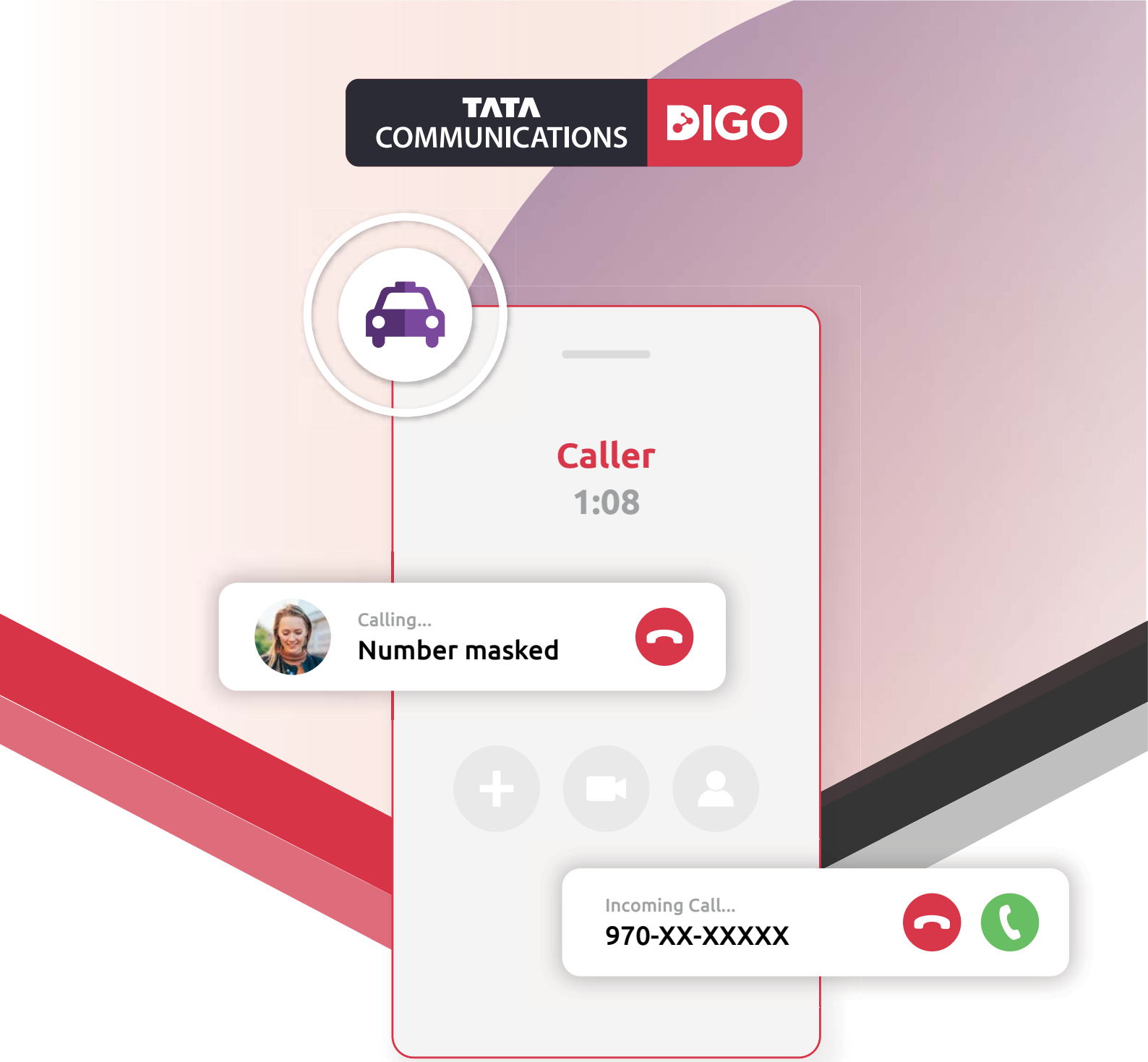
TATA COMMUNICATIONS DIGO



ANONYMIZE

Calling number Anonymisation

Protect your customers' and your employees' personal phone number information

Tata Communications DIGO Anonymize provides the ability to protect your customers' phone numbers so they can contact you without exposing their phone number.

If you are creating a temporary connection between your customers and your service partners, there is a need to ensure that customer privacy is protected and that a customer's personal number is not shared. With Tata Communications DIGO Anonymize this can be easily achieved.

Anonymisation offers many advantages to businesses and users alike. You can enhance customer satisfaction and trust by using this approach. With call anonymisation, you can use the same number to bridge users and employees without exposing the phone number of either party.

Integral Component of our Tata Communications DIGO Platform

Anonymize is an integral component of our broader Tata Communications DIGO cloud communications portfolio, supporting transaction management, customer engagement and collaboration services

Turnkey Solution

No need to build a caller anonymisation application from scratch. Tata Communications DIGO Anonymize presents a pre-built solution for you, that just requires configuration for your specific requirements

Benefits

- Protect your customer's (and employees) identity
- Easy and quick to implement
- Maintain communication channels within your platform
- Global network reach
- Exercise more control over user experience
- Lower the cost of purchased phone numbers
- Scale as you grow
- Enable use of customer-preferred communication channels
- Assured regulatory compliance in every region
- End-to-end lifecycle and service management

How Does Anonymize Work?

User initiates an action on your App (Taxi booking, Food order, etc)

1. A temporary masking number is assigned between your customer and your service partner, whenever a transaction is initiated through your application
2. Whenever the user or the partner calls on this masking number, the call is routed through the Tata Communications DIGO platform. The platform checks the mapping of the incoming number and initiates the call to the respective user or partner
3. The Tata Communications DIGO platform then patches both calls together. This way, the user and the service partner are connected, without knowing each other's actual numbers

Typical Use Cases

Taxi and Car Share Services:
Let drivers and passengers call each other without sharing their personal phone numbers

E-Commerce:
Help buyers and sellers connect and expand markets by integrating PSTN calling into an application

Dating Applications:
Businesses that pride themselves on offering a private way for people to communicate with each other can provide a safe and secure way to interact without exposing personal information

Logistics and Food Delivery Apps:
Customer and delivery person can connect with each other to share information about upcoming deliveries

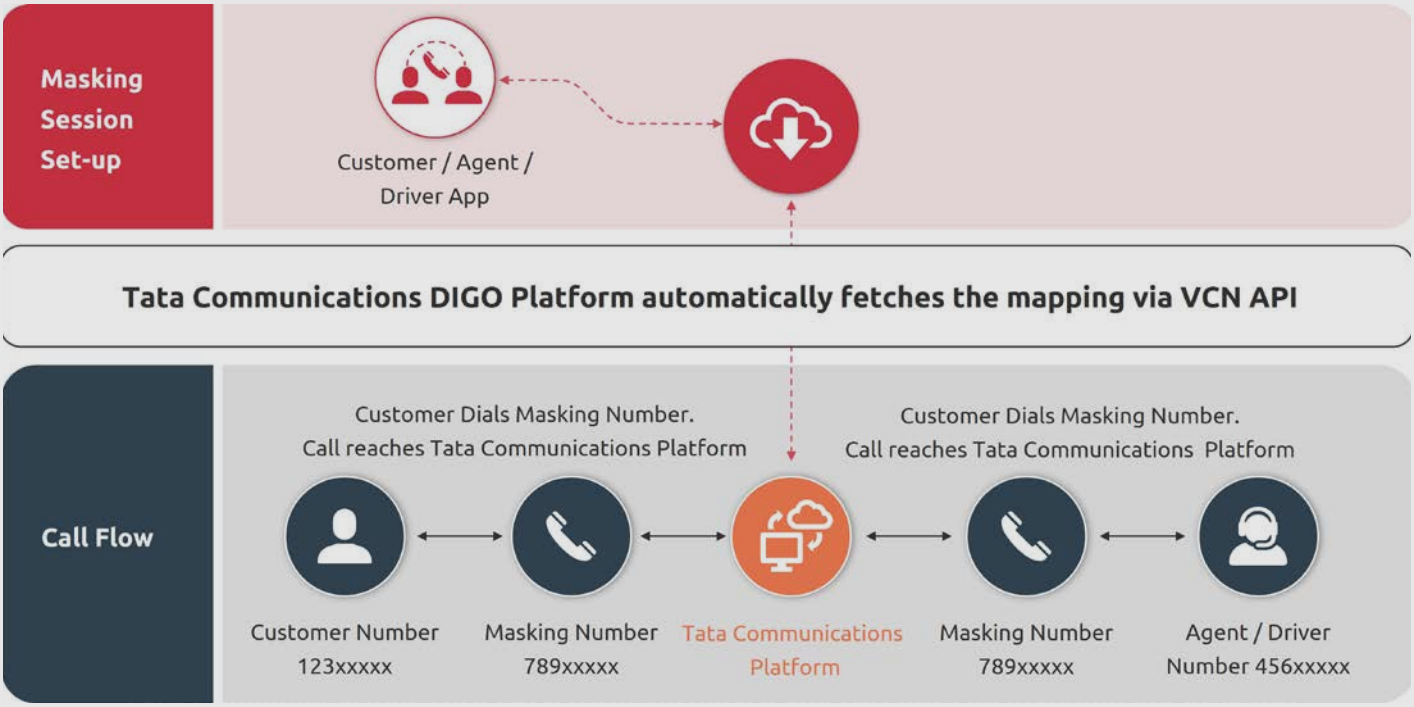
Digital marketplace:
For online exchanges, keep buyer and seller personal numbers private, for extra security

Remote Contact Centre Agent:
In a work from home situation, your customers can speak to your contact centre agents or other professionals while protecting their privacy

Features

- Easily customisable – develop call workflows to suit the needs of your business
- Integrated number approach – patches calls together
- End-to-end session management. Control call quality and security throughout the call
- Calls are bridged across separate numbers simultaneously
- Call tracking for extra security and validation
- Call recording and storage options, ensuring compliance with local regulations

‘Anonymize’ Virtual Calling Number



Tata Communications DIGO branded service is available only in select countries.

For more information, visit us at https://tatacommunicationsdigo.io/

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