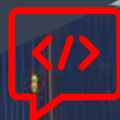




# Airtel IQ Assured Delivery

Assured communication.  
Assured Success.

A comprehensive Buyer's Guide to selecting a communication platform as a service that elevates omnichannel business communication, connected customer support and timely customer engagement.



# Contents



# Communication is everything in modern business

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## Every undelivered communication could potentially translate into a loss for your business.

**This underscores the critical need for a reliable CPaaS solution. Presenting Airtel IQ Assured Delivery platform on the Cloud.**

Today, enterprises prioritize three critical elements for customer engagement: timeliness, engagement, and seamlessness. This demand has underscored the importance of a communication solution that is not only frictionless, secure, and enterprise-scale but also regulatory-compliant, providing you with a reliable and reassuring solution. So, the choice for the future will be to deliver end-to-end customer journeys across multiple communications with no interruptions and direct connectivity without any grey routes.





# Bol India Bol!

## The CPaaS effect

**The Indian CPaaS market is on a rapid growth trajectory, estimated at USD 0.81 billion in 2024 and projected to reach USD 2.46 billion by 2029 with a robust CAGR of 24.83%**

In today's digitally-driven landscape, where consumers have many choices, delivering exceptional customer experiences has become paramount for businesses seeking to thrive and differentiate themselves in the market. With the rapid adoption of digital technologies, customers expect seamless and personalized interactions across various channels.

By harnessing the power of CPaaS solutions, businesses in markets like India can create and deliver engaging, omnichannel experiences that cater to their customer base's diverse needs and preferences. From real-time communication to personalised messaging and efficient customer support, communication platforms enable businesses to build stronger connections with their audience, drive loyalty, and ultimately, enhance the overall customer experience.