# Tata Communications launches Kaleyra AI to enhance customer engagement



Tata Communications has recently launched Kaleyra AI, a comprehensive suite powered by artificial intelligence, aimed at transforming the ways businesses engage with their customers. This new portfolio goes beyond traditional communication methods, integrating seamlessly with existing platforms such as live agent interfaces and various communication channels.

Mauro Carobene, Head of Customer Interaction Suite at Tata Communications, spoke to Customer Experience Magazine regarding the impact of Kaleyra AI on customer-facing roles. He stated, “For customer-facing roles, the portfolio will significantly improve engagement and interaction rates. In early controlled demos, we observed marked reductions in mean time-to-respond and resolve issues, especially during peak query volumes.” He further noted that the suite offers generative AI-powered reporting and insights, which will provide C-suite decision-makers with enhanced visibility into enterprise performance through an intuitive natural language interface.

Kaleyra AI harnesses the capabilities of generative AI to provide businesses with the tools needed to deliver personalised and engaging customer experiences. At the time of its launch, three innovative solutions were highlighted as key components of the platform.

The first feature is a GenAI-powered Template Generator specifically designed for WhatsApp. This tool enables companies to create customised message templates and dynamic variants, improving the relevance and appeal of their communications. Future developments in the roadmap suggest that this feature will extend its capabilities beyond WhatsApp to include SMS and rich communication services (RCS).

The second innovation within Kaleyra AI is the advanced Conversational AI Data Reporting feature. This tool facilitates the transformation of complex customer queries into actionable insights quickly, providing clear and engaging visual reports. By employing natural language processing, the solution allows businesses to operate independently from specialised analytics teams, enabling rapid decision-making through AI-generated reports.

The third component is the Conversational AI No-Code Builder, designed to simplify the creation of complex workflows. This feature allows users to build interactive assistants that can provide natural, conversational responses using both text and rich media formats. Its no-programming requirement empowers businesses to develop solutions that bolster workforce productivity and enhance customer satisfaction, making sophisticated data analysis accessible to a broader range of users.

As Tata Communications continues to expand the capabilities of Kaleyra AI, the suite is poised to redefine how enterprises communicate with customers, integrating advanced AI-driven tools to enhance engagement and operational efficiency across various sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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