



**Revolutionizing
the way you engage
with your customers**

World's first network embedded CPaaS





Enabling enterprises to deliver an unparalleled omnichannel customer engagement

Airtel IQ is the world's first **network-integrated CPaaS ecosystem**.

It unifies cloud communications and customer experience management to drive customer engagement to the maximum level and help businesses become more profitable.

Market Smarter

Make Business
Operations Efficient

Personalised
Customer Experience

Increase ROI and CSAT





Companies that customers love, love Airtel IQ.



Airtel is powered by Airtel IQ

Why Airtel IQ? Why Now?

For enterprises looking to take customer engagement to the next level by unifying communication across business practices – marketing, sales, customer service, and operations.

Impact



50% Decrease
in marketing expenditure



10% Increase
in customer call answer rates



30% Uplift
in sales



99% Uptime
for contact centres



10% Decrease
in complaints

Enabled with



Pan-India presence with
seamless integration
across channels



Multiple use case-specific
APIs to turn your ideas
into reality



Low-code
development
tools



Secure, robust,
& scalable –
Telco's advantage



Extensive communication
capabilities & intelligent
call connect



Granular monitoring &
management capabilities



Extensive sample
application libraries



Build best-in-class digital experience with the World's first

Network-Embedded Communication Platform as a Service (CPaaS)



Voice

Calling Flows &
Click-to-call

Intelliphones &
Call Masking

IVR – Inbound &
Outbound

International Bridging

Toll-free on IQ Cloud



Messaging

SMS Campaigning

Whatsapp API
& Bots

Silent Auth./
Implied OTP

Google Business
Messages



Video

Fintech Module-
E-KYC

Healthcare Module-
Engagement

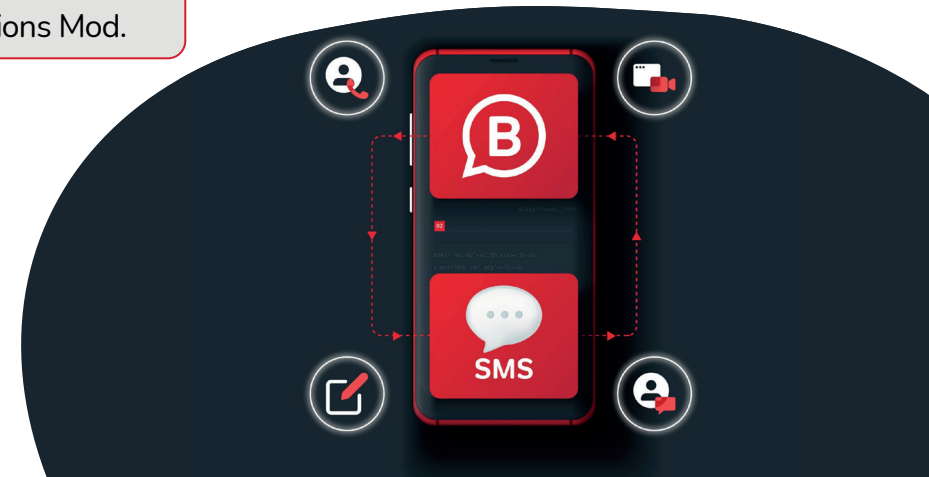
Edtech & Retail
Interactions Mod.



Contact Centre CX

Automatic /
Agent-based Calls

VoIP with
Softphone





Key Airtel IQ Voice Benefits

Embed voice APIs straight to your application



The ONLY business identification service



Click-to-call intelligent live agent routing



Call flow & masking solution



SIM-based recording value add-ons on toll-free



Value add-ons on toll-free

Key Airtel IQ Message Benefits

Improved customer engagement with intelligent message automation



WhatsApp chatbot for business



Silent authentication



Hassle-free secure mobile authentication

Key Airtel IQ Video Benefits

Unrivalled video conferencing calling experience at scale



WebRTC-based calling



Smart video optimisation



AI automation and optimisation

Key Airtel IQ Contact Centre Solutions Benefits

State-of-the-art experience irrespective of outages and overload



Centralised contact number



Intelligent & conditional call routing



Caller Line Identification (CLI)



The Airtel Advantage



Telco Advantage

Pan-India presence with seamless integration across channels.



Airtel Scale

Transparency through CNAM technology, mobile number as Intelliphone, faster turnaround time for feature integration, and more by virtue of being a Telco.



Network Reliability

No additional hop – offering reduced call set-up time and lower resolution time. No dependency on connectivity with DC.



Seamless Integration

Integrates intuitively with your business using flexible, low-cost, easy-to-use API development tools.



Support and Expertise

Leverage Airtel's existing infrastructure, scale, engineering expertise, & intelligent technology support.



To know more, visit us at
<https://www.airtel.in/business/b2b/airtel-iq>

Write to us at
<https://www.airtel.in/business/b2b/contact-us>

Get in touch with your
Airtel account manager



What our customers have to say about us:

“

We needed a platform that is highly reliable to support our business growth and meet customer expectations by ensuring that our contact centers were always reachable by our customers. We at Havells, leveraged Airtel IQ which ensured customer convenience through conditional call routing, 99.9% uptime of contact center, continuous improvement of contact centre experience using insights gained through data analytics, and reduced downtime to less than nine hours a year. We are delighted to have Airtel IQ supporting our business growth by ensuring superior customer experience.

Havells
AVP, Gaurav Taxali

”

User security is our top priority, and we wanted to ensure that our customers had access to the best network safety measures and a high-quality experience. Airtel IQ has helped us expand our partner network without any privacy or integration incidents. Leveraging Airtel IQ helped us improve delivery process efficiency due to 99.9% network uptime. The integration has been very smooth and easy so far, making it an amazing experience. We are excited about our partnership and look forward to the continued support from Airtel IQ.

Rapido
Co-founder, Rishikesh S R

The decision to go with Airtel IQ as our cloud communication platform, more than anything, had to do with the robustness of the network it provided, along with the flexibility of the cloud communication platform. What Airtel IQ solved for us was not only secure communication but also helped us in bringing next level of transparency in our platform by providing comprehensive call tracking, monitoring, and analytics.

Trade India
COO, Sandip Chhettri

“

Congratulations to Airtel on the launch of Airtel IQ and we are delighted to deploy this innovative cloud solution to deliver a seamless experience to our customers. Seamless and secure communication between our customers, agents and partner restaurants is key to our service enablement. Airtel IQ's robust, intuitive and secure cloud communication technologies are helping Swiggy serve customers even better through timely & engaging conversations.

Swiggy
Vivek Sunder, COO

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