experience and satisfaction, leading to improved NPS

Ensure privacy and security to consumer communication

Assured regulatory compliance across domains

Drive next-gen collaboration

Why Tata Communications DIGO Omnichannel API?

Augmentation, not addition - Embed communications directly into your existing applications

Automation and Innovation - Automating the entire process ensures faultless communications and reduces cost

Mobility - Many tools and solutions are "optimised" for mobile devices, Tata Communications DIGO Omnichannel is designed with mobility as a fundamental requirement. It supports your customers wherever they are and whatever tasks they are trying to complete

Flexibility - Tata Communications DIGO Omnichannel is also built with flexibility in mind. Different communications touch points, connected via APIs, enrich the capabilities

Fast - Establish your communications channels and workflows quickly, to respond to the needs of your customers and your business

Contextual - All the components of a customer conversation integrated into a single workflow

Typical Use Cases

Facilities Management:
Reporting issues, Camera / sensor integration

Expense Management:
Receipt capture, expense reporting

Reservations:
Send confirmations about reservations and bookings for things like travel, medical appointments, event ticketing

E-Commerce: Order Confirmations, delivery notifications and customer service updates

Marketing: Send targeted marketing to specific customer segments, based on a variety of criteria
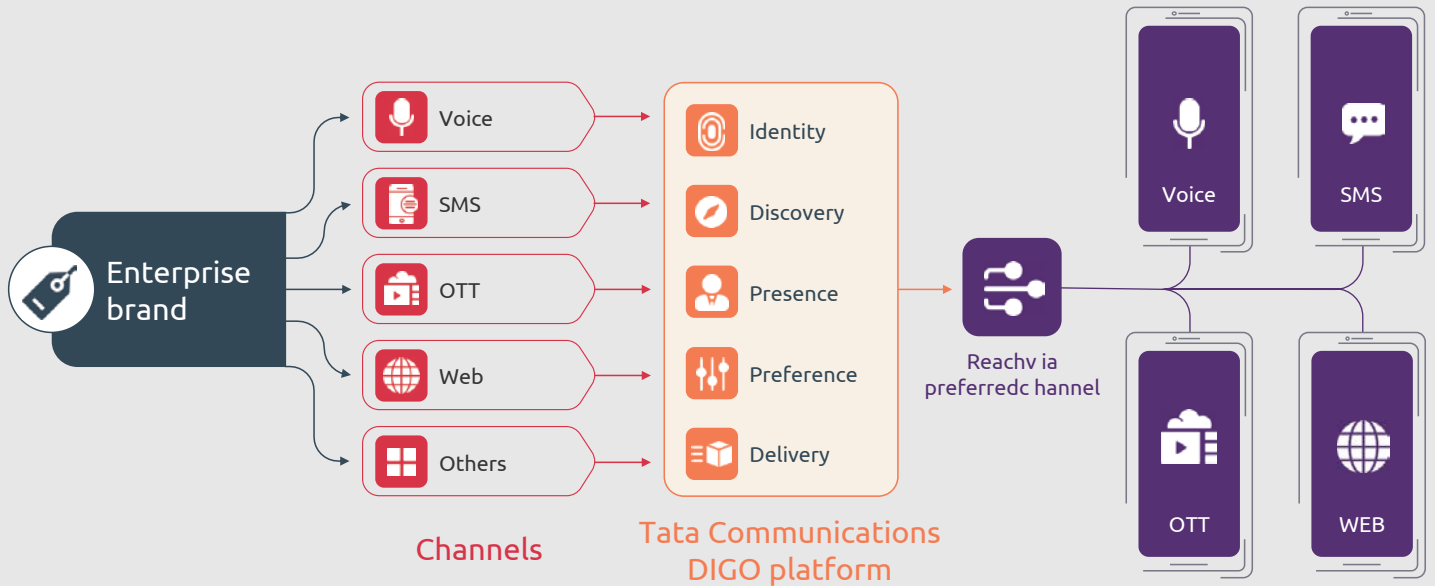
Food Delivery: Access menus, Chatbot ordering and alerts

Tata Communications DIGO Omnichannel

One platform - With access to multiple messaging channels

Chat Apps - Supporting the most popular apps, with more being added all the time

One agreement, multiple connections - Global interconnections, across multiple channels

Ease of integration - Integrate with 3rd party applications, using REST-based APIs

Automate your processes - Use ChatBots to automate customer conversations and integrate live agent interactions and conversations

Web Widget Design - Use the ChatBot to automate web chats with options to transfer to a live agent

'Omnichannel' Comunications

Enterprise brand

Voice
SMS
OTT
Web
Others

Channels

Identity
Discovery
Presence
Preference
Delivery

Tata Communications DIGO platform

Reachv ia preferredc hannel

Voice
SMS
OTT
WEB