



Transform Your Customer Engagement



Customer experience is, by far, the most important brand differentiator in this era.

From food delivery services like Swiggy to bike taxi aggregators like Rapido, modern businesses are extensively using in-app calling to be reachable to their customers. And they are doing it successfully by leveraging cloud communication.

86%

of people willing to pay more for better customer experience

67%

of organisations across industries are transitioning their communication and collaboration ecosystem to cloud



How to identify the right communication platform for your business

To make the right choice, you must ensure that your cloud communication provider does not have the following drawbacks:

- Lack of assurance for network uptime: Most cloud communication providers do not own the telecom network and vice versa. While they can take the responsibility of the uptime of their APIs, telecom network service quality is not something they can own.
- Lack of advanced data security: Not all cloud communication players provide a unified data protection framework that complies with the most stringent standards and regulations.

Introducing one of India's most advanced Cloud communications suites: Airtel IQ

Airtel IQ is a one-stop platform natively integrated with one of India's leading telecom networks. With Airtel IQ, you can connect with your customers through calls and SMS via your enterprise apps on web or on mobiles. It is:



Robust

Get robust and resilient connectivity with Airtel's pan-India network.



Intuitive

Plug and play with your business applications seamlessly using our flexible and easy-to-use APIs.



Secure

Ensure peace of mind with our advanced data encryption and data security measures.

Deliver richer experience throughout customer engagement lifecycle

Enhance your customer relationship by unifying communication across marketing, customer service and operations. With Airtel IQ, you can:

Make Marketing Smarter

Easy Click-to-call

Make quick and easy calls to prospects who've filled up the form to be contacted.

Deliver superior customer experience by scheduling call-back at their convenience.

Omnichannel communication

Get mobile and vanity for an omnichannel experience.

Route customer calls to relevant departments without hassle, send customer greetings and more.

Granular analytics

Track connections between buyers and sellers, analyse patterns and gain insights to take informed decisions.

Optimise your service monetisation with proof connection and conversation.

Personalise Customer Experience

Personalised IVR

Use smart IVR to connect your customers with the right agent leveraging contextual analytics.

Automated Calls

Trigger automated outbound calls and SMS to your customers using OBD.

Performance Insights

Get real-time dashboards for visibility into agents' performance.

Make Operations Intelligent

Secure Communication

Keep your employees' and customers' numbers private by facilitating connection through virtual numbers (VN).

Customer Notifications

Keep your customers and employees informed with real-time notifications.

Appointment Reminders

Send timely appointment reminders to your customers and employees without fail.

Airtel IQ addresses all your business communication concerns



Workflow orchestration across calls and SMS

Create a workflow, e.g. Call masking, Click-to-call, OBD, which comprises of individual communication building blocks of calls wired to execute a business logic.



Configurable APIs

Define which participants to add, which announcements to play and any such runtime configuration.



Intelligent call routing

Route calls on the basis of business hour, spam, customer type, agent availability and other parameters.



Intelligent call connect

Route calls in Sequential, Round Robin or Parallel order and allow your customers to control ringing time for a customised experience.



Smart IVR

Create multi-level IVR flows for a shorter time-to-reach and improve experience with features like hold, mute and transfer.



Secured conversations

Record and store calls with assured privacy.



Seamless integration

Integrate Airtel IQ features into your web and mobile apps and CRM software.



Audio conferencing

Create conference bridge for multiple users for on-call collaboration.



Call tracking

Track conversions and measure marketing ROI using IQ Intelliphones and IQ rich analytics.



Rich analytics

Build your own dashboards to track KPIs and gain insights into customer demography.



Real-time event notification

Send notifications for call state, IVR, audio and recording in real time.

From small to big, Airtel IQ is the choice for modern businesses



Optimise your business communication with Airtel IQ

We're eager to take your business communication to the next level of efficiency and effectiveness. We're available round-the-clock at:

 airtelforbusiness@airtel.com

 www.airtel.in/business

