



Self Service Automation discussion

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Agenda

- Market trends
- Customer pains
- Automation value proposition
- Introducing Avaya Experience Portal
- Key components of Experience Portal
- Customer Testimonials
- Avaya IX Contact Center
- Key Takeaways

The Value of Automation in the Contact Center



Today's contact centers have **three key objectives** for performance:

- 1 **Improve self-service** and digital engagement
- 2 **Eliminate friction** and **frustration**
- 3 **Empower agents** to make more **meaningful connections**

Gartner Predicts

By 2023

Customers will prefer to **use speech interfaces** to initiate

70% of self service customer interactions

rising from **40% in 2018**

25%

of employee interactions

with applications will happen **via voice**

up from almost **3% in 2019**

By 2022

85%

of customer service interactions

will start with **self-service**, up from **48% in 2018**

By 2021

15%

of all customer service interactions

will be completely **handled by AI**, an increase of **400% from 2017**

By 2023

40%

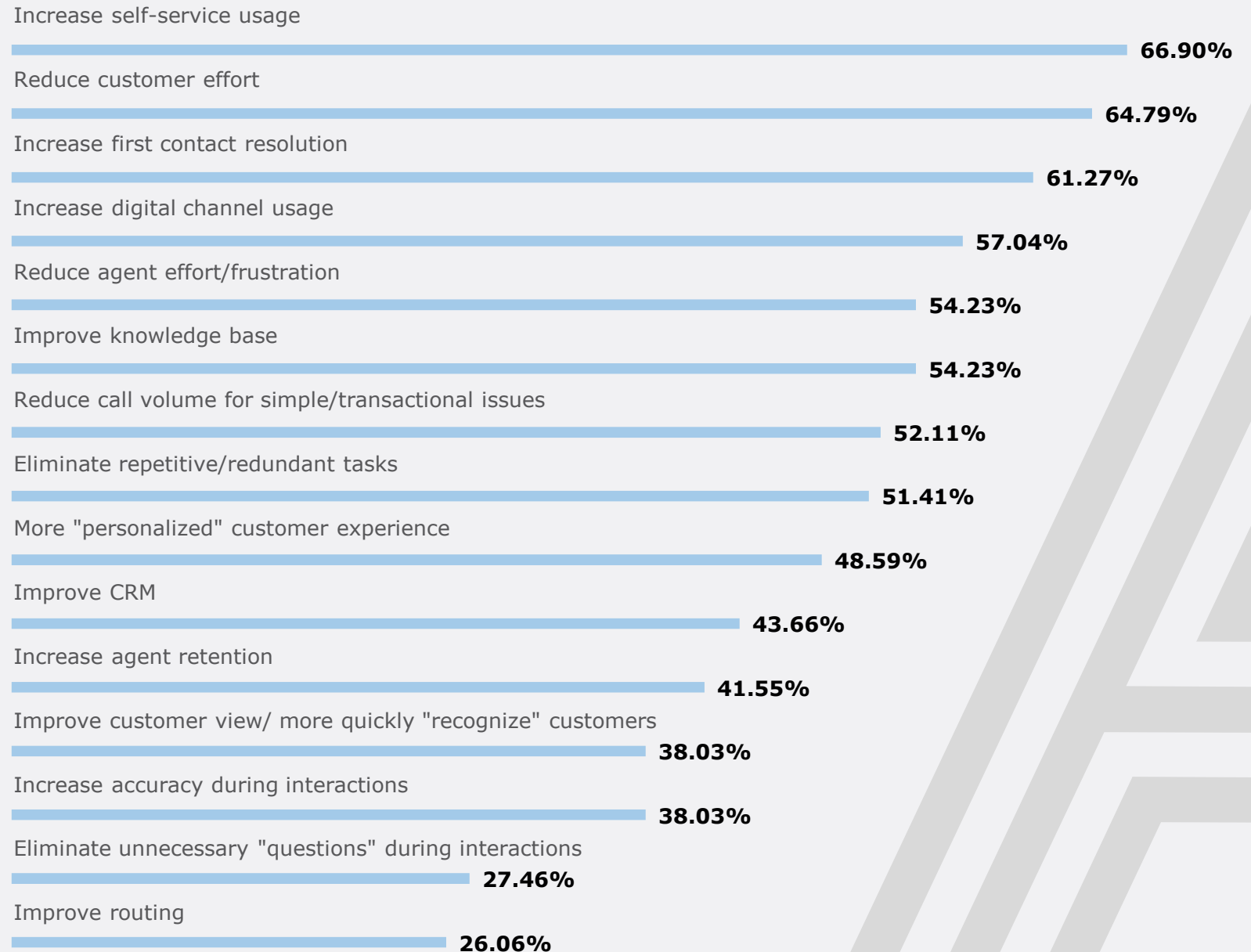
of contact center interactions

will be fully automated by using **AI**, machine learning, and self services, up from around **25% in 2018**

Top Priorities



**What is
critical for your
organization in 2019?**



Automation: A Hybrid Workforce is Emerging

Human and bots working together.

The workforce grows but headcounts sustain.*



Prediction:

The **hybrid workforce** will elevate customer experience and at the same time improve operational efficiency.



Customer Experience Pain

What You Typically Get

"Please hold. Your call is important to us."



"You are **number 342 in queue.**"

"You've come through to the wrong department. **Please call 555-5555.**"



"**This department is closed.** Your call is important to us. Please call back between 8 am and 5 pm."

"Sorry, I'm going to have to **call you back.**"



How is the Customer Experience in your Contact Center Today?



- Does your **app** offer customers the option to **connect to an agent**?
- Do customers have to start the **transaction again in another communication channel**?
- Do customers have to go **through multiple rounds of identification and verification**?
- Is the **transaction information** from the self-service **available** to contact center agents?
- Do customers have to **repeat details they have already provided** as agents have no view to activities done in the app?



Automation Value Proposition

- Contact center's **highest cost is people**
- **Technology** is a lever for increasing **productivity**
- Perform **automated transactions**
- **Identify and segment callers** for routing
- Establish the **caller context**

It not just
about cost

**Customer
Experience Matters!**



Opportunities for Automated Customer Care

Any Media

Speech & multi-channel enables new opportunities for automation, driving a significantly increased ROI

Integrated Customer Care

Integrating Self-service with the entire customer service strategy helps ensure a consistent user experience

Proactive Customer Care

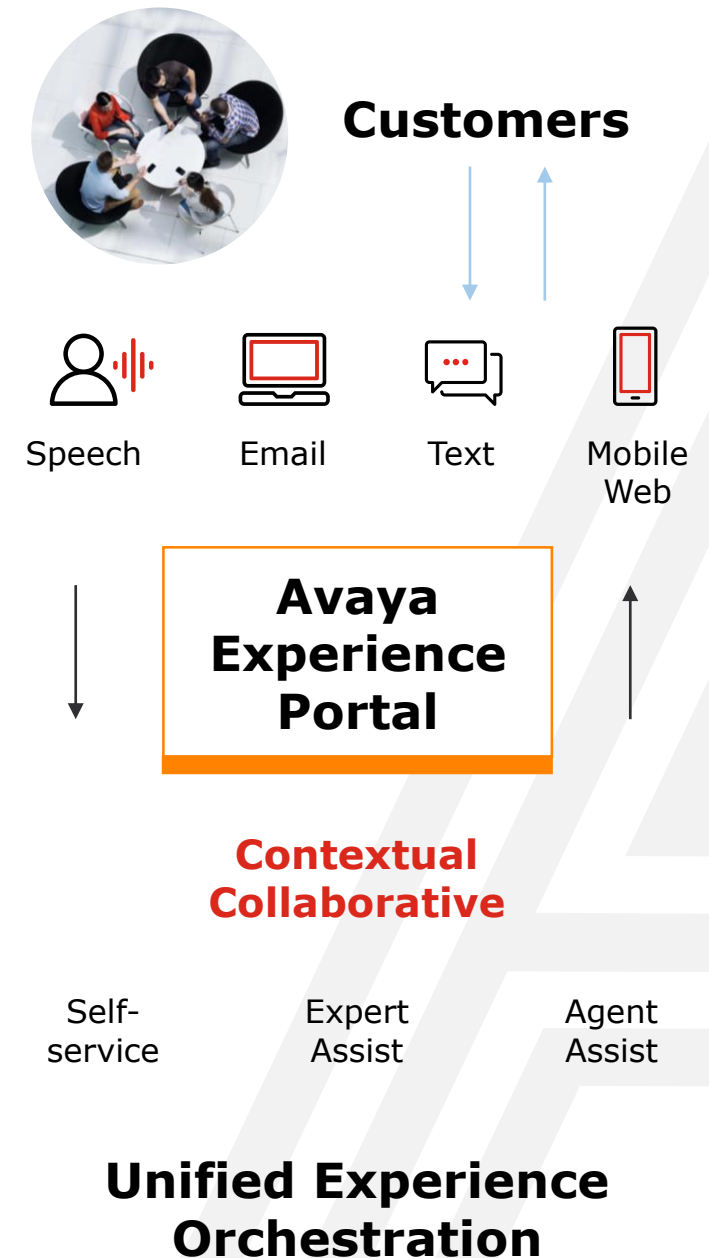
Proactive Customer Care extends a helping hand before even customer ask for it

Performance & Analytics

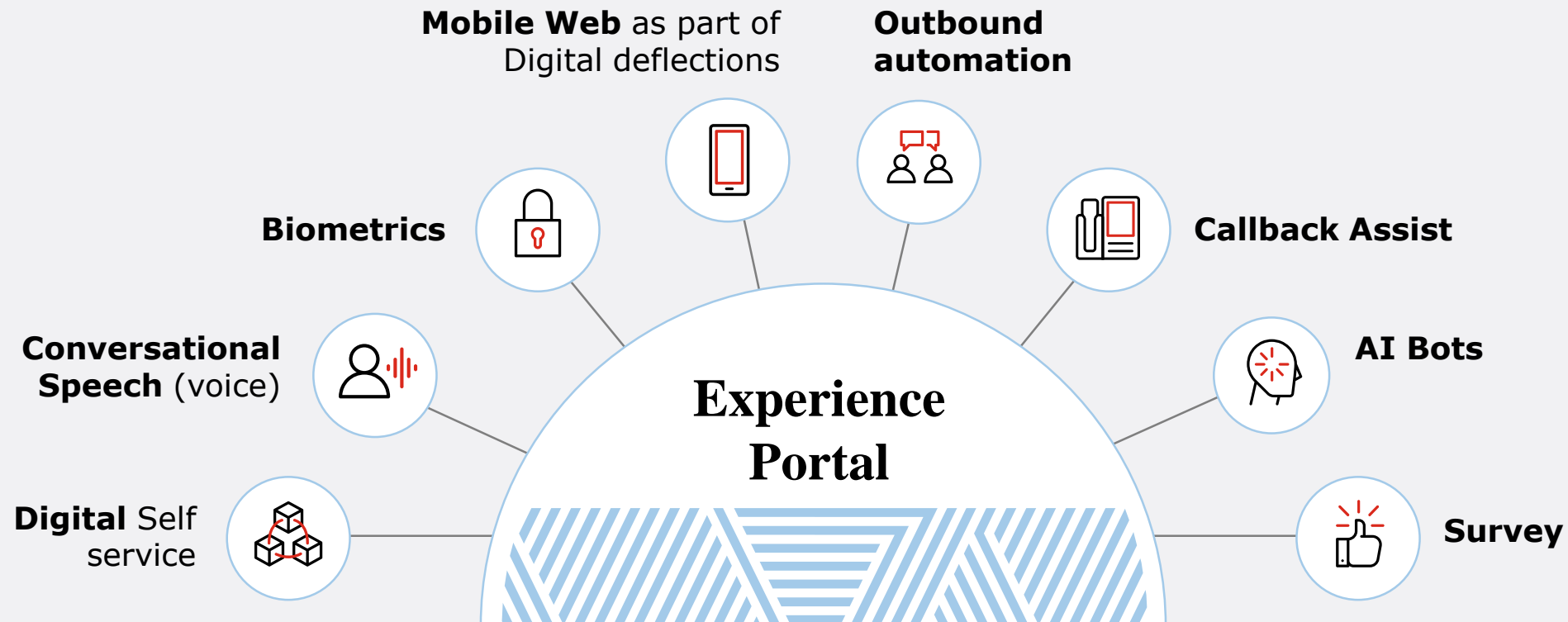
Reporting & Analytic Tools track caller behavior for personalization and continuous improvement

Avaya Experience Portal

- Experience Portal is **more than just voice**
- **A single platform** to manage automated omni channel self service
- A **robust and highly scalable solution** for inbound and outbound automation
- Designed to **easily integrate with your contact center and customer data**
- **Tightly integrated** with other **Avaya IX Contact Center solutions**
- **Context can be established** and preserved throughout the interaction
- **Reporting data** to monitor and improve customer automation experience



Enabling Automation in the Contact Center



**Automation Building Blocks to
Differentiate the Customer Experience**



Digital Self Service

Ability to seamlessly **change communication channels** during a single interaction based on customer scenario

Automated interactions across Voice, SMS, Email, Mobile Web

Automated conversations can occur before, during, or after any agent interaction

Conversational Speech Experience:

Intuitive

Understands what was said, by whom, and what it means

Conversational

Engages the user in an intelligent humanlike interactions

Personalized

Tailors the interaction based on the customer context

Anticipatory

Offers proactive assistance, providing information and enabling action

Consistent

Creates a seamless experience across channels and time

New recently deployed - Star Wars Galaxy's Edge Call it at - (407) 939-7943

Voice Biometrics



- **Identification and Verification**
- **Streamlines the process**
 - better user experience
- **Increases security**
 - additional factor of verification
- **Authentication level** as part of caller context
- **Drive the next best action** for this interaction

Voice Biometrics

Active Biometric Solution as part of Automation:

Natural fit for integration with Avaya Self Service Automation

Seamless integration with customer experience

Customer speaks a **specific phrase**

| **"My voice is my password"**



Passive Biometric Solution integrates with automated and Assisted Service:

Customer voice samples are collected in the background and later **used for authentication without prompting** them to speak a specific phrase



Mobile Web (Visual IVR)

Communication enabling **mobile applications**

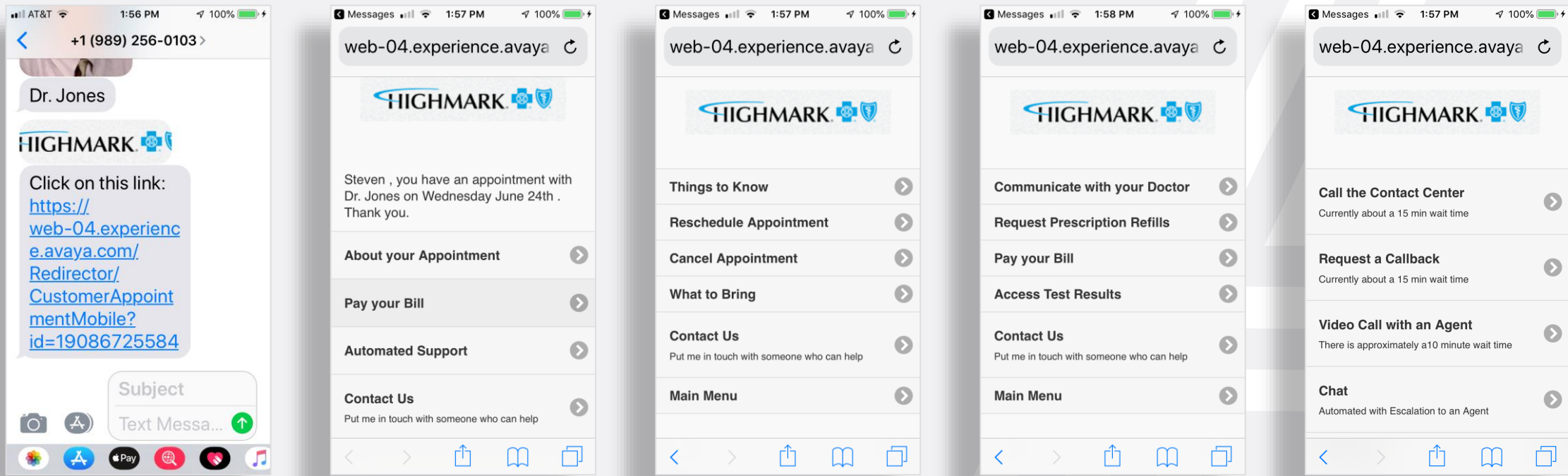
Communication options based on channel and **agent availability**

Provide **wait time expectations** for the available communication channels

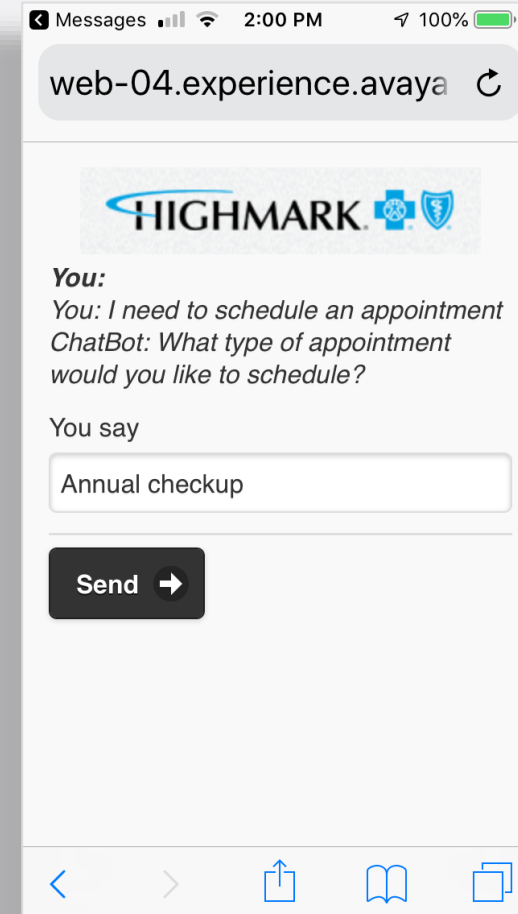
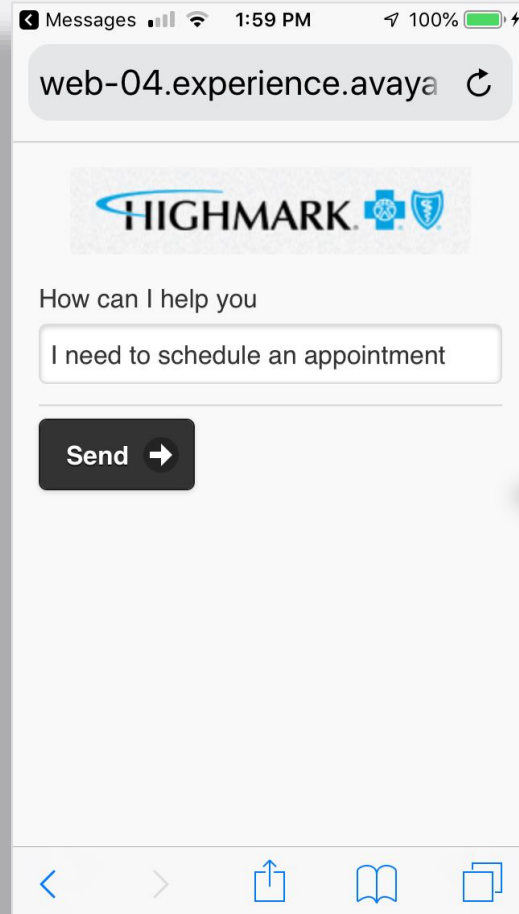
Contextual continuity when changing from one channel to another

Enhancing the mobile web experience

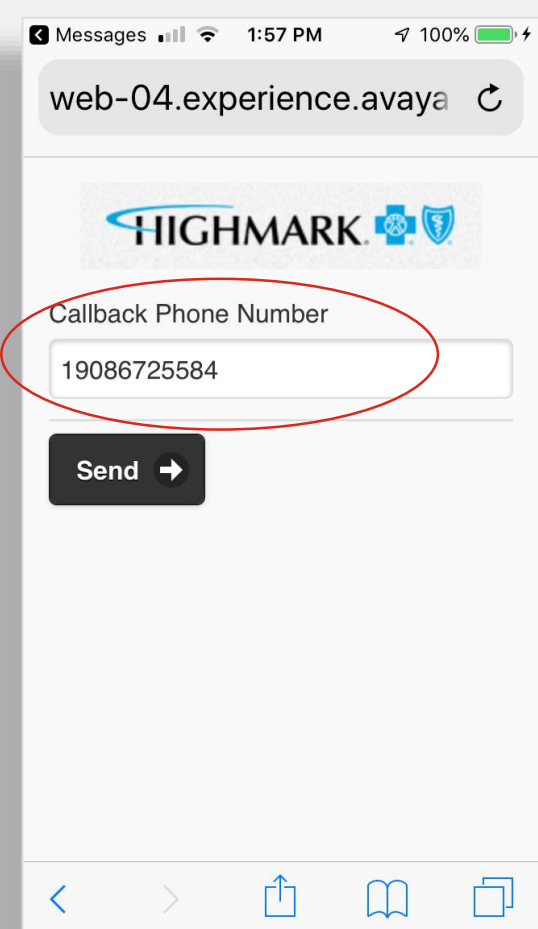
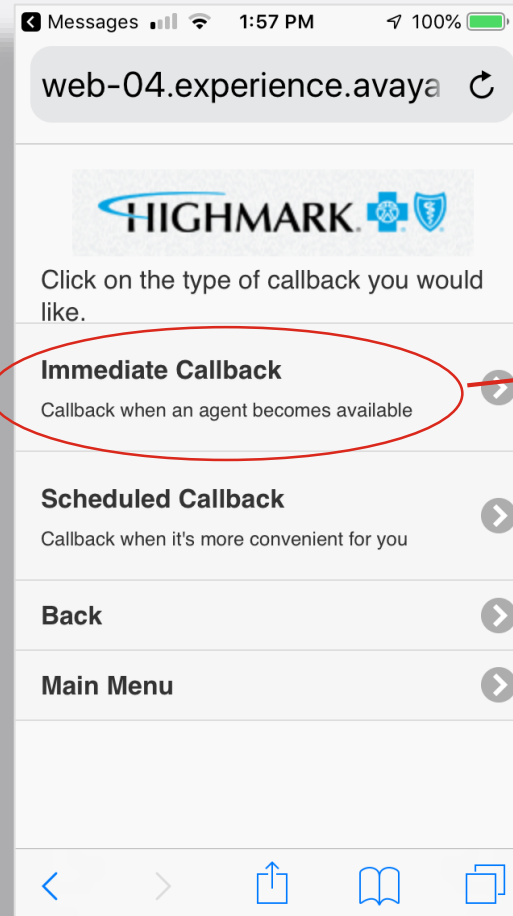
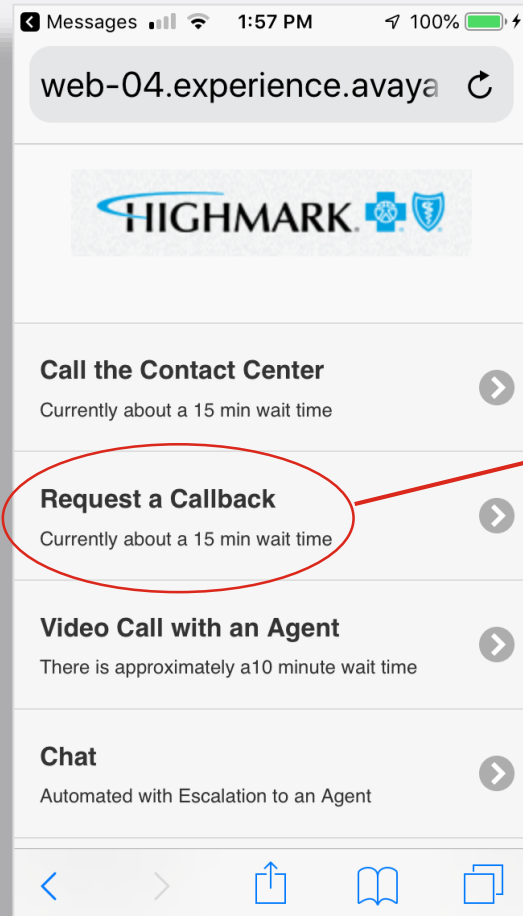
"We've noticed you are calling from a mobile phone. Would you prefer to navigate from that device instead?...A link has been sent to your smartphone. Please click on it to continue"



Communications enabled mobile application: chat example

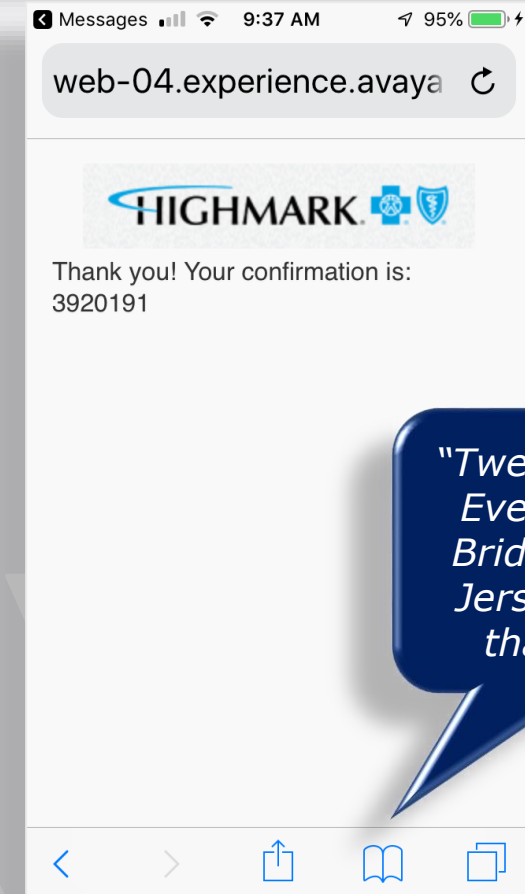
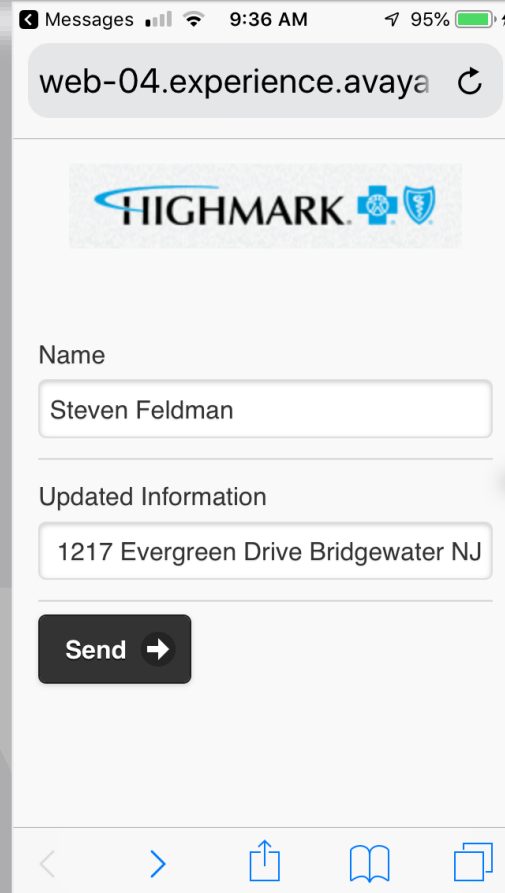
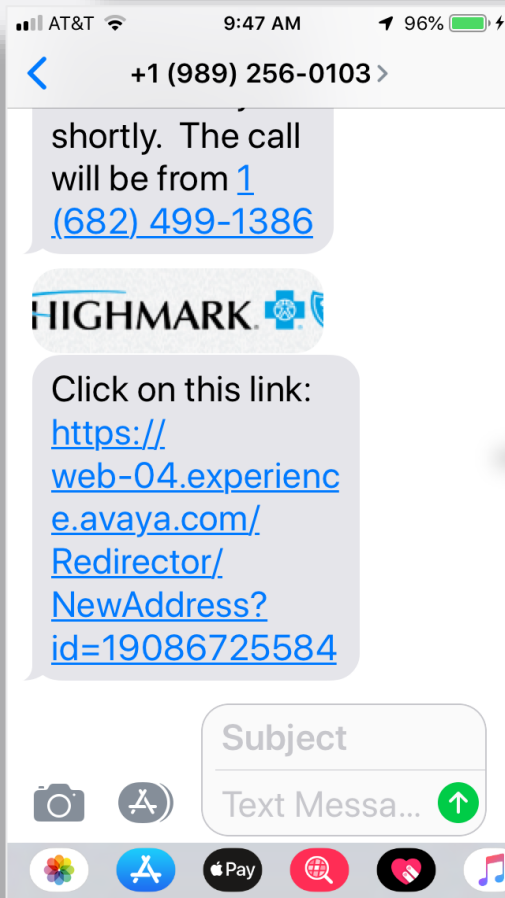


Communications enabled mobile web application: callback example



Handling more complex tasks that are challenging in the voice self-service channel

"I'd like to change my address. We've noticed you are calling from a smartphone. A link has been sent to your device. Please click on the link to continue. I'll stay on the line until it is completed..."



Digital Deflection



Caller
calls into the
contact center

There is a
long wait time
to speak to
an agent

**Caller is
presented
with options**
to avoid long
wait time

Push to chat
- on mobile

Mobile web
application

Call back- when
agent becomes
available or scheduled
for a later time

Context of inquiry is
preserved throughout

Avoids customer frustration

Callback Assist

Provides **callers an option rather than waiting in queue**

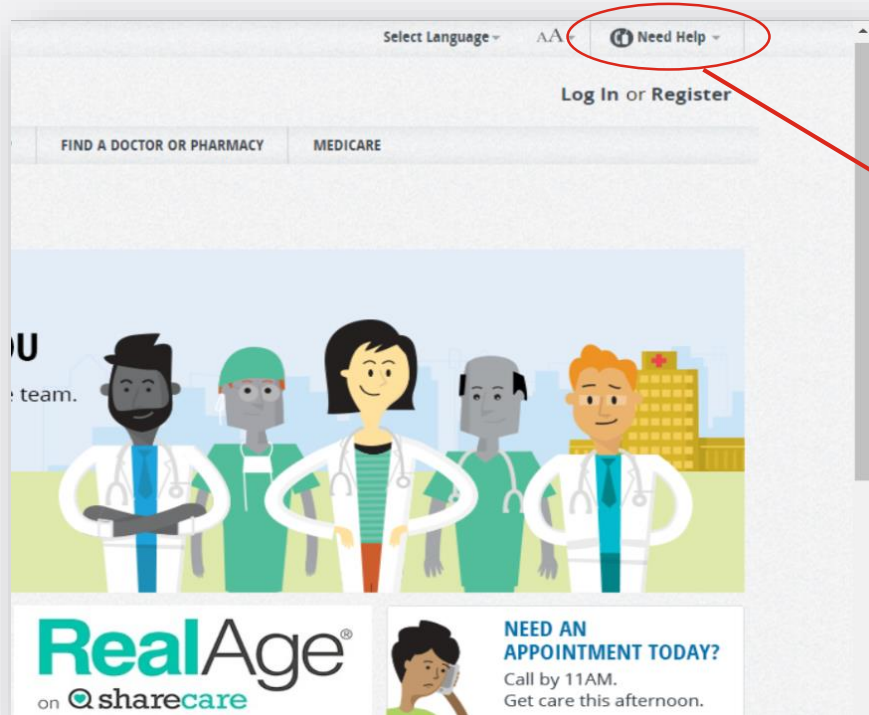
Offers options when **agent staff is limited and call volumes are high**

Escalation option to voice channel from other digital channels

**Improves
Customer Experience**



Communication enabled web site, mobile application.....



Contact Us: **Web Callback Request**

Select an Agent Group

The expected wait time is: **2** minutes

Next Available Agent Callback Request

Scheduled Callback Request

Outbound Automation

Proactively **notify and engage customers** in their **channel of choice**

Enable customer to have a **two-way dialog in that channel or escalate to a different channel**

Appointment reminders

Payment alerts

Order status

Pre-admittance preparedness

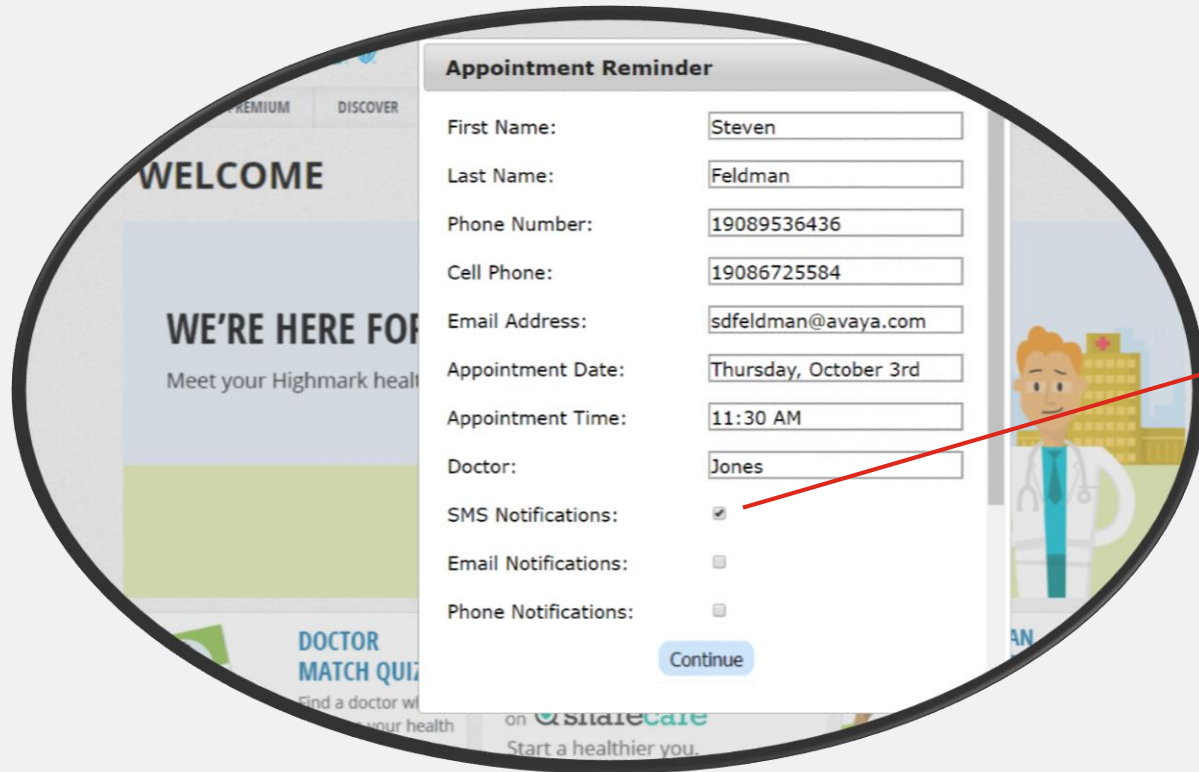
Lab results

Post discharge follow-up

Claim status/updates

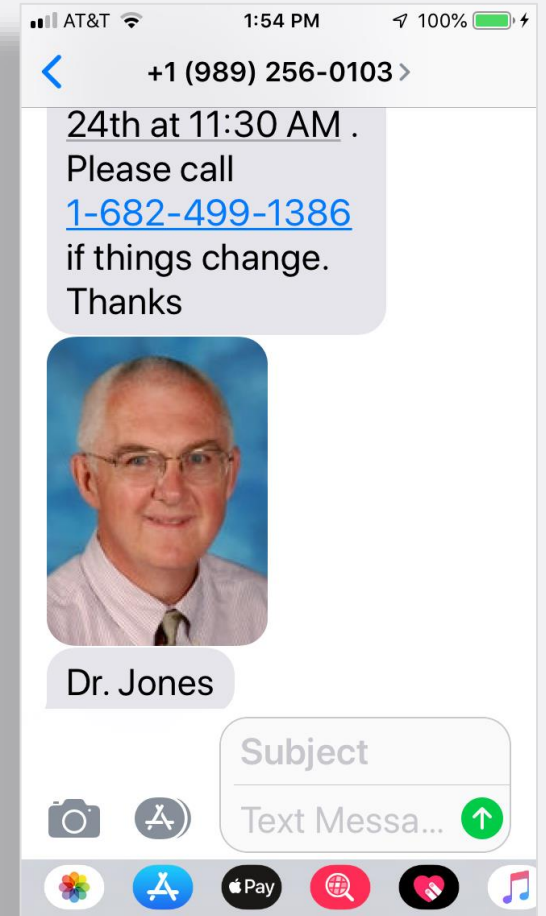
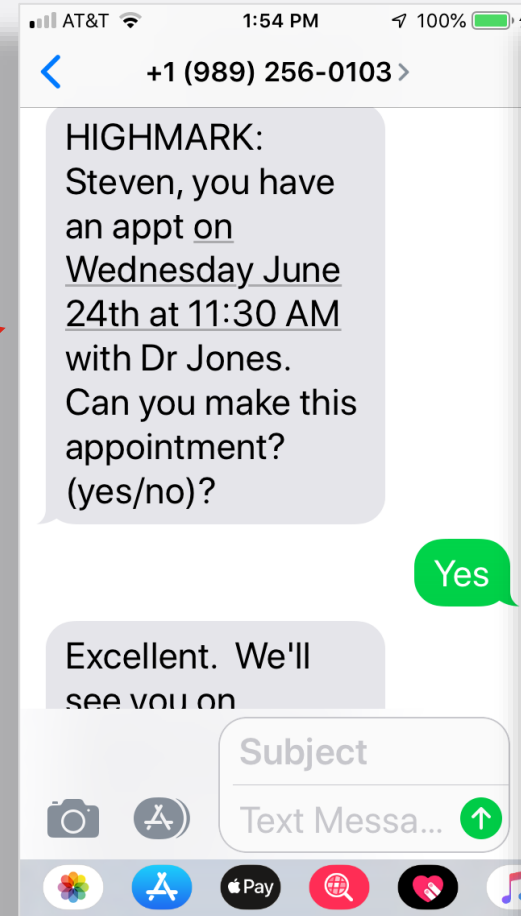


Automated appointment reminders

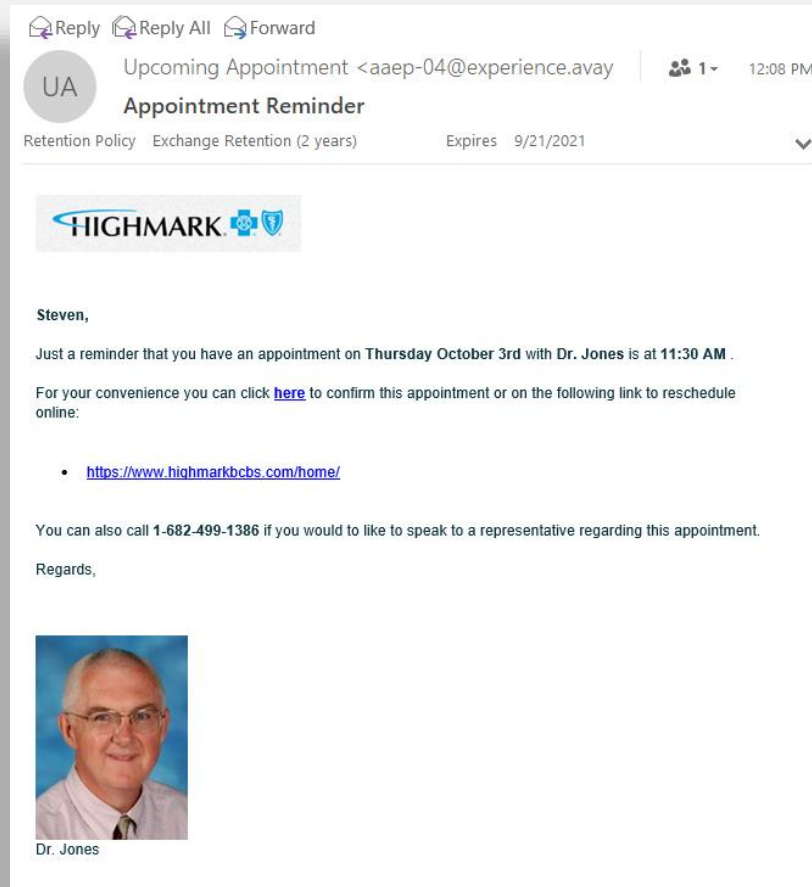


Appointment Reminder

First Name: Steven
Last Name: Feldman
Phone Number: 19089536436
Cell Phone: 19086725584
Email Address: sdfeldman@avaya.com
Appointment Date: Thursday, October 3rd
Appointment Time: 11:30 AM
Doctor: Jones
SMS Notifications: ☒
Email Notifications: ☐
Phone Notifications: ☐
[Continue](#)



Email notifications with hyperlinks and attached content

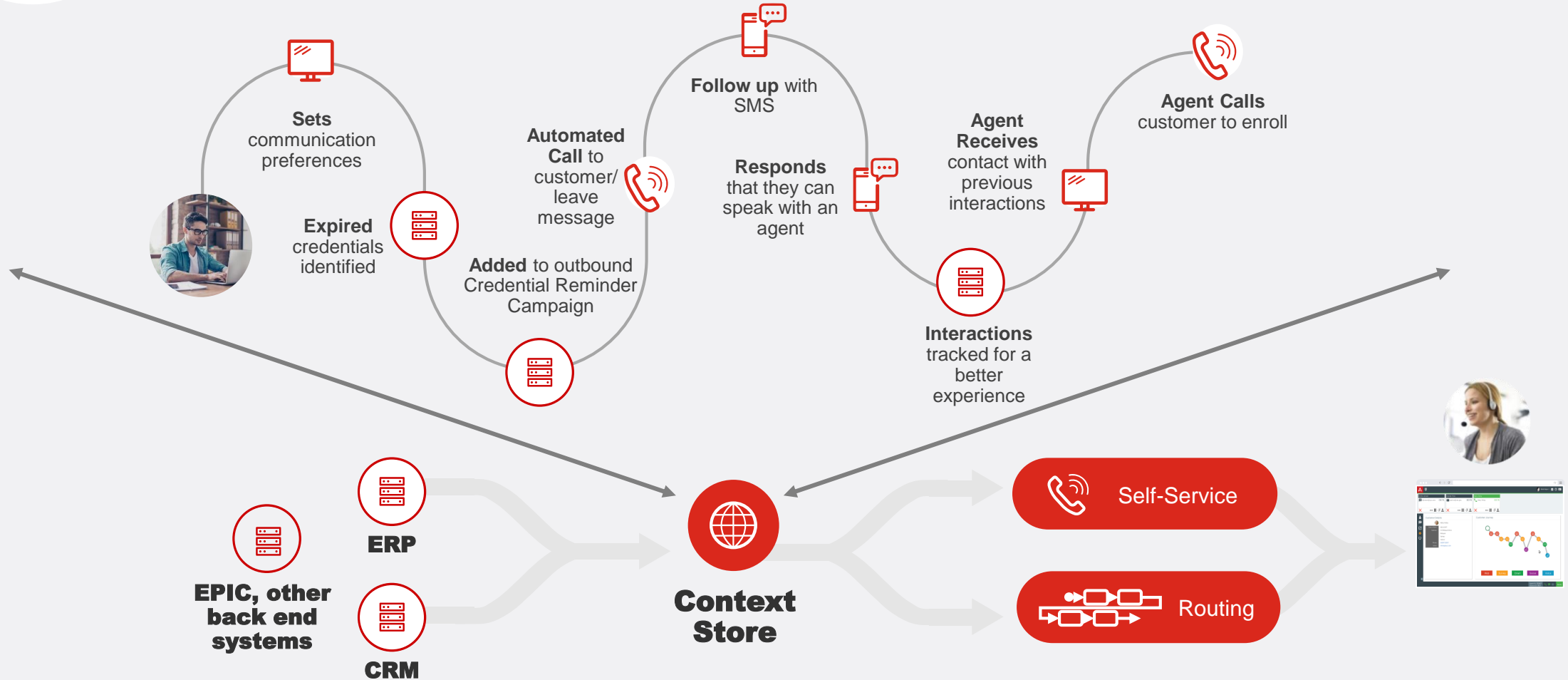


- Pick modality of your choosing or appropriateness based upon the transaction
- Attach photos, forms, etc.
- Escalate to alternative channel if primary communication mode is unsuccessful
 - Example: attempt to reach via live voice a maximum of 5 times every 30 minutes, escalate to email if unsuccessful



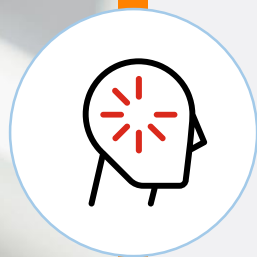
Right Context

Intelligent, Personalized, Seamless Experience



Transition to agent with context including previous transaction history

The screenshot displays the Avaya contact center interface. At the top, a header bar includes the Avaya logo, a search bar labeled "Enter phone number", and user information for "Angel Lisle". Below the header, a green status bar shows the phone number "19086725584" and the time "07:54". A white box labeled "Order-Status" is visible. The main workspace features a grid of buttons for "Web", "Outbound", "Voice", and "selfser..", each with a corresponding icon and a small "D" icon. A timeline at the bottom shows dates "Aug 16" and "Aug 21". On the right side, a panel displays a notification: "Your order for a circuit breaker has been shipped. @ Mon Sep 09 2019 14:32:39". Below this, the "Agent Notes" section contains the text: "Schneider: Steven, your order for a circuit breaker is currently in progress. Speak to an agent (yes/no)?". The "Summary" section shows "POM Campaign Sent SMS Message to Customer". The Avaya logo is at the bottom left, and a row of icons is at the bottom right.



AI Bots

Enhance automation
through the use of **AI**

Single bot across multiple
different interfaces

Elevate customer inquiry
with context to available
agent when needed

Survey Assist

**Automated
multi-channel
surveys based
on interaction**

**Post contact
survey-** agent
performance

**Customer
service
survey-** how
satisfied is the
customer with
the interaction
or service



Avaya IX Contact Center

MARKET DEMANDS

Simple, empowering experiences

- Any touch-point
- All channels
- Context aware & anticipatory

Adaptable Solutions

- Best-of-breed flexibility
- Tailored to your business
- Extensible

THE PORTFOLIO



Artificial Intelligence

OUR FOCUS

- Facilitate **Digital Transformation**
- Exceed **customer expectations** & increase **agent performance**
- **Choices** - public, private, hybrid cloud
- **Infuse AI** everywhere



Thank You.