Avaya CX Solutions
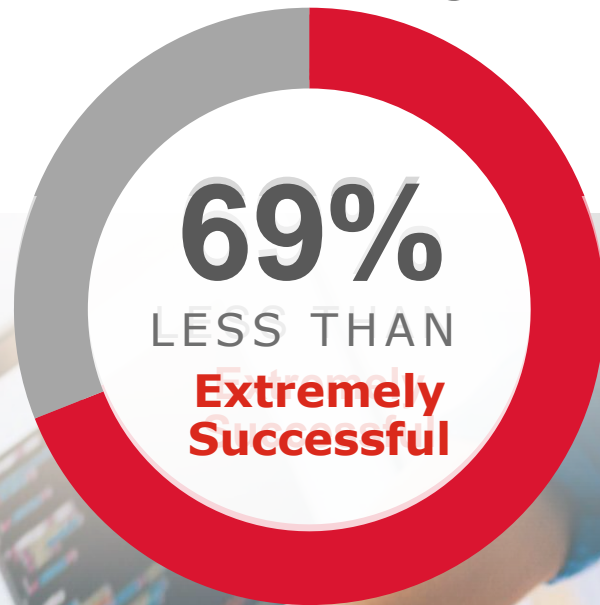
Delivering a Truly Exceptional Customer Experience

1

Digital transformation is a journey

Original Expectations Not Being Met…and That's Okay!
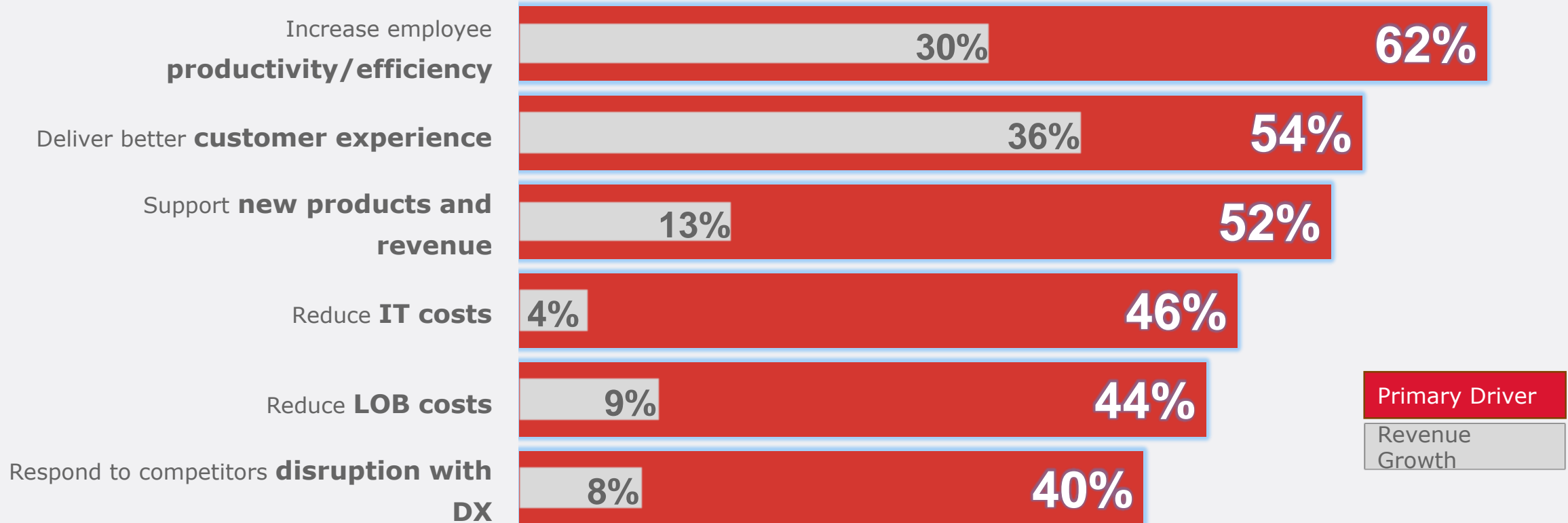
Organisations view to date:

69% LESS THAN **Extremely Successful**

ONLY **19%** **Disrupting the Market**

Primary driver: employee productivity / efficiency

Highest growth companies focus on CX

Companies with highest revenue growth have a higher focus on CX TRANSFORMATION

Driver	Revenue Growth	Primary Driver
Increase employee **productivity/efficiency**	30%	62%
Deliver better **customer experience**	36%	54%
Support **new products and revenue**	13%	52%
Reduce **IT costs**	4%	46%
Reduce **LOB costs**	9%	44%
Respond to competitors **disruption with DX**	8%	40%

Legend:
- Primary Driver
- Revenue Growth

Source: IDC research commissioned by Avaya, March 2018

Consumers Judge CX on multiple criteria

When Deciding Who to
DO BUSINESS WITH

→

Factors that Create
GREAT EXPERIENCES

1 ✓ **EASE** of finding products/services

2 👆 High Quality **SERVICE**

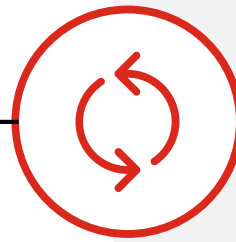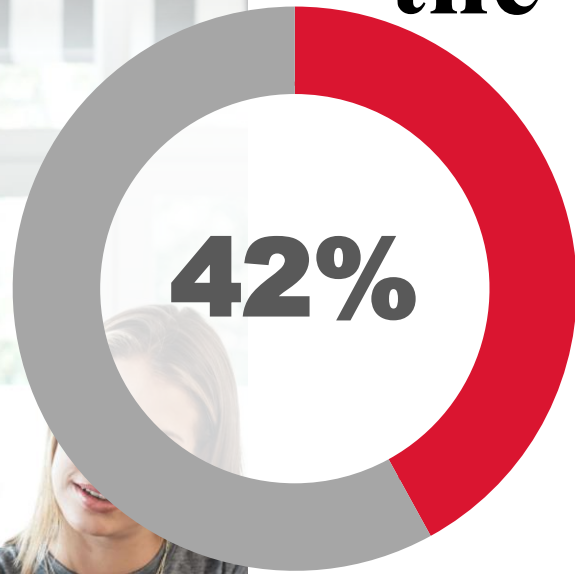**3** ⏰ **TIMELY** delivery
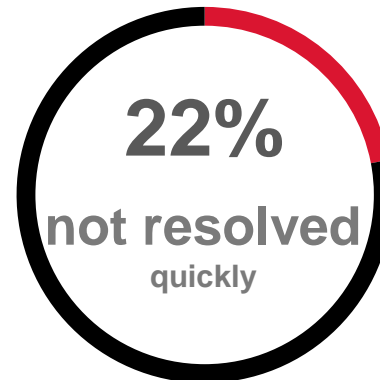
1 💲 **PRICE**

2 💬 **CUSTOMER SERVICE**

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Many organizations are still getting the basics wrong

42%

of issues or transactions are **not resolved on first contact**

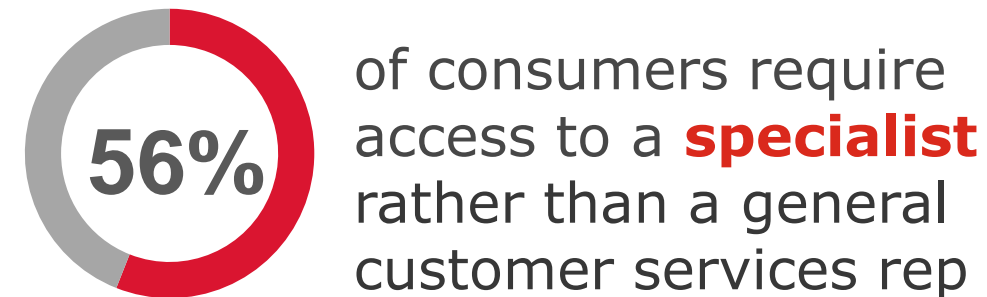Regarding their last issue or concern, consumers say the following:

21%
not satisfied
with interaction

22%
not resolved
quickly

25%
not easy
to resolve

27%
not easy
to get to right
person

Source: IDC research commissioned by Avaya, March 2018

Avaya

eserved.

5

Getting the Customer Experience Right

Digital is about finding the right balance

Human Touch Still Required

40% want **human assistance** to return a product

45% want **human assistance** to file a complaint

56% of consumers require access to a **specialist** rather than a general customer services rep

BUT

33% of organisations find it difficult to blend human and digital interactions

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Transformation continues to be a siloed effort

But the Experience is Often Only as Good as the Back Office

CONSUMERS

3rd most important factor in **buying decisions** is **timely delivery** following purchase
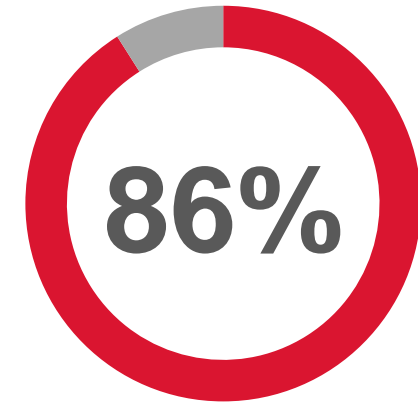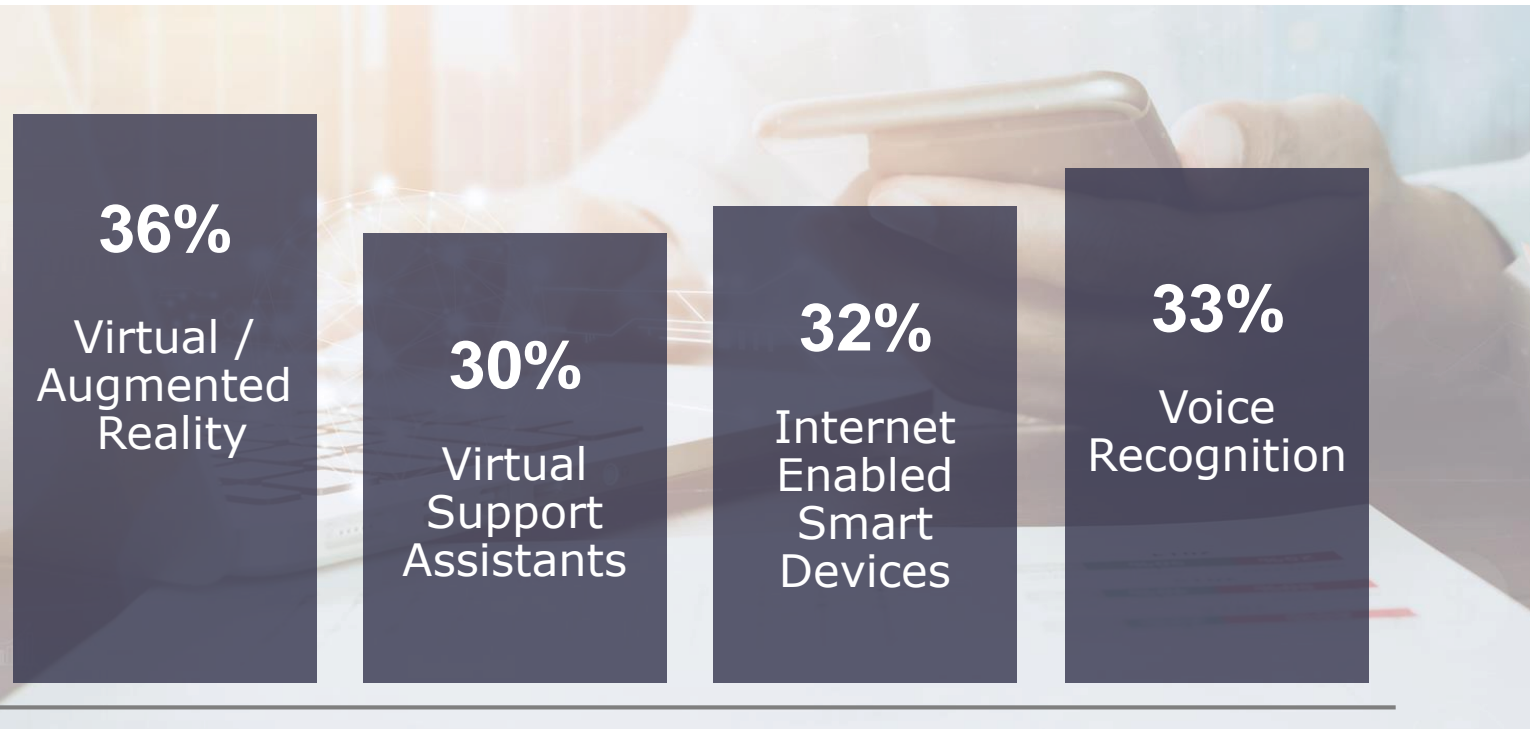
ORGANIZATIONS

28%
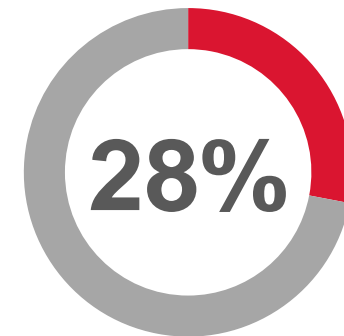
integrate customer experience with fulfilment and delivery extremely well

Technology can improve customer experiences

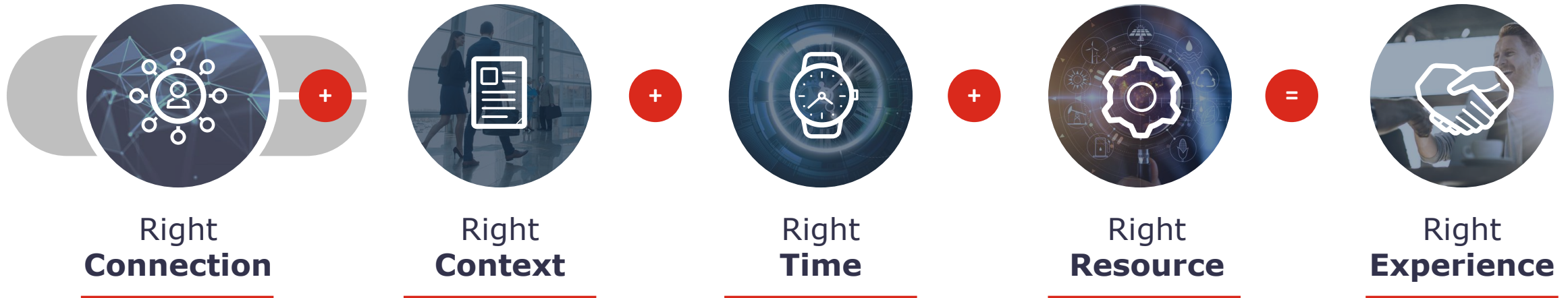## And Companies Need to Channel Agnostic Communications Capability!
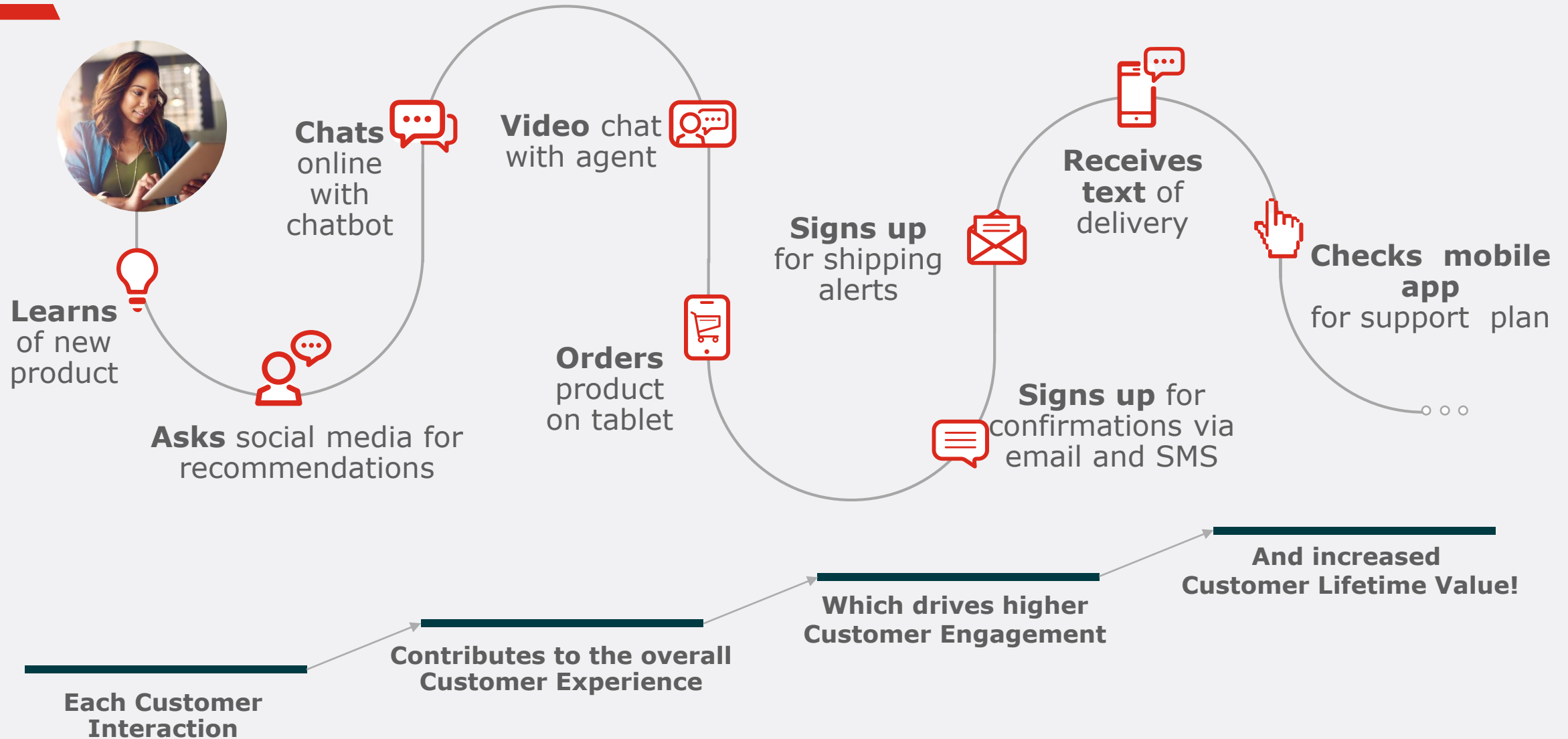
CONSUMERS ARE OPEN TO USING **ADVANCED TECHNOLOGY**

36%
Virtual / Augmented Reality

30%
Virtual Support Assistants

32%
Internet Enabled Smart Devices

33%
Voice Recognition

86%

of organizations **want a free flowing** interaction application to support all channels
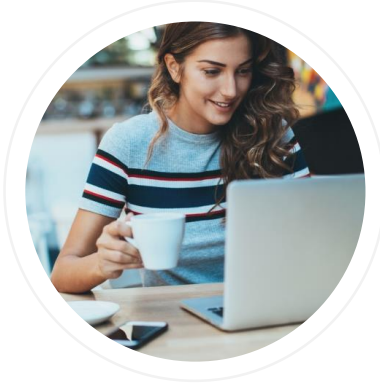
Because who knows what will be next

Source: IDC research commissioned by Avaya, March 2018

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Customer Experience Transformation

Right **Connection** + Right **Context** + Right **Time** + Right **Resource** = Right **Experience**

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The Journey Starts With a Single Interaction

Chats online with chatbot

Video chat with agent

Learns of new product

Asks social media for recommendations

Orders product on tablet

Signs up for shipping alerts

Receives text of delivery

Checks mobile app for support plan

Signs up for confirmations via email and SMS

And increased Customer Lifetime Value!

Which drives higher Customer Engagement

Contributes to the overall Customer Experience

Each Customer Interaction

Provide connected multimedia and business touchpoints (CRM)

Blend digital and voice channels (Avaya and non-Avaya channels)

Eliminate silos with omnichannel services

Connect internal and external processes (IoT)

DELIVER THE RIGHT

CUSTOMER EXPERIENCE

Match customers to the best available resource

Avaya Oceana Solution
product details

Eliminate disjointed Agent and Supervisor Experiences

Agents and Experts

Supervisors

Administrators
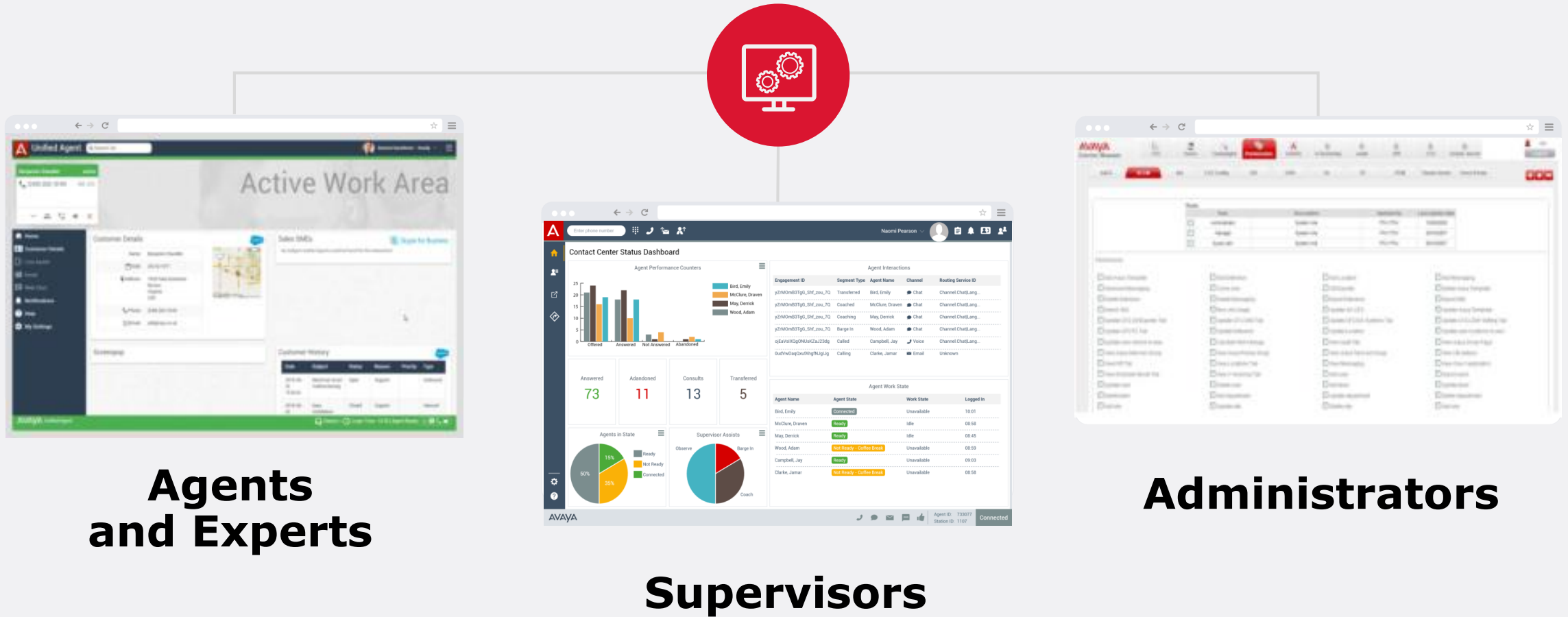
Customer journey insights deliver personalized service and complete interaction contexts
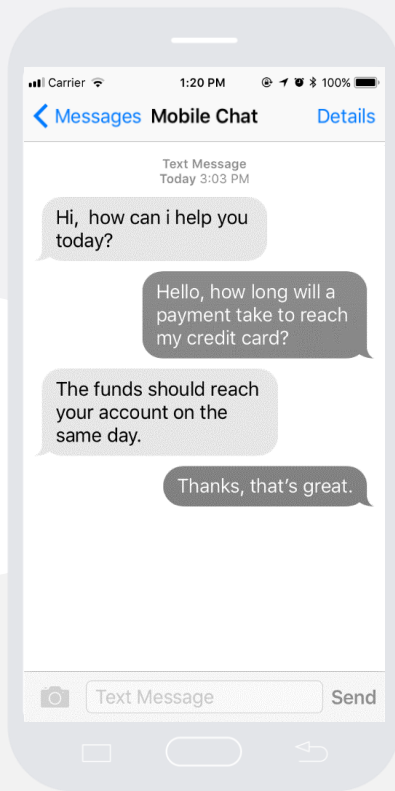
See all touch points across all channels
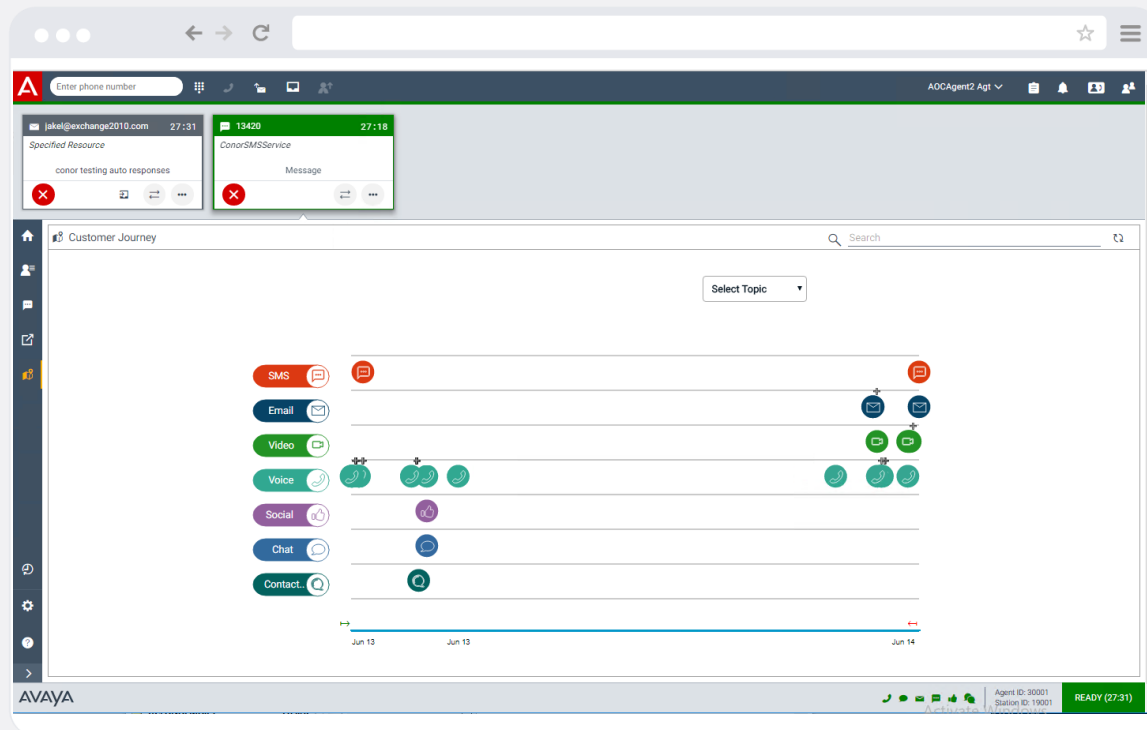
Expose all layers of the customer journey and CRM records

Personalize customer interactions equipping agents with complete interaction details

Anticipate service requests and drive upsell and cross-sell revenue

Differentiate your CX with a powerful mobile and web experience
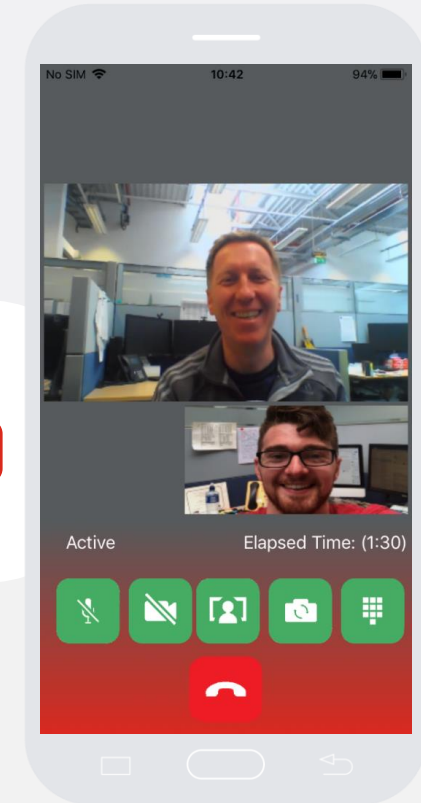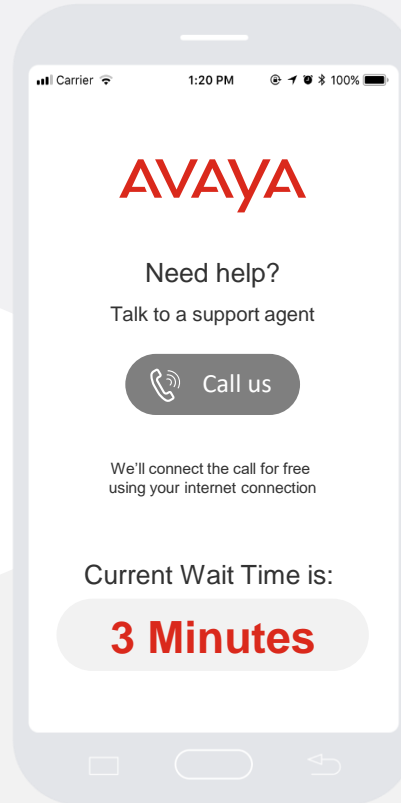
Improve responsiveness and eliminate customer frustration

Automated and live agent web chat

Decrease response times and reduce costs using chatbot automation

Increase agent productivity with multi-session handling

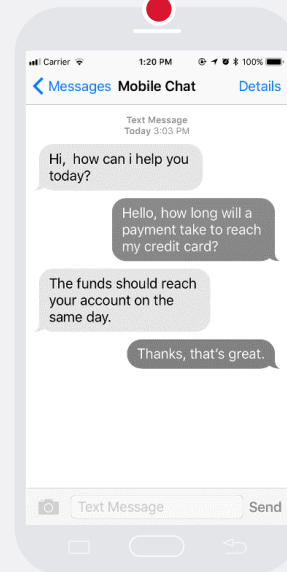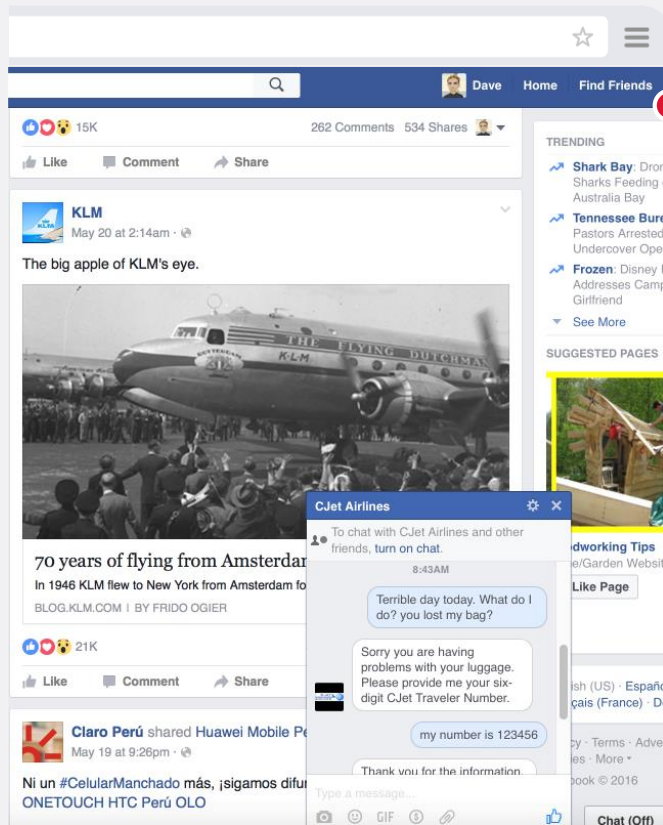Drive informed experiences with full context of automated and live chat dialogs

Ensure consistency and efficiency

Empower supervisors and provide real time quality assurance and assistance

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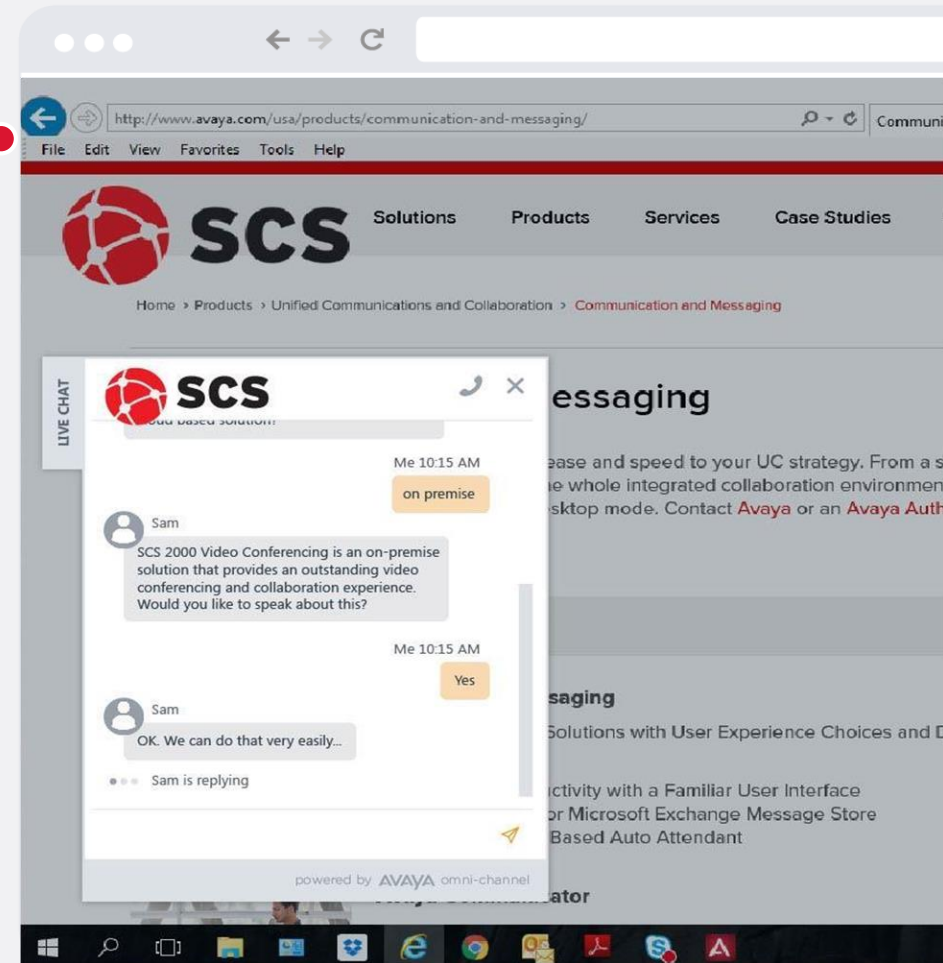
Personalize omnichannel interactions with ease and efficiency

SMS, email and social customer interactions

Accelerate response times with automatic CRM screen pops

Personalize the customer experience steering interactions to resource via advanced attribute routing

Individualize customer interactions by modifying standard responses

Increase agent responsiveness

Identify and **pursue improvements** by measuring performance

# Redefine & personalize your website CX

Co-browse and collaborate

- Help customers find information

- Reduce customer effort by jointly browsing web pages, completing web forms

- Ensure PCI compliance by masking sensitive data

- Increase customer satisfaction with ability to initiate co-browsing during voice and chat sessions
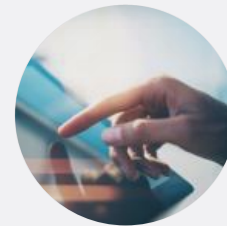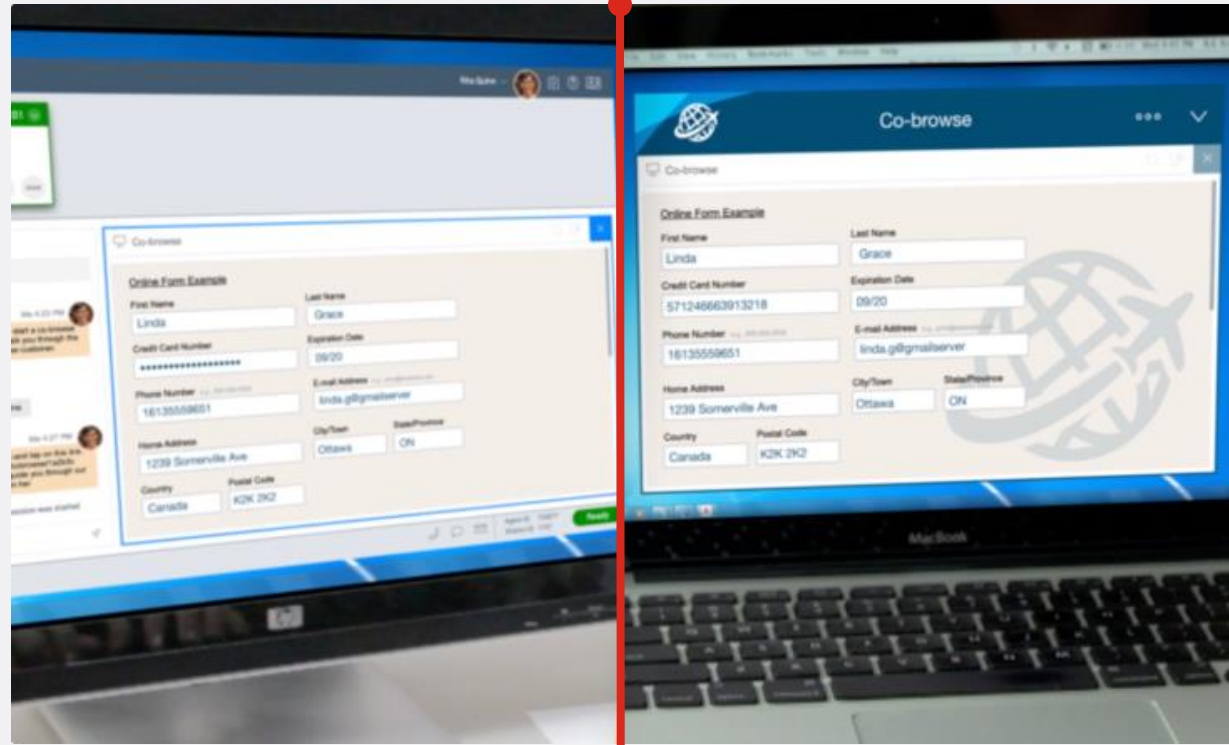
Enhance the CX with video

Personalize and enrich customer interactions
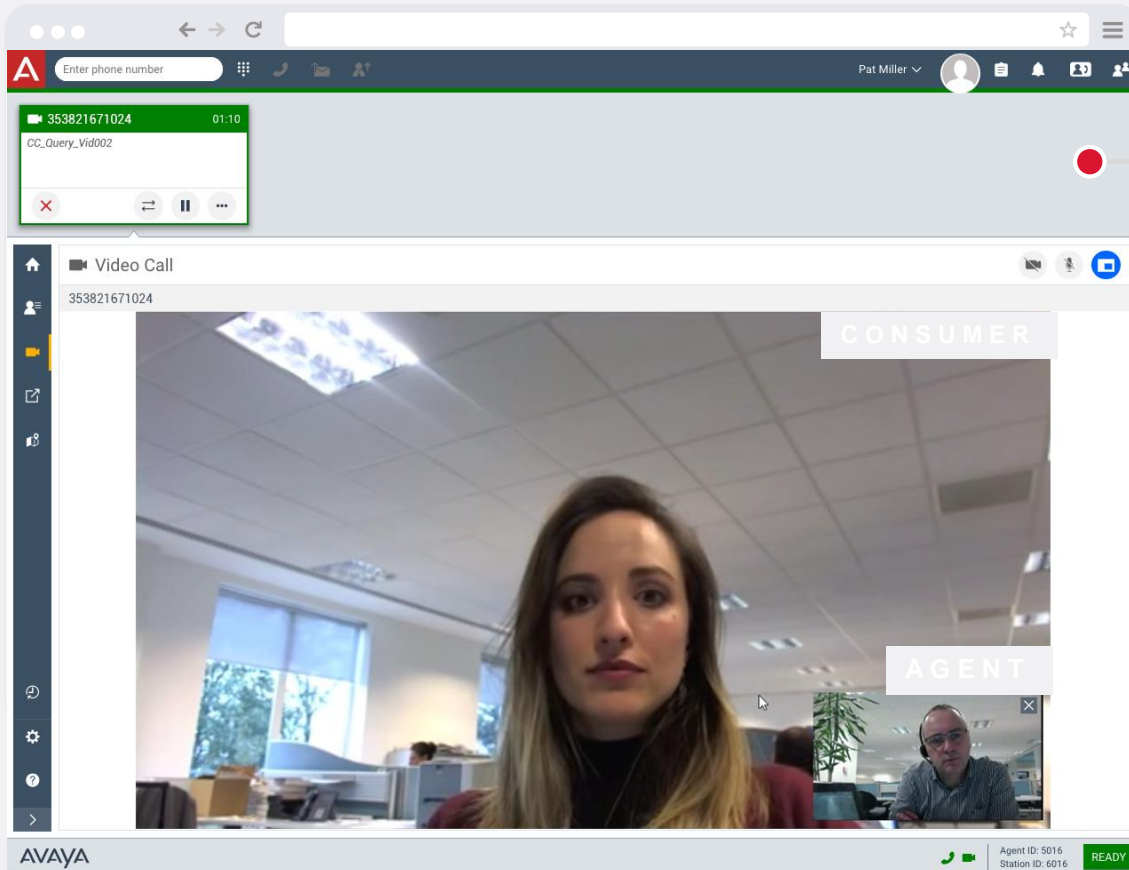
Enrich the CX offering mobile app, website, and kiosk visitors the ability to click to video enabling to all show and tell

Streamline, identify and improve **engagements**

Grow revenue and increase satisfaction facilitating faster decision-making, inquiry resolution, and more

Improve efficiency by enabling agents to receive digital interactions from chat, email, SMS, and social

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Embrace Today's new digital landscape

INTERNET
OF
THINGS

Improve the customer journey and operational efficiency with modern workflow tools

Quickly and easily embed rich, real-time communications capabilities into your customer journey

Save time and effort deploying pre-built applications

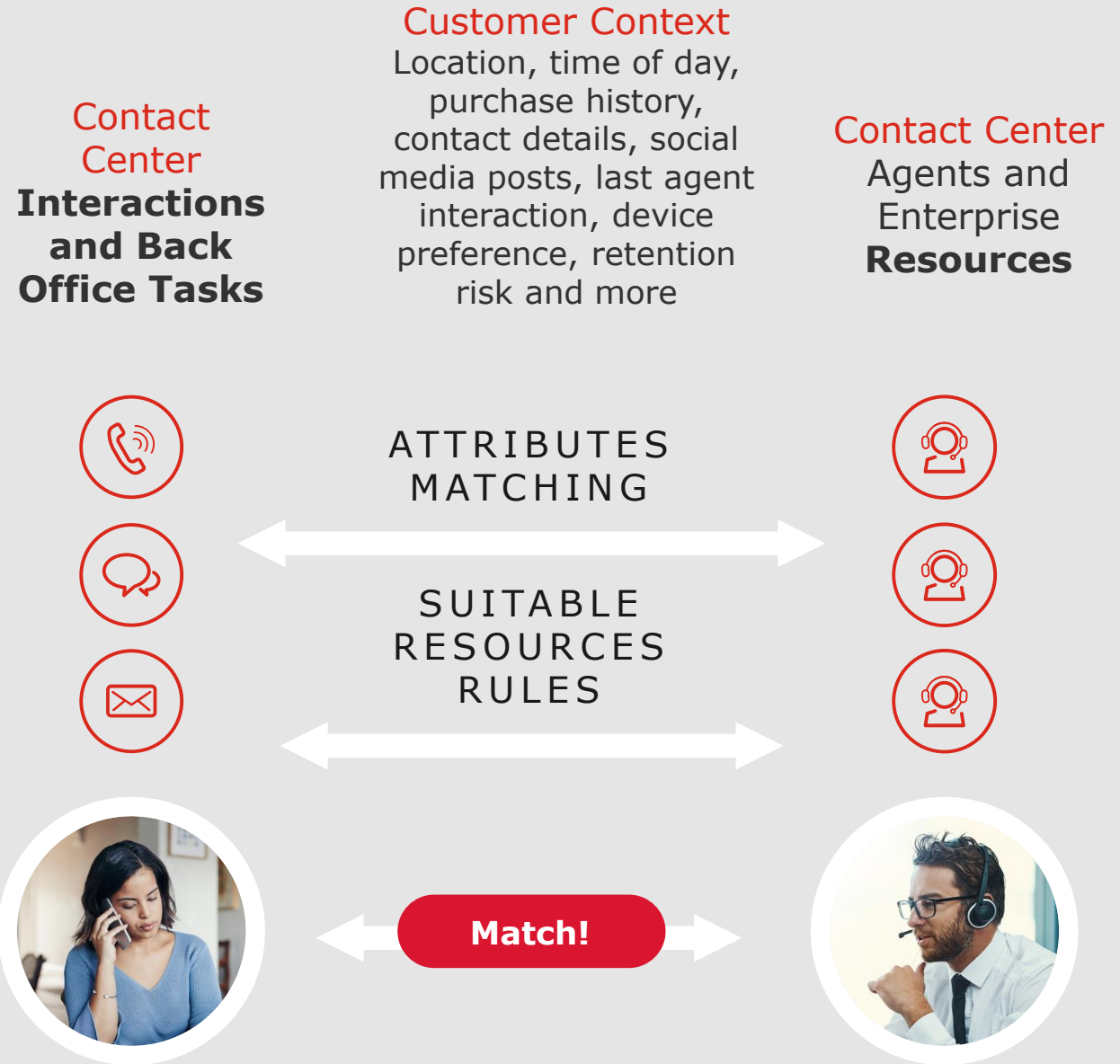**Improve service processes** without IT involvement
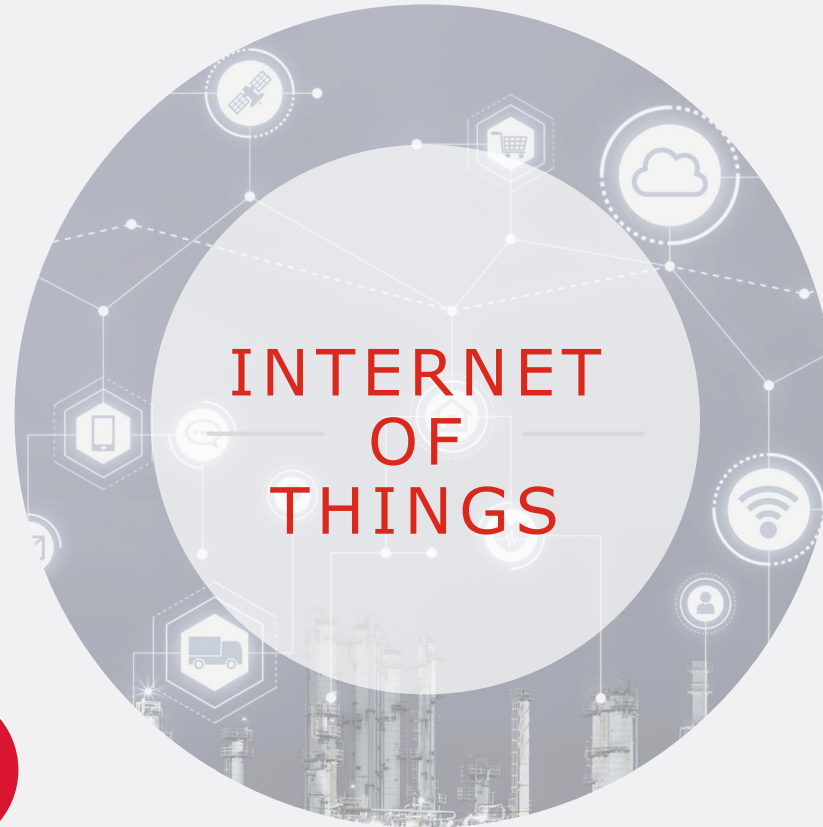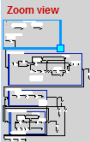
Deliver the experience your customers expect

Attribute Routing

- Create unforgettable customer experience matching customer interactions with the best resource

- No routing or queues required! Use your business strategy, workflow and service preferences to ensure the best possible resource match

- Break down silos by prioritizing and selecting resources from the entire organization

- Optimize the customer journey and business outcomes using advanced market-leading algorithms

Contact Center **Interactions and Back Office Tasks**

Customer Context
Location, time of day, purchase history, contact details, social media posts, last agent interaction, device preference, retention risk and more

Contact Center Agents and Enterprise **Resources**

ATTRIBUTES MATCHING

SUITABLE RESOURCES RULES

Match!

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Increase revenue opportunities and contact center efficiency with outbound campaigns
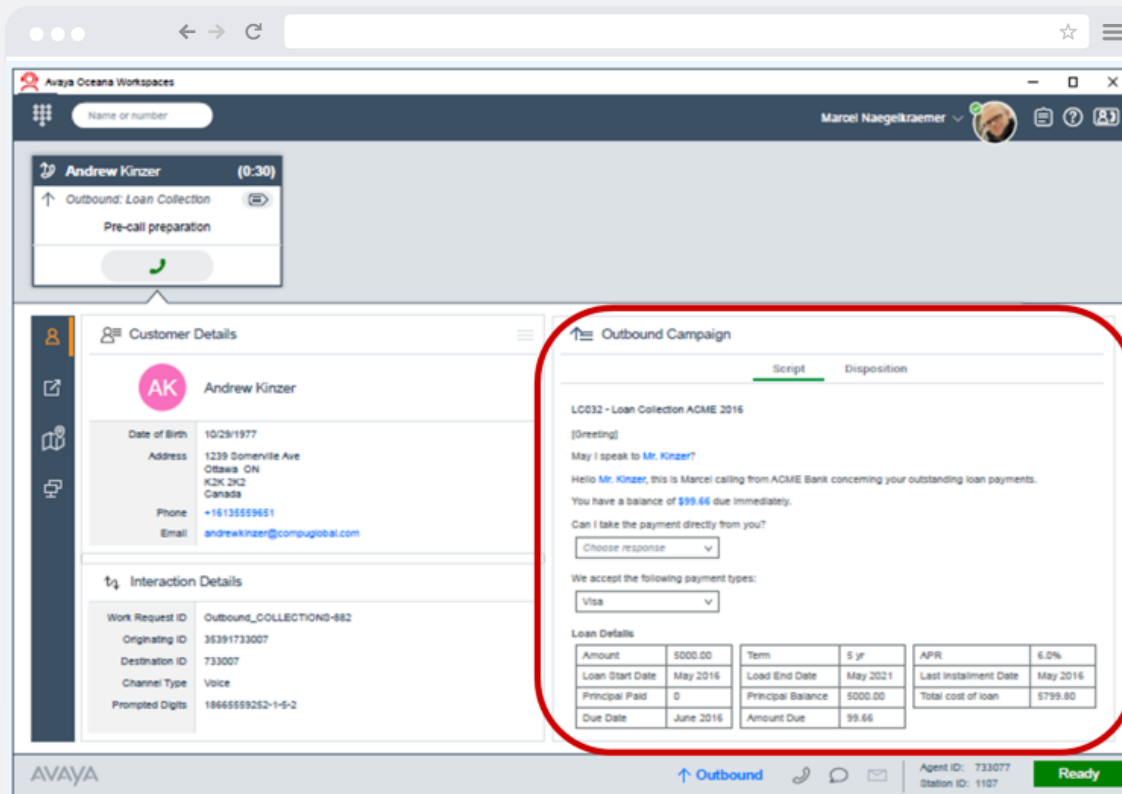
Improve agent productivity and **drive revenue opportunities** presenting outbound calls to agents

Ensure consistency and compliance with scripts

Improve agent efficiency with CRM screen pops

Increase effectiveness by measuring results and tweaking processes

Improve customer interaction quality and productivity with workforce optimization

Leverage intelligent insights to improve performance, operations and customer service

**Strengthen data privacy and regulatory compliance** including GDPR

Evaluate and score agent performance

Identify top and lower performing agents; address performance problems with targeted coaching
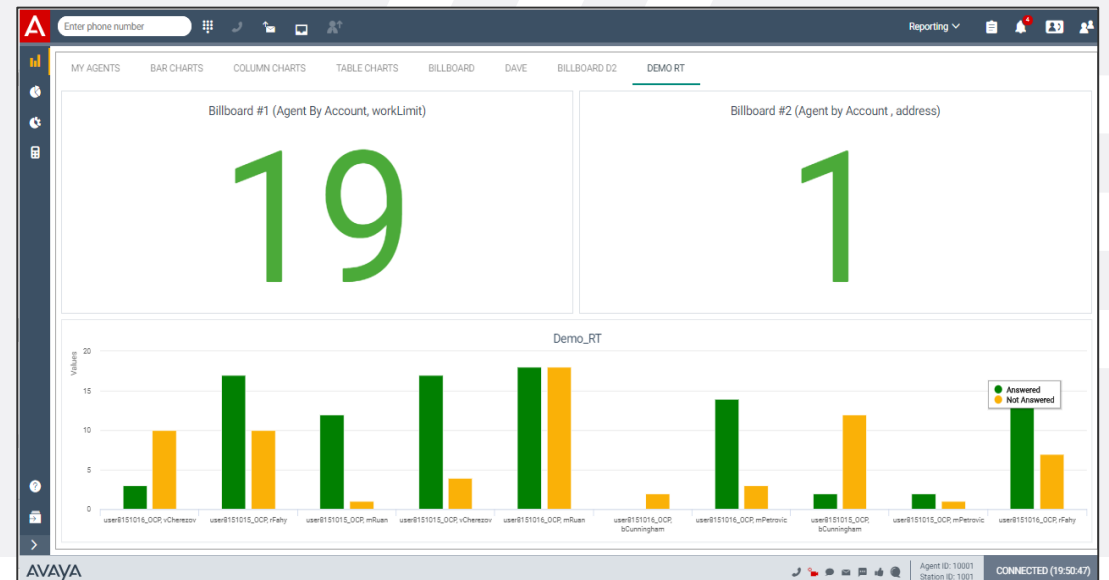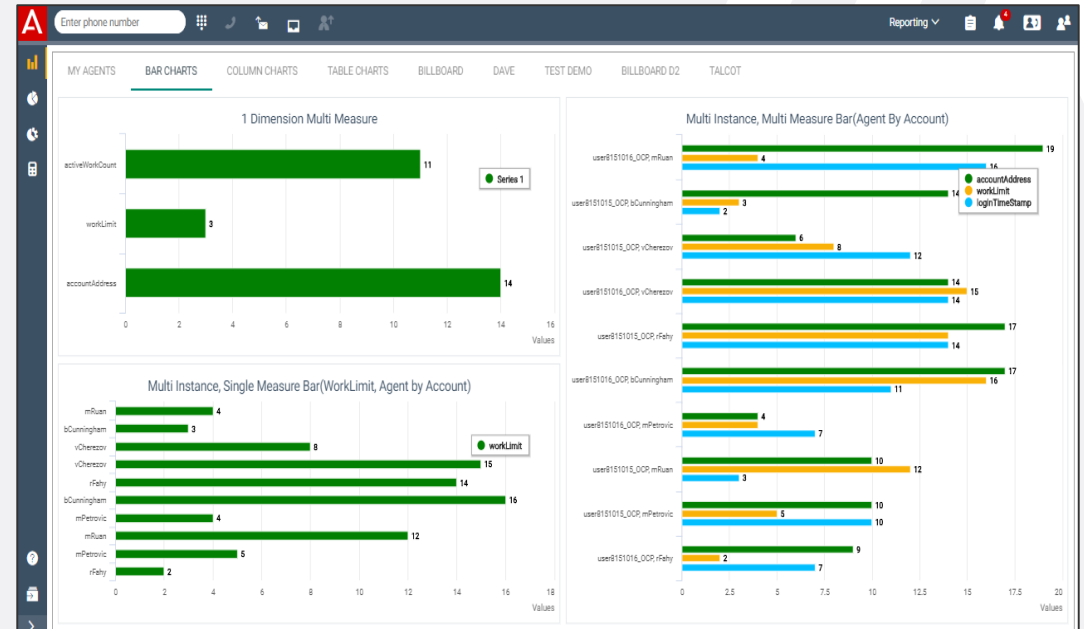
Reduce operational costs and increase customer satisfaction by making sure your contact center is properly staffed with the skills necessary to meet service levels

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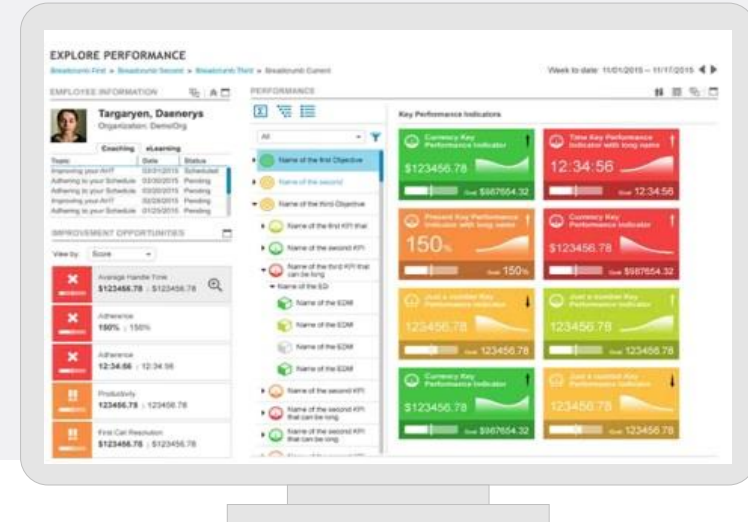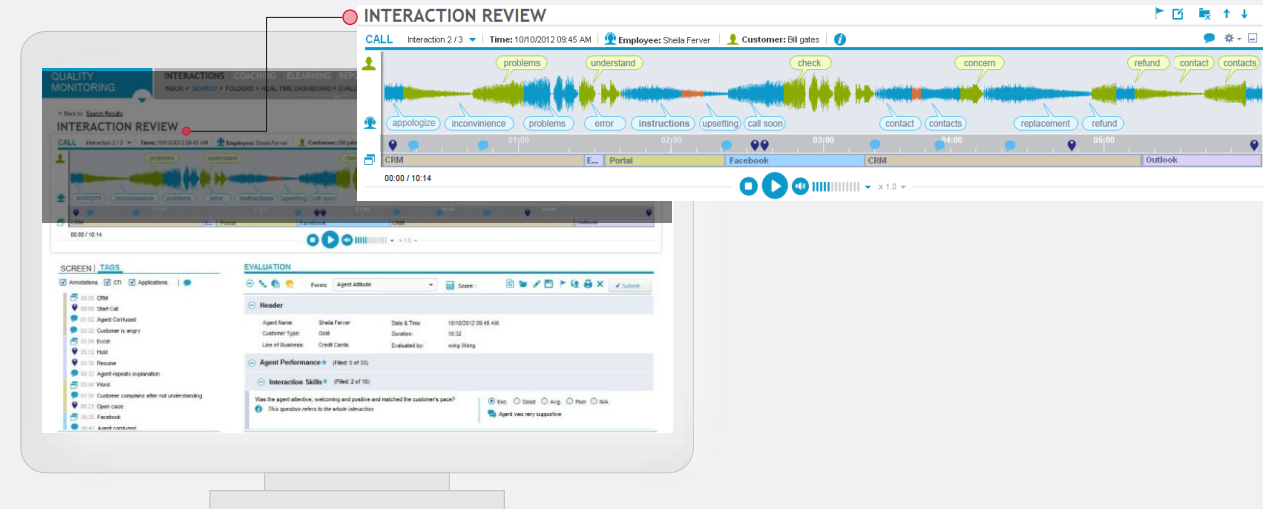
Make the best-informed decisions with analytics from your omnichannel environment

- **Capture and capitalize on big data** across entire enterprise

- **Get real time and historical** end-to-end insights - the customer journey - the customer experience - operational performance

- **Make intelligent business decisions** to drive better business outcomes and results

- **Measure, identify and pursue** improvement opportunities

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Thank you.