

FOR THE PEOPLE WHO THINK DIFFERENTLY

Become a member of the Tata Communications Spotlight community. We will give you a platform to share your thoughts and insights.

Here's to you

TURNING THE TATA COMMUNICATIONS SPOTLIGHT ON YOU

Your voice carries more weight than anyone else's at Tata Communications. We want to elevate your story to help others realise the value that you are already experiencing today.

Unveiling **Tata Communications Spotlight** – an exclusive forum in which you can share ideas with peers, take inspiration from the latest industry trends, and co-create new solutions.

FOR BEING MORE THAN A CUSTOMER. HERE'S TO YOU.



Network at exclusive events: Exchange best practices at unique social events with peers and industry experts. For the people who connect.



Share expertise: Establish yourself as an industry expert by sharing your unique experiences. For the people who know.



Inspire peers: Help peers in similar situations to be more successful in their purchase and implementation journey. For the people who have been there.



Build online reputation: Leverage the collaterals built with Tata Communications Spotlight to improve your online reputation. For the people on their way up.



Innovate with co-creation: Gain early access to Beta program, and play a leading role in new product development. For the people who create.

PROGRAM ENGAGEMENTS

There are multiple engagement opportunities in this program through which we can share our business engagement stories.

- Share your customer experience through a **case study** we'll help you create
- Inspire your peers by **sharing your experience of collaborating with us**, and how that led to your success, at **elite customer-facing events / webinars**
- Inspire with your insights on industry-trending topics in a **blog** co-created with us

- **Inspire a prospect through a private phone discussion** about your experience with us
- **Share your customer experience** in 3 or 4 lines
- **Share your experience with a short video** of a few minutes
- Share your thoughts on our services through an **online review site**
- **Provide consent to use your logo** for our website, booths, presentations etc.
- A **brief note stating your overall satisfaction** with our products / services
- Engage in a **dialogue with industry analysts** or participate in an analyst survey

SHOWCASING YOUR ENGAGEMENT TO INSPIRE YOUR PEERS

The inspirational material built through Tata Communications Spotlight will be beneficial both to us and your own business. Tata Communications will publish the joint case studies, press releases and promotional material on our website and use them as part of our social media activity or at events. You can also publish this material to establish your industry expertise.





HOW TO REGISTER



Register on the Tata Communications Spotlight page on our website

or



Connect with your Tata Communications account manager. Fill in a short form and select the activities you would like to participate.

Tata Communications Spotlight, is an exclusive program that lets you share your success stories to inspire peers and help solve business challenges through networking and co-creation. For the people shaping the business of tomorrow, **here's to you!**

For more information:

Visit us at www.tatacommunications.com/lp/spotlight/

Contact us at customerreference@tatacommunications.com