



Avaya Mobile Experience

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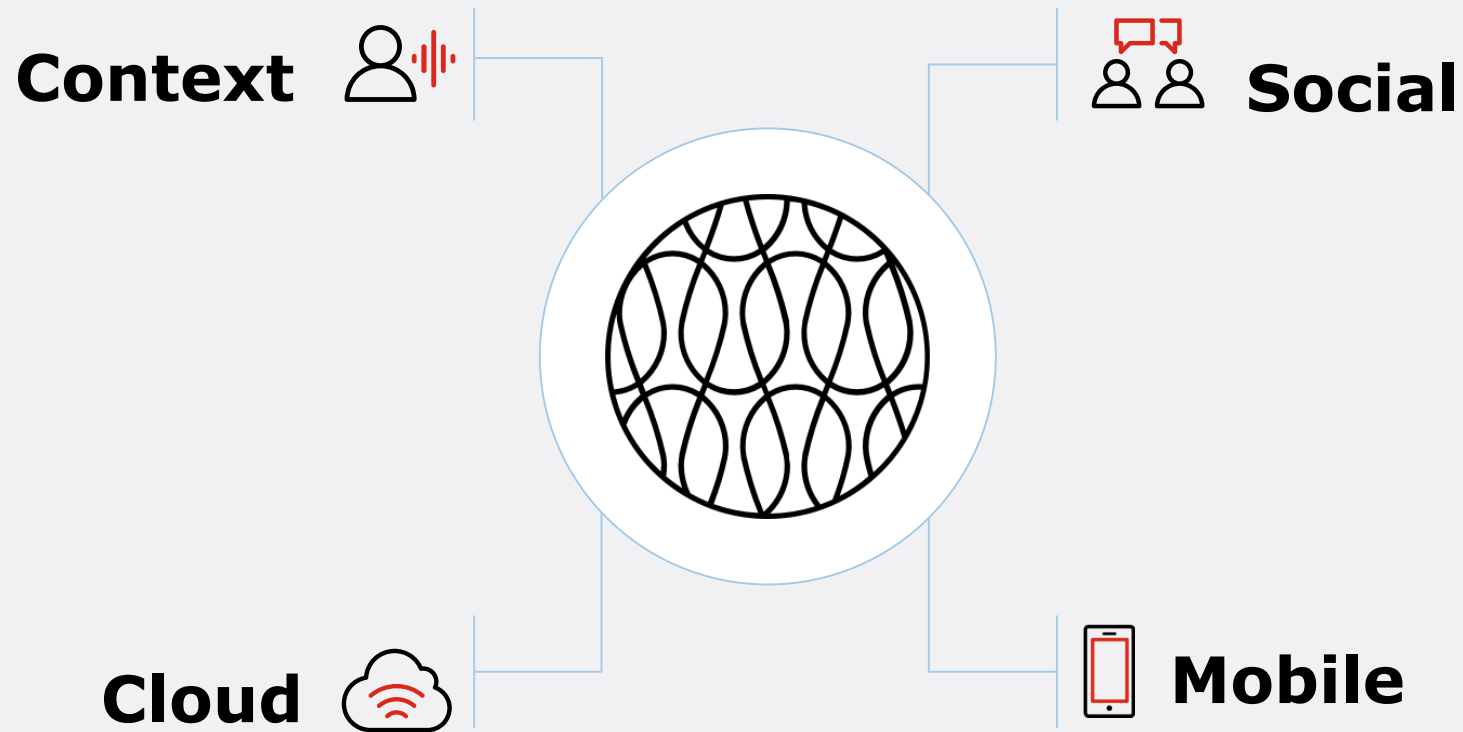
Digital Transformation Strategist, CX Innovation



Avaya Mobile Experience

- 1 — **Why** change and why now?
- 2 — **How** Avaya Mobile Experience enables and supports Digital Transformation
- 3 — **What** you can do today to try Avaya Mobile Experience

Digital Transformation and the Customer Experience are Leading Change



Mobile is Transforming the Customer Experience



55%

of companies plan to implement mobile-enabled **Customer Service by 2020**

54.1%

Mobile-enabled Customer Service was #2 in generating revenue

136%

Percentage Customer increase by organizations having **Mobile-enabled Customer Service**

23%

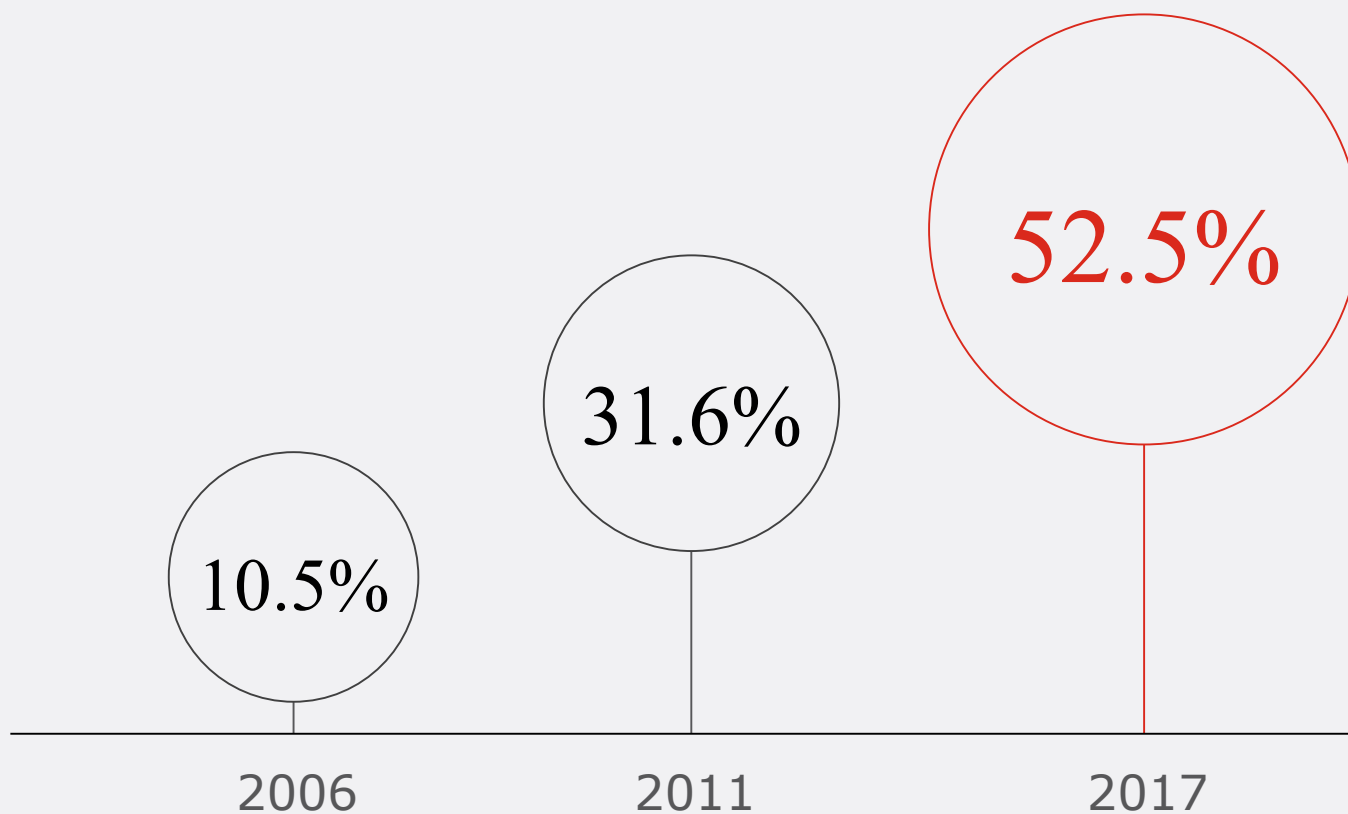
Mobile-enabled Service reduces customer churn the most

Growth in Mobile Phone-only Households

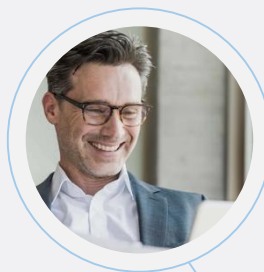


ALMOST
70%

of calls to Contact Centers are made from mobile devices*



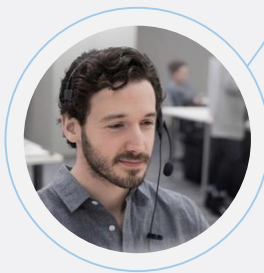
With Avaya Mobile Experience You Can...



Enhance Customer Experience



Drive Digital Transformation



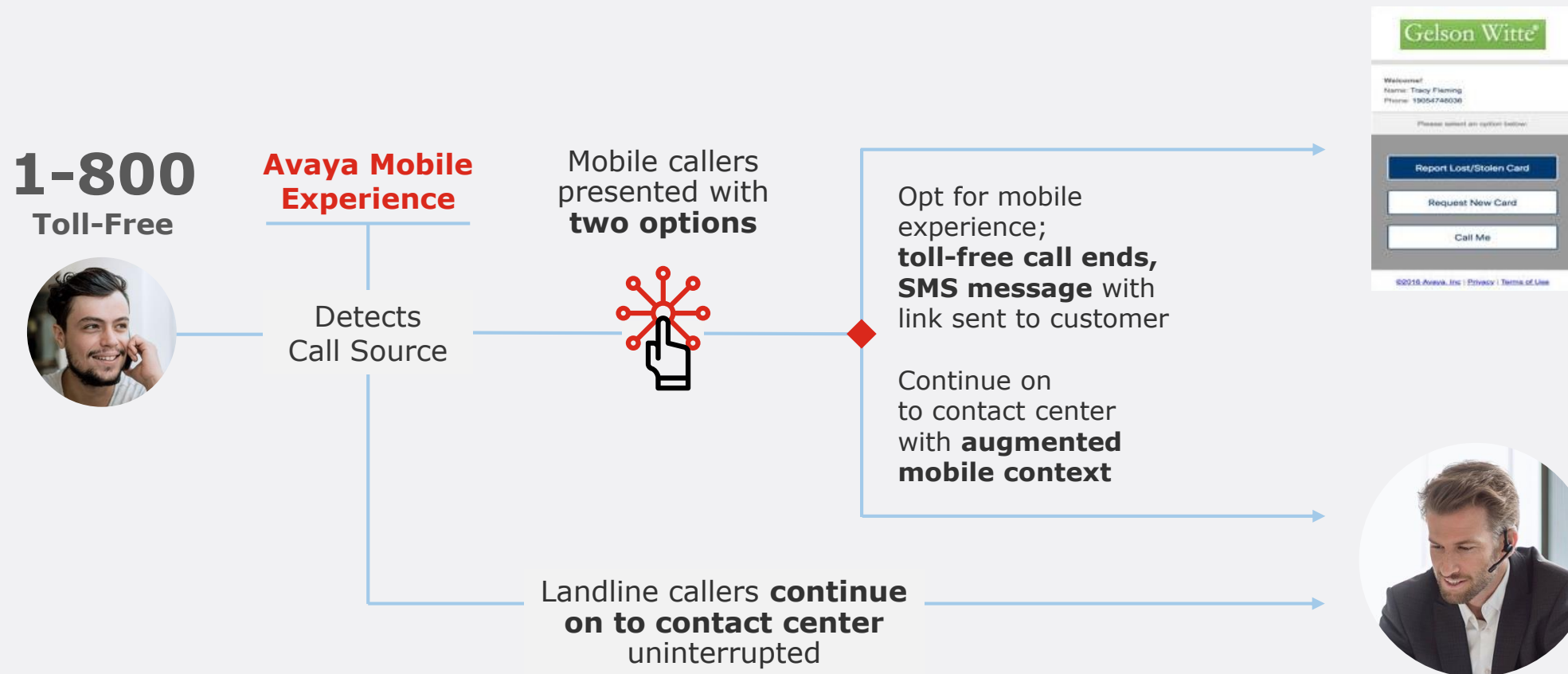
Improve Agent Performance

Mobile callers get faster access
Wait times are reduced

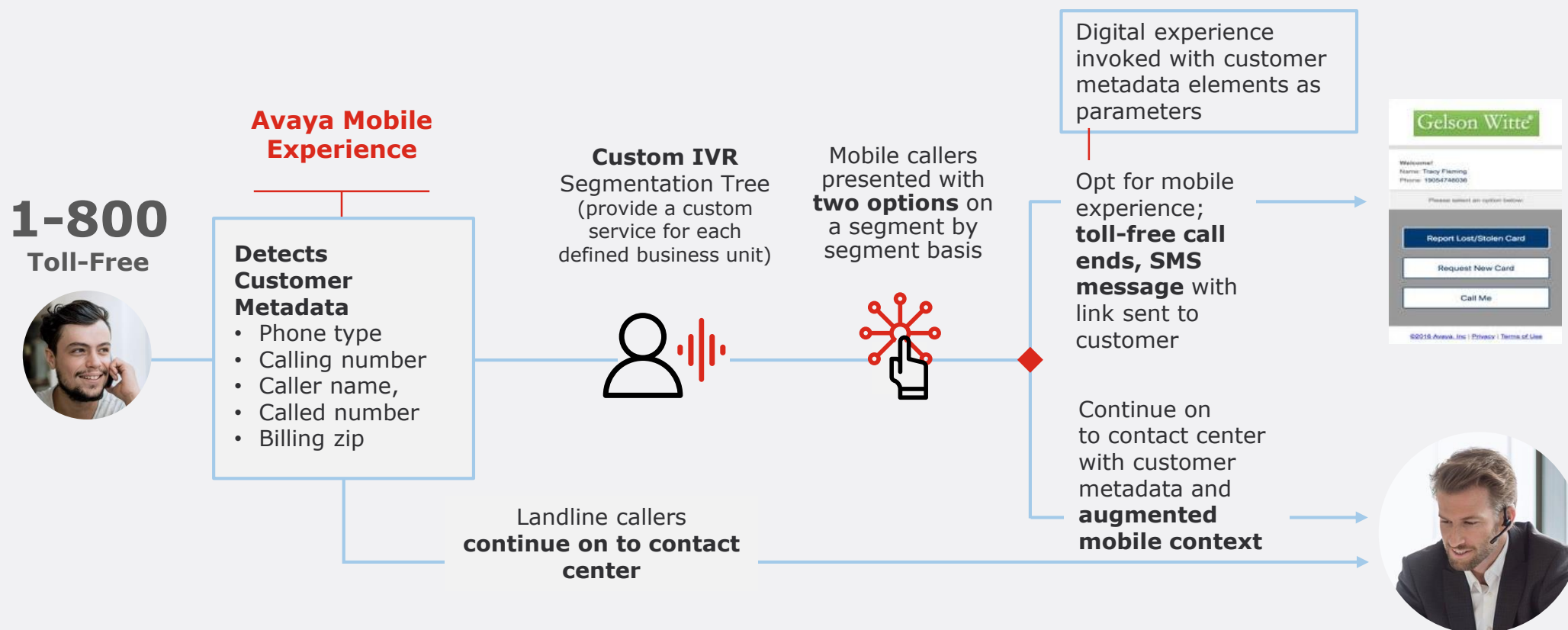
Drive adoption of digital touch points to app or web
Verified mobile caller information

Deflect calls to Customer self-service, freeing agents for higher-value interactions
Mobile caller context provides agents insight to personalize the experience

Optimizing the Mobile Call Flow



Optimizing the Mobile Call Flow





Benefits of Avaya Mobile Experience

An Avaya-patented solution

Improved Customer Experience

Provide exceptional **customer service**
Enhance customer **loyalty**
create a **competitive advantage** for your brand
by providing an improved mobile user experience

Accurate Caller Context

High Caller ID **fidelity**
High **geographic routing**
Reduce phishing & fraud

Operational Efficiency

Voice to digital **self-service deflections**
Reduced IVR/Agent time
Lower toll-free charges

Security & Transparency

Enhanced customer metadata **Identification**
SDWAN provides **encrypted data channel**

Value & ROI

Improved Customer Experience

Mobile callers get **faster access**
Reduced call wait times to talk
to a live agent

More context for mobile callers
improves experience

Effective Toll-free Economics

Reduced costs and fewer agents

Reduce call handling **times**

Lower toll rates than existing carriers

Better Agent Efficiency

Agents spend more time on
higher-value customer inquiries

More mobile caller information means
agents can provide **a better experience**

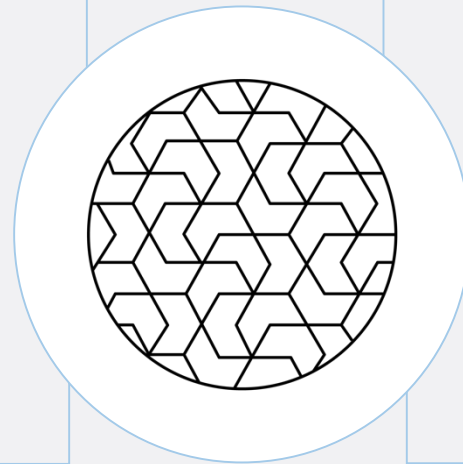
Frees agents from lower priority calls

Flexibility & Scalability

Changes and additions are easy

Serves **Avaya & non-Avaya** environments

Simple, open contracts—no annual
commitment, minimum spend, or penalties



Industry Acknowledgement

“

For decades the contact center has prioritized

- 1) **contextual awareness,**
- 2) **enhanced self-service capabilities, and**

- 3) **a better mobile experience.**

Avaya Mobile Experience can hit all of those because the mobile network is smarter than the traditional toll-free network AND because most calls into contact centers are from mobile devices.

”



Dave Michels,

Talking Pointz article,
[TalkingHeadz #4 Chavez on Avaya Mobile Experience](#)

“

...one of the most important aspects of Avaya Mobile Experience is that it **showcases Avaya's deep knowledge of carrier networks**....At Avaya Engage, company executives promised a new, more nimble company. **Avaya Mobile Experience speaks to a more innovative company**....

”



Sheila McGee-Smith,

No Jitter Article,
[Avaya Creates Unique Mobile CX Solution](#)

“

It offers the potential for contact centers to **drastically reduce the cost of supporting inbound 800 calls**, and will support both Avaya and non-Avaya contact centers....I expect this offering to gain a **great deal of traction, especially in the large contact center market**.

”



Irwin Lazar,

Nemertes Research,
quoted in TechTarget
article by Jonathan Dame,
[Avaya Mobile Experience could lower contact center costs](#)

It's Easy to Get Started...



Sign up for
Avaya Mobile
Experience



**Flexible
deployment choices**
Internet or
private network



Security provided
by Session Border
Controller



Try it!
833-282-9263
1-833-Avaya-ME



Thank you

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