

# EXPERIENCE AVAYA

POLAND



#ExperienceAvaya

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## AVAYA CX SOLUTIONS

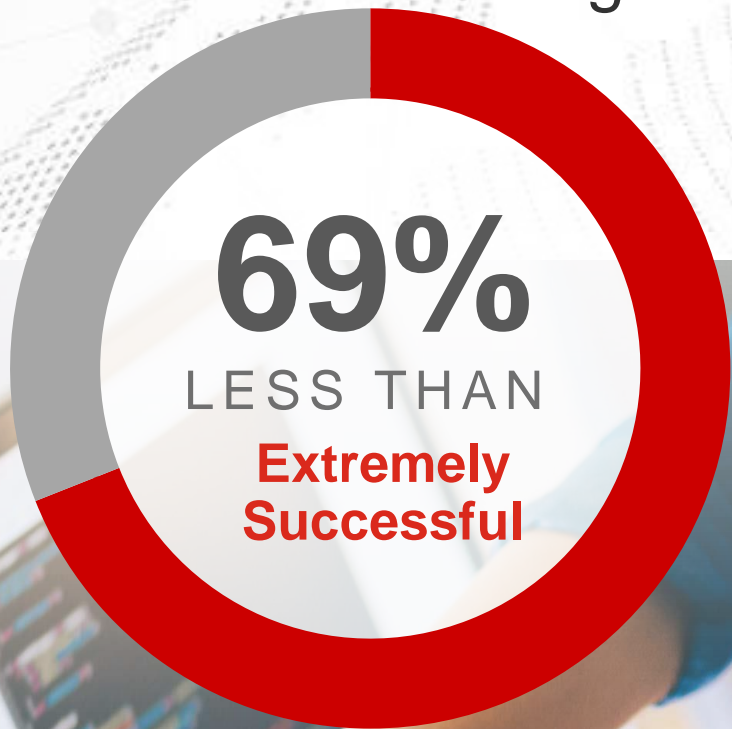
Delivering a Truly Exceptional Customer Experience

Maciej Parvi

# DIGITAL TRANSFORMATION IS A JOURNEY

Original Expectations Not Being Met...and That's Okay!

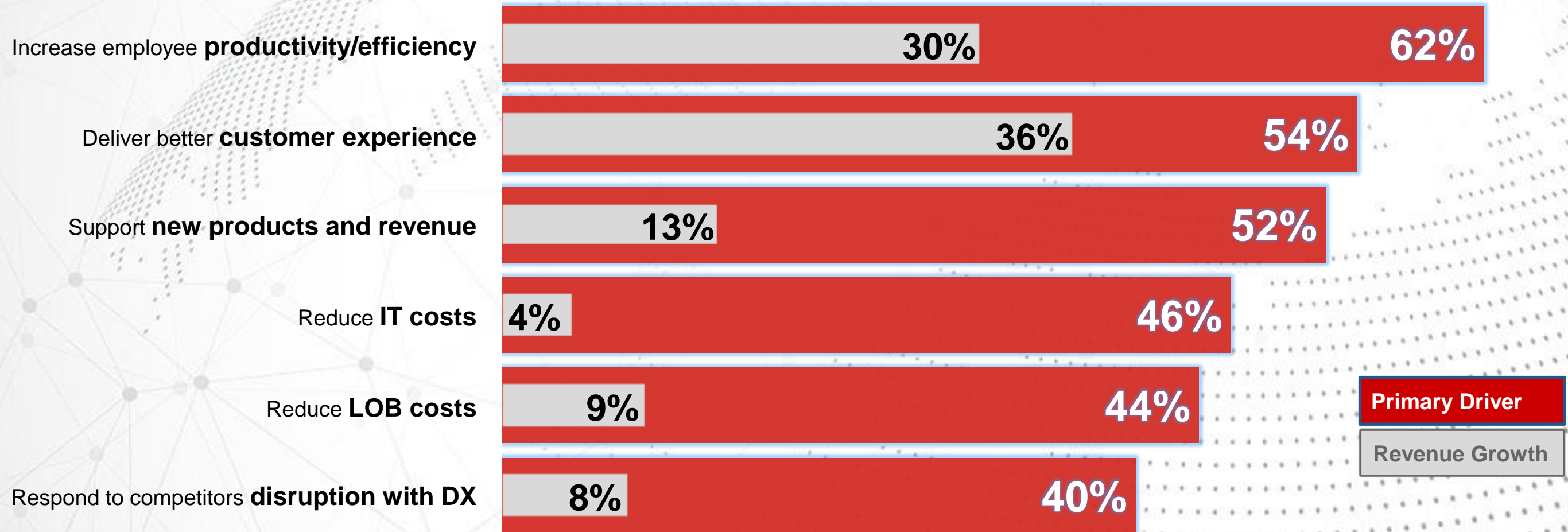
Organisations view to date:



# PRIMARY DRIVER: EMPLOYEE PRODUCTIVITY / EFFICIENCY

Highest growth companies focus on CX

COMPANIES WITH HIGHEST REVENUE GROWTH HAVE A HIGHER FOCUS ON CX TRANSFORMATION




# CONSUMERS JUDGE CX ON MULTIPLE CRITERIA

When Deciding Who to  
**DO BUSINESS WITH**

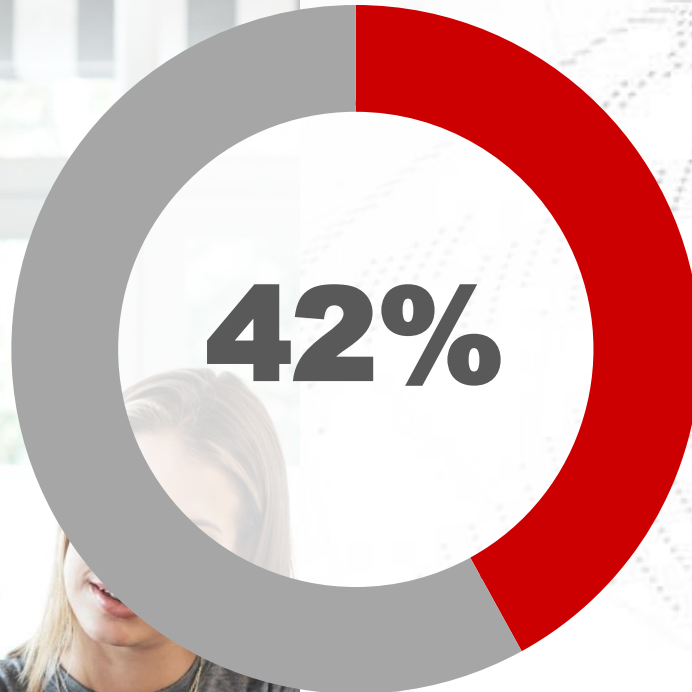


Factors that Create  
**GREAT EXPERIENCES**

- 1  **EASE** of finding products/services
- 2  High Quality **SERVICE**
- 3  **TIMELY** delivery

- 1  **PRICE**
- 2  **CUSTOMER SERVICE**

# MANY ORGANIZATIONS ARE STILL GETTING THE BASICS WRONG



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

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



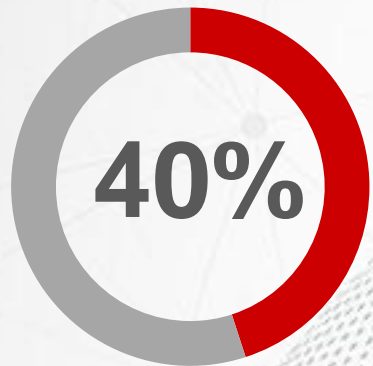
**AVAYA**

# **Getting the Customer Experience Right**

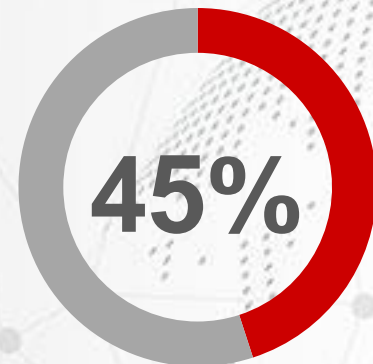


# DIGITAL IS ABOUT FINDING THE RIGHT BALANCE

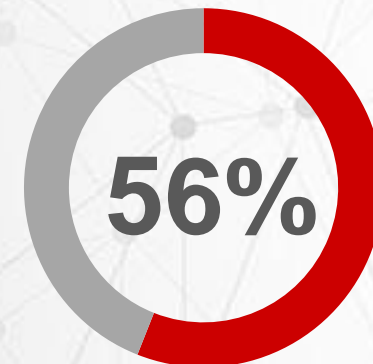
## Human Touch Still Required



want **human assistance** to return a product



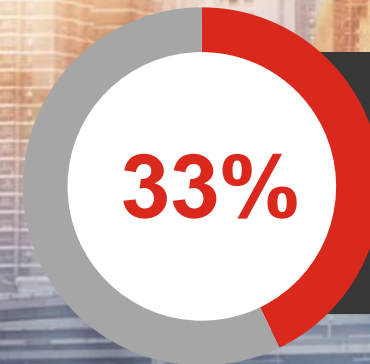
want **human assistance** to file a complaint



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



**BUT**



of organisations find it difficult to blend human and digital interactions



# TRANSFORMATION CONTINUES TO BE A SILOED EFFORT

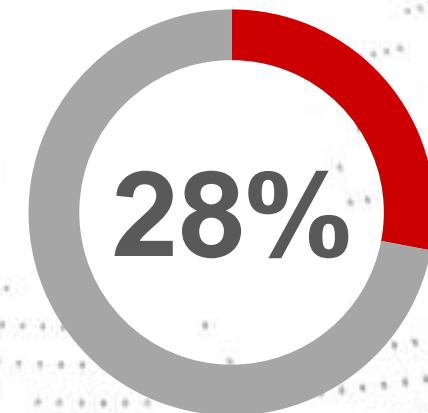
But the Experience is Often Only as Good as the Back Office

## CONSUMERS



**3<sup>rd</sup>** most important  
factor in **buying decisions**  
is **timely delivery**  
following purchase

## ORGANIZATIONS

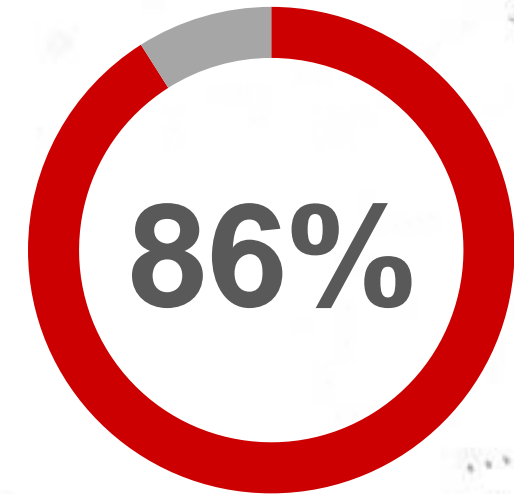
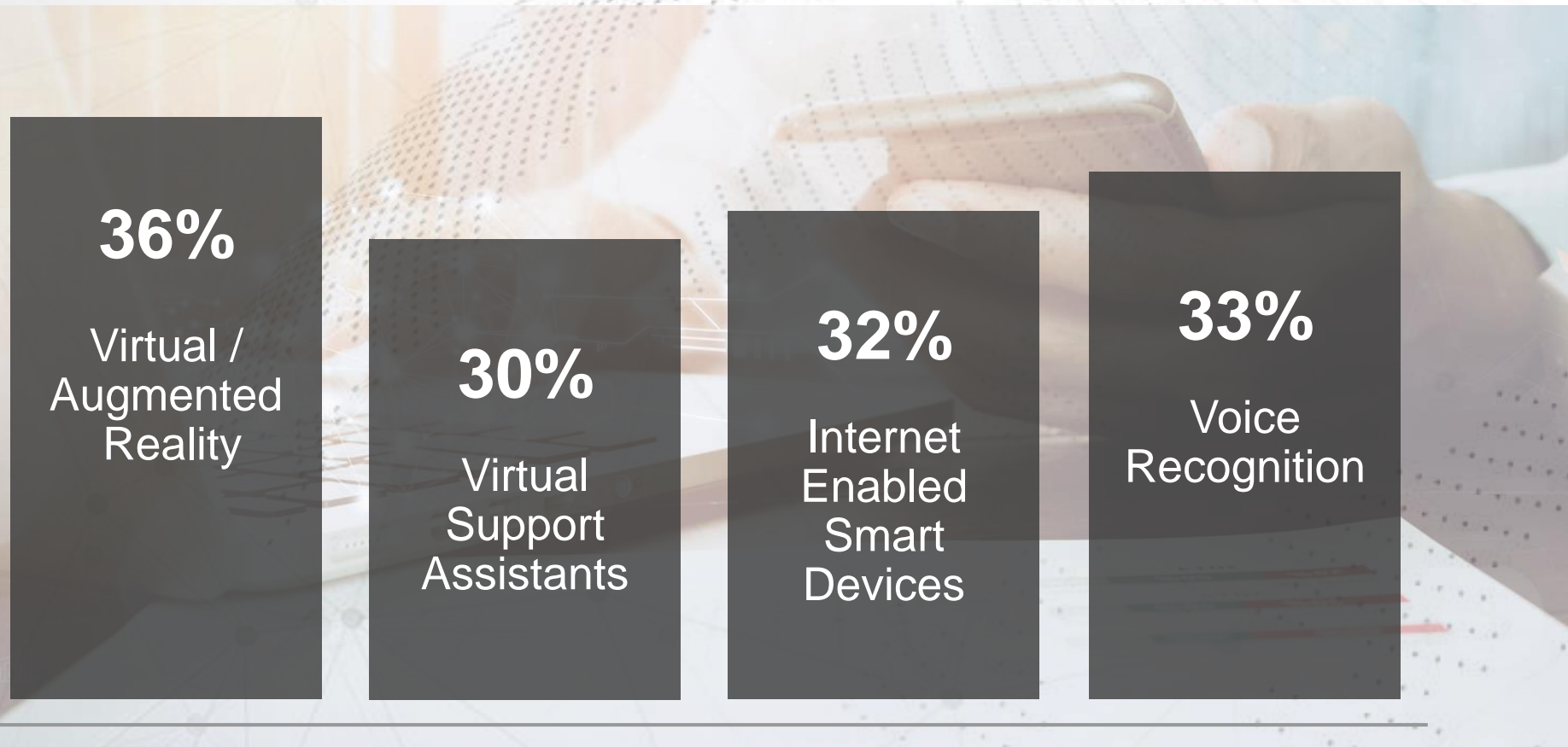


integrate customer  
experience **with**  
**fulfilment and delivery**  
extremely well

# TECHNOLOGY CAN IMPROVE CUSTOMER EXPERIENCES

And Companies Need to Channel Agnostic Communications Capability!

CONSUMERS ARE OPEN TO USING ADVANCED TECHNOLOGY

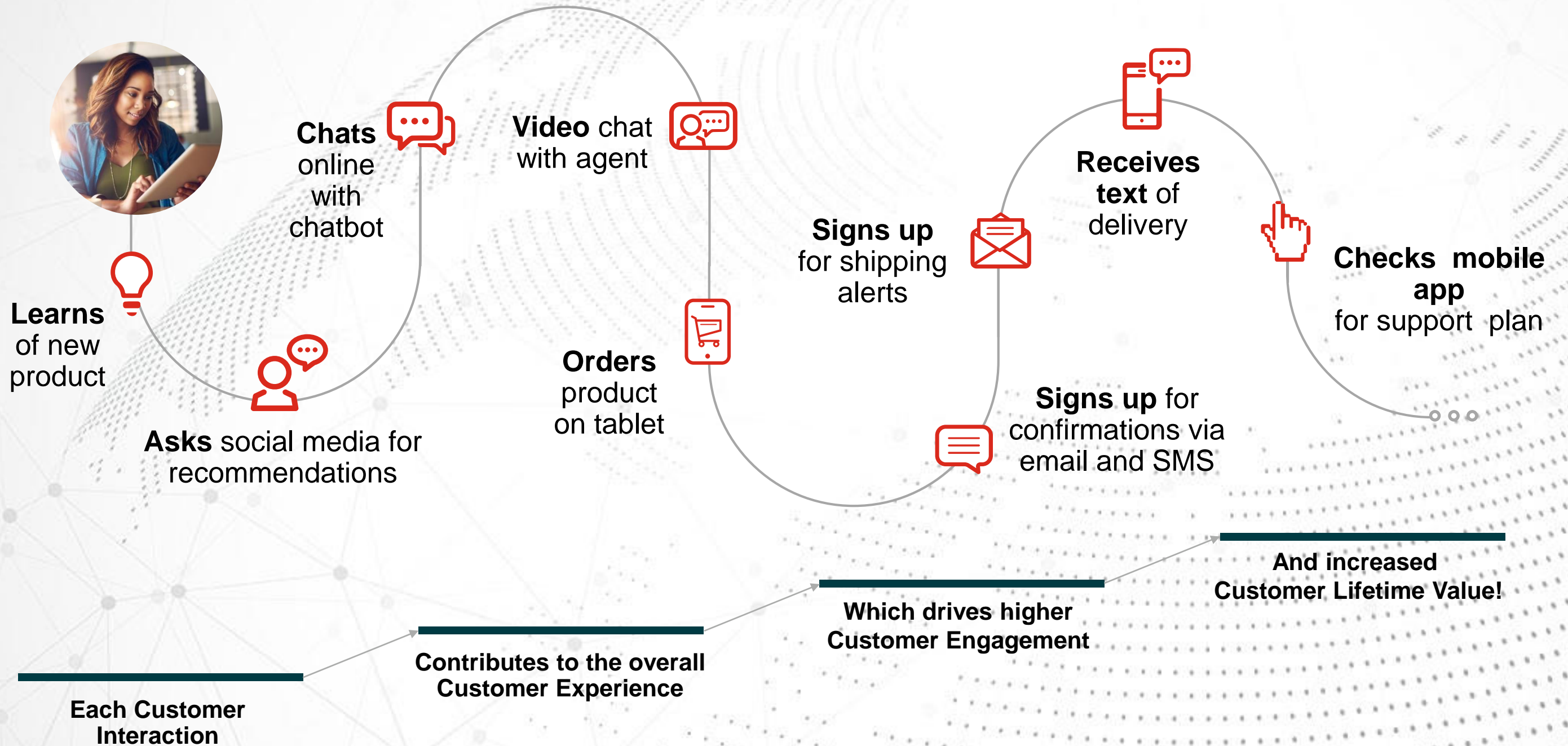


of organizations  
**want a free flowing  
interaction application**  
to support all channels

**Because who knows what  
will be next**

Source: IDC research commissioned by Avaya, March 2018

# THE JOURNEY STARTS WITH A SINGLE INTERACTION





# RIGHT CONNECTION

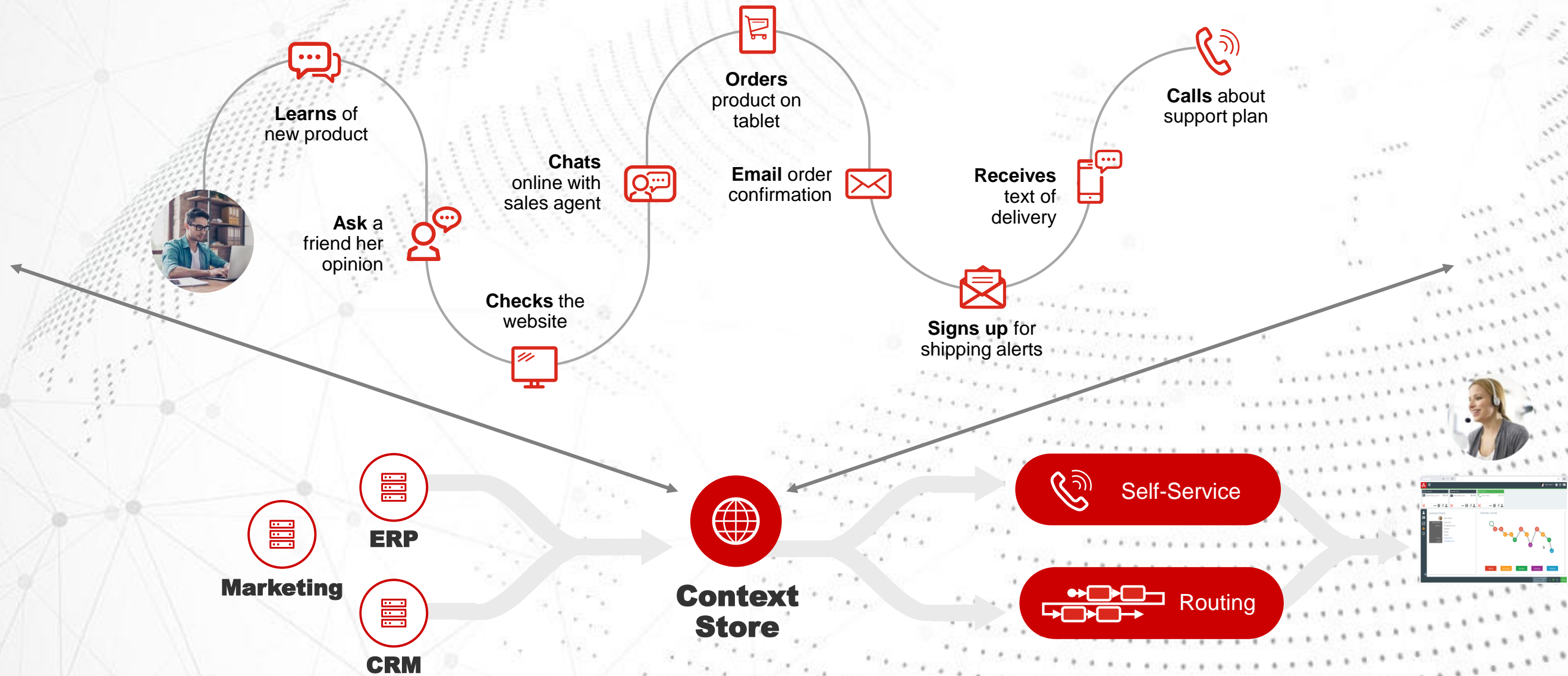
## Choice and control in **connected customer journey**





# RIGHT CONTEXT

## Intelligent, Personalized, Seamless Experience





# RIGHT CONTEXT

## Customer Journey Visualisation

The screenshot displays the Avaya Oceana Workspaces interface. At the top, there's a search bar for 'Name or number' and a user profile for 'Bob Hope'. Below this is a chat window with 'Julia Lim' dated '01:21'. The chat content includes 'Wireless > Support' and a message: '\*it is telling me that my account is...'. Below the chat, there are two main panels: 'Journey Information' and 'Customer Journey'. The 'Journey Information' panel shows the customer's details: 'Julia Lim', address '1239 Somerville Ave, Ottawa ON, K2K 2K2, Canada', phone '+16135559651', email 'jlim@compuglobal.com', and last sentiment 'Fair'. The 'Customer Journey' panel shows a timeline from April 21 to April 28, 2016, with various interaction points represented by icons for Web, Survey, Email, S. Serv., and Voice. The interface also includes a sidebar with navigation icons and a bottom status bar with 'Agent ID: 733077', 'Station ID: 1107', and a 'Ready' button.



Learns  
new prod



friend  
op



Marketing



CRM

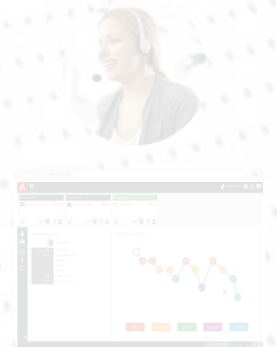
Store



calls about  
support plan

service

Routing





# RIGHT TIME

Intelligent, Predictive, In the Moment



Analytics Driven



Context Aware



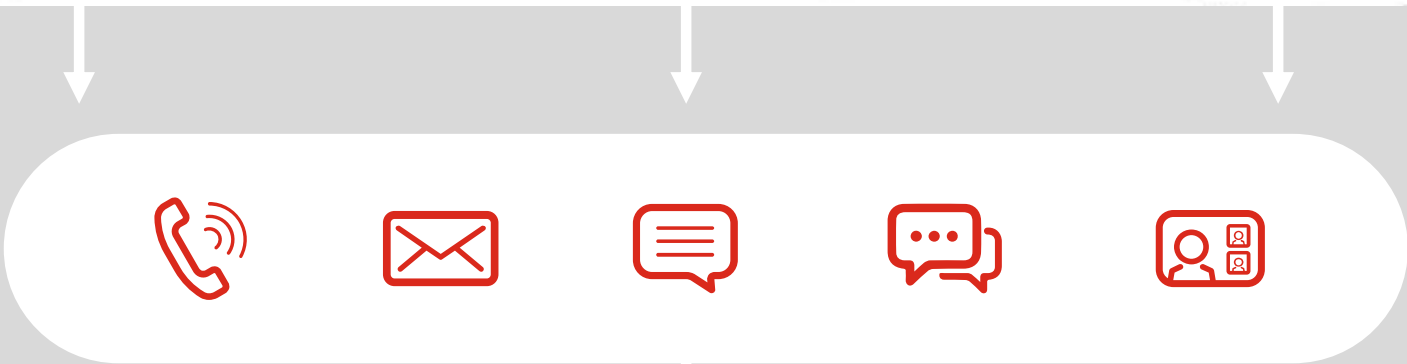
Workflow Driven



Proactive



Personalised





# RIGHT RESOURCE

Real-Time, Contextual, Attributes-based



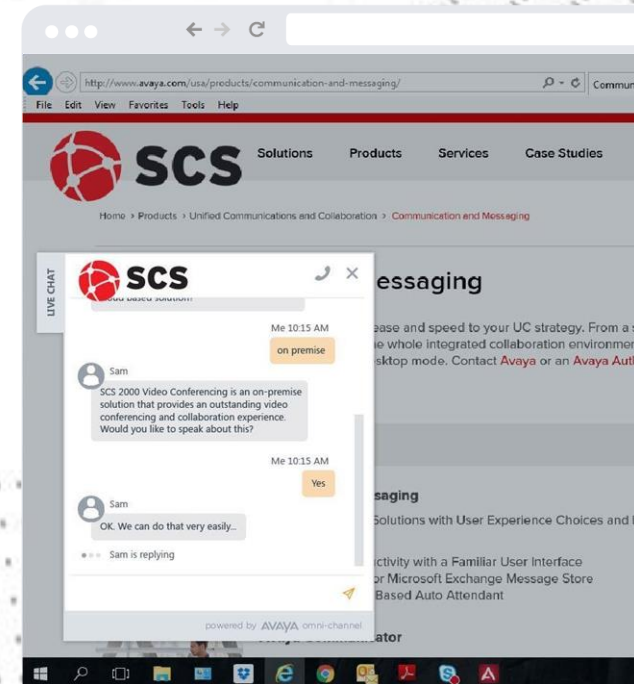
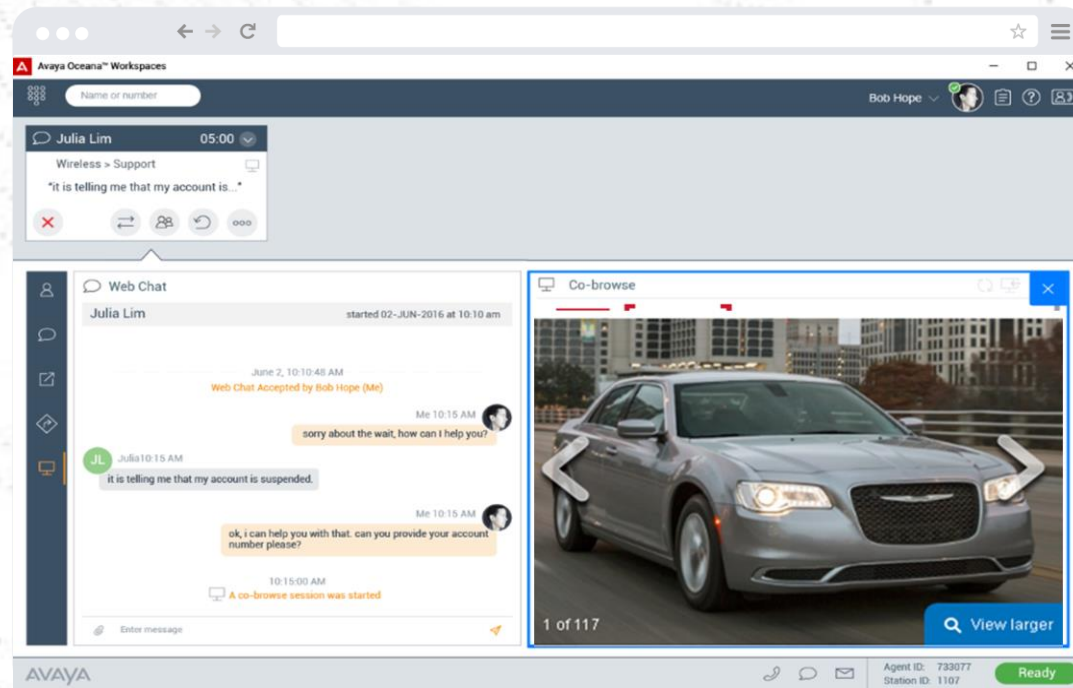
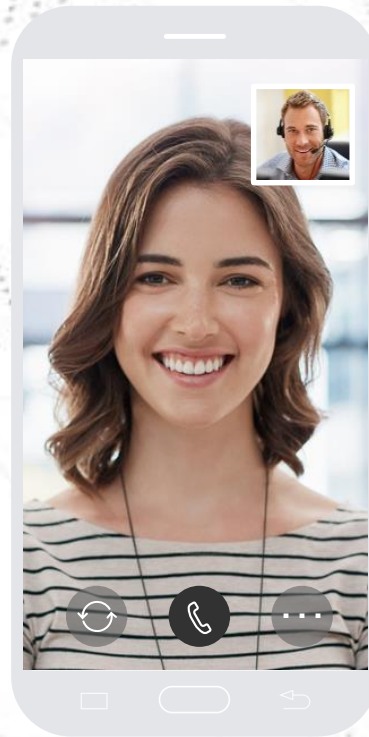
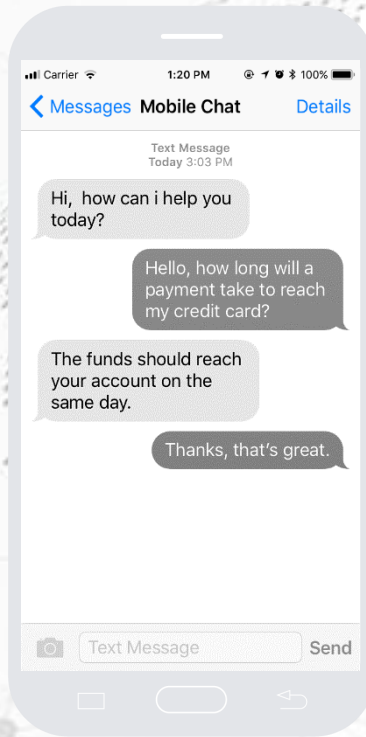
Enterprise wide  
automated or assisted





# RIGHT EXPERIENCE

## Customer Driven, Personalized, Omni-channel



SEAMLESS EXPERIENCE

**Provide**  
connected  
multimedia  
and business  
touchpoints  
(CRM)



DELIVER  
THE RIGHT  
**CUSTOMER  
EXPERIENCE**



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

**Eliminate**  
silos with  
omnichannel  
services



**Connect**  
internal and  
external  
processes  
(IoT)

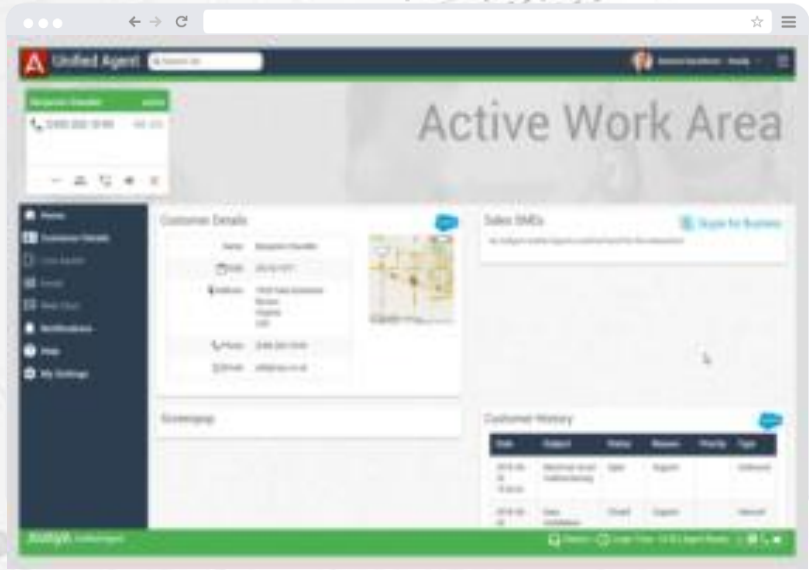
**Match**  
customers  
to the best  
available  
resource



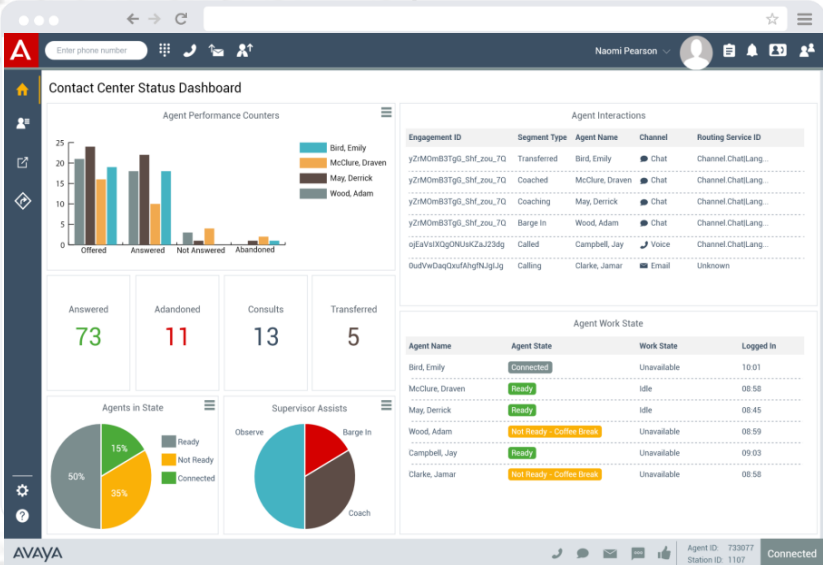


# Avaya Cx Solutions

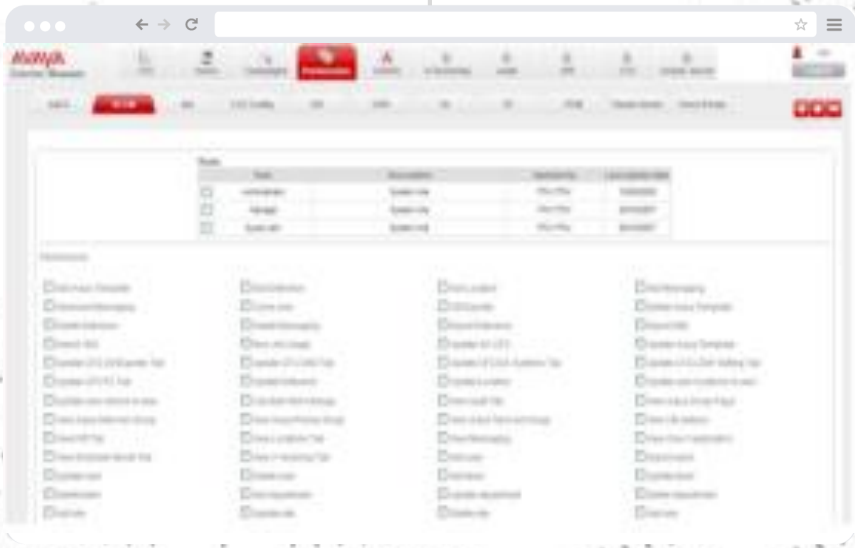
# ELIMINATE DISJOINTED AGENT AND SUPERVISOR EXPERIENCES



**Agents  
and Experts**



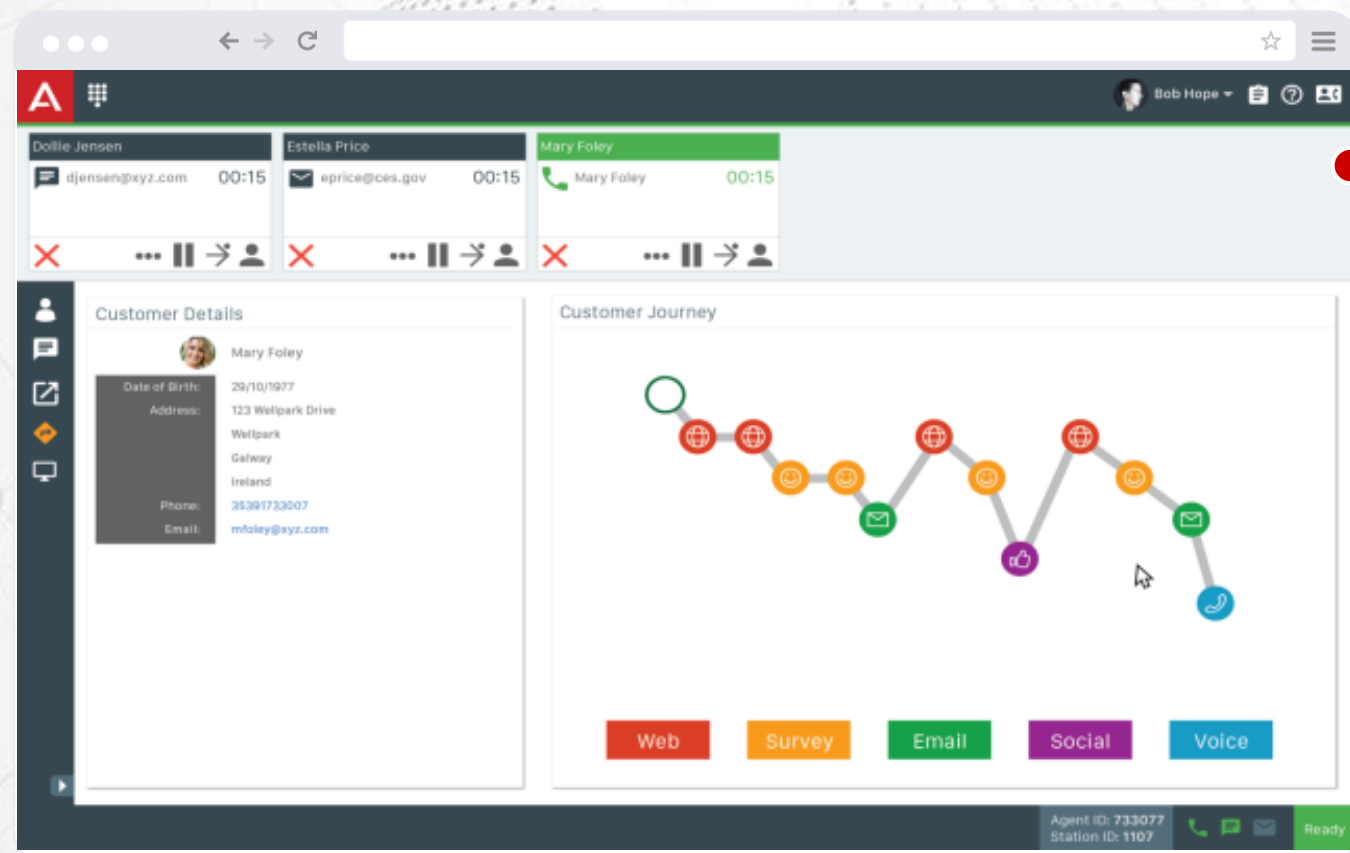
**Supervisors**



**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**

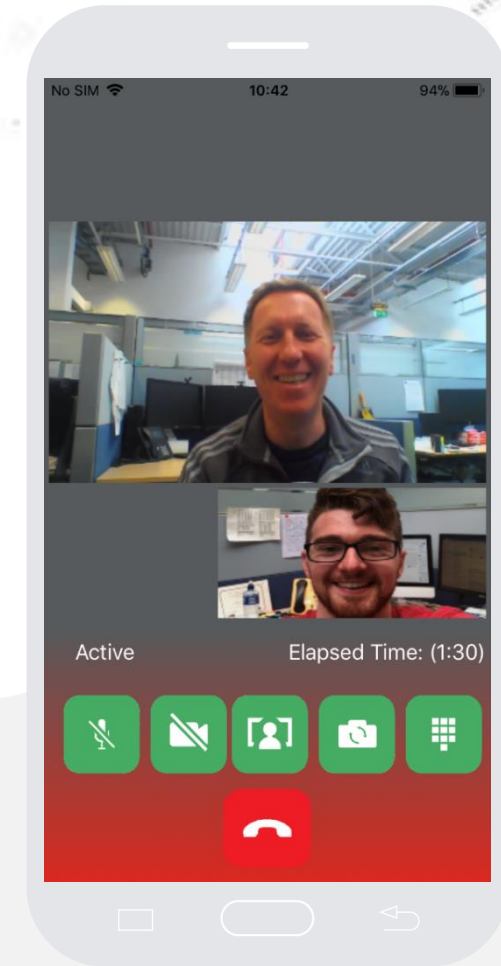
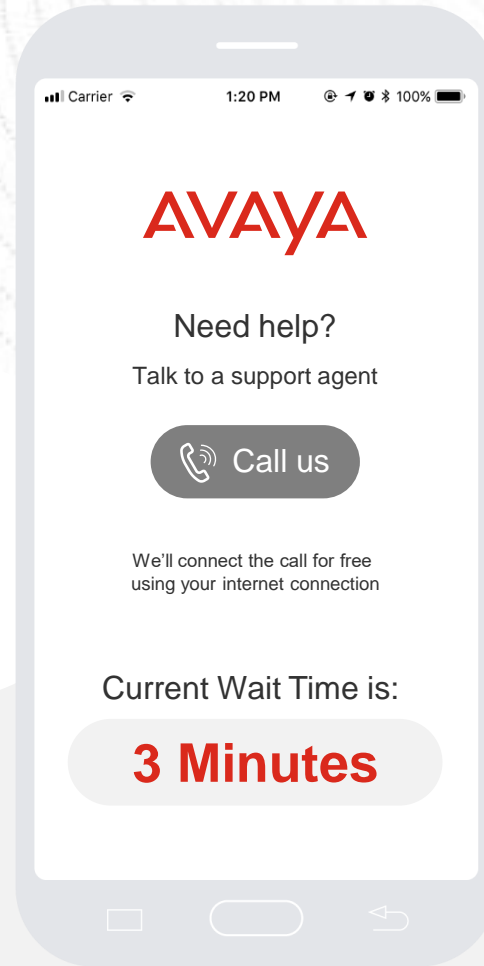
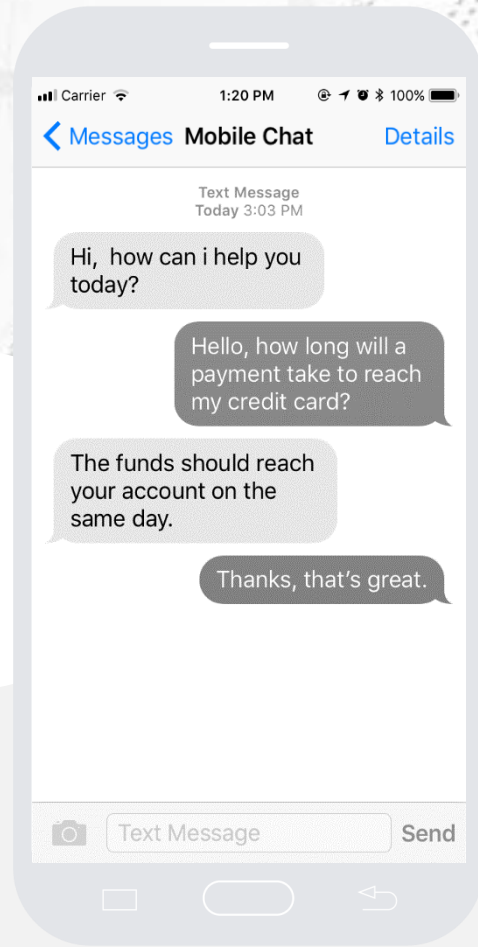


**Personalize customer interactions equipping agents with complete interaction details**



**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

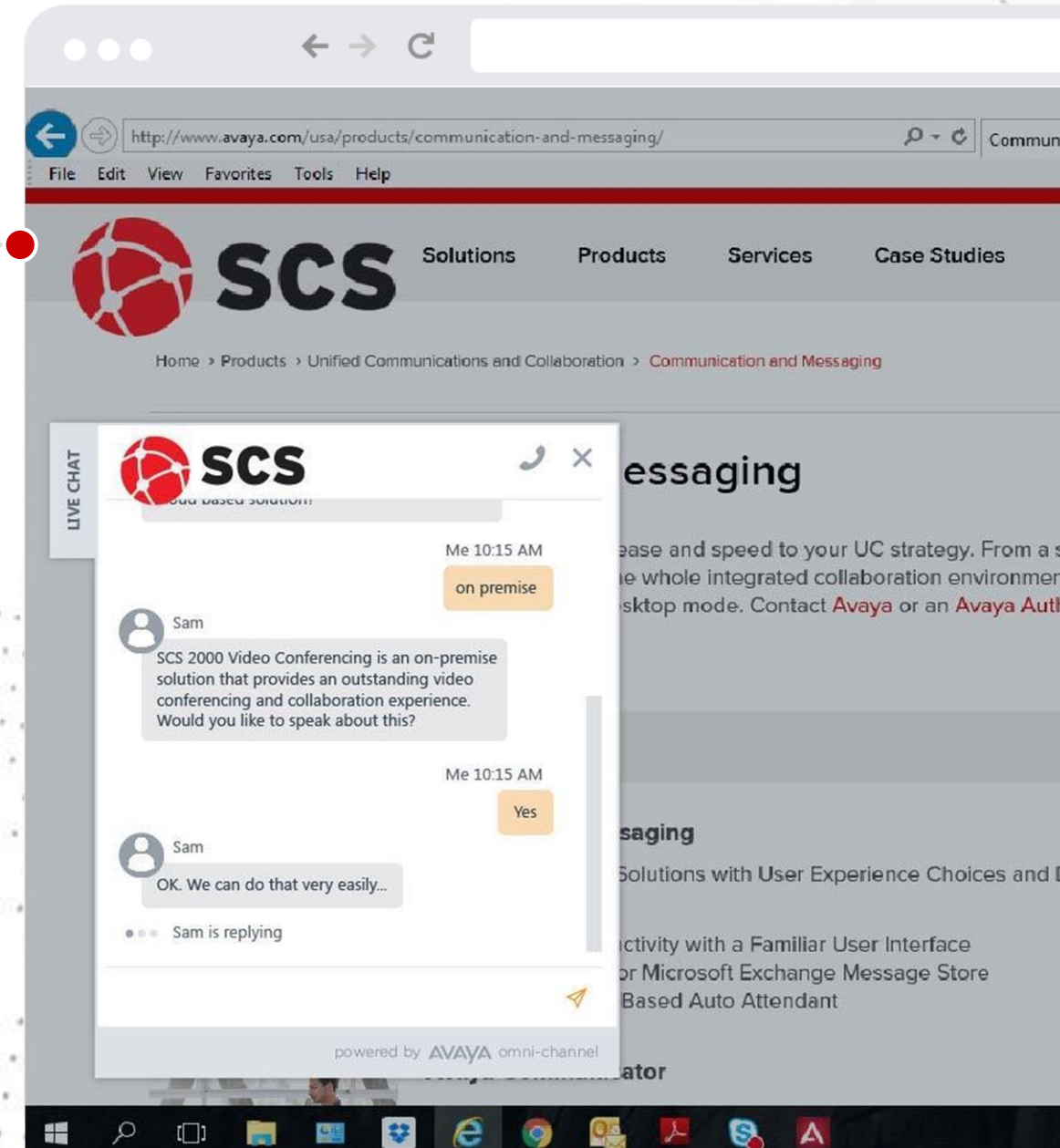
Decrease response times and reduce costs using chatbot automation

Increase agent productivity with multi-session handling

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

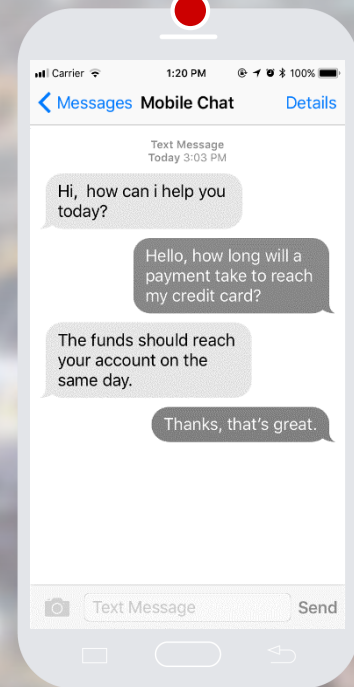
Ensure consistency and efficiency

Empower supervisors and provide real time quality assurance and assistance



# PERSONALIZE OMNICHANNEL INTERACTIONS WITH EASE AND EFFICIENCY

SMS, email and social customer interactions



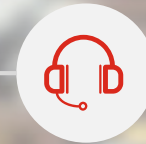
**Accelerate response times** with automatic CRM screen pops



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



**Individualize customer interactions** by modifying standard responses



**Increase agent responsiveness**



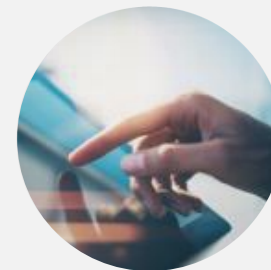
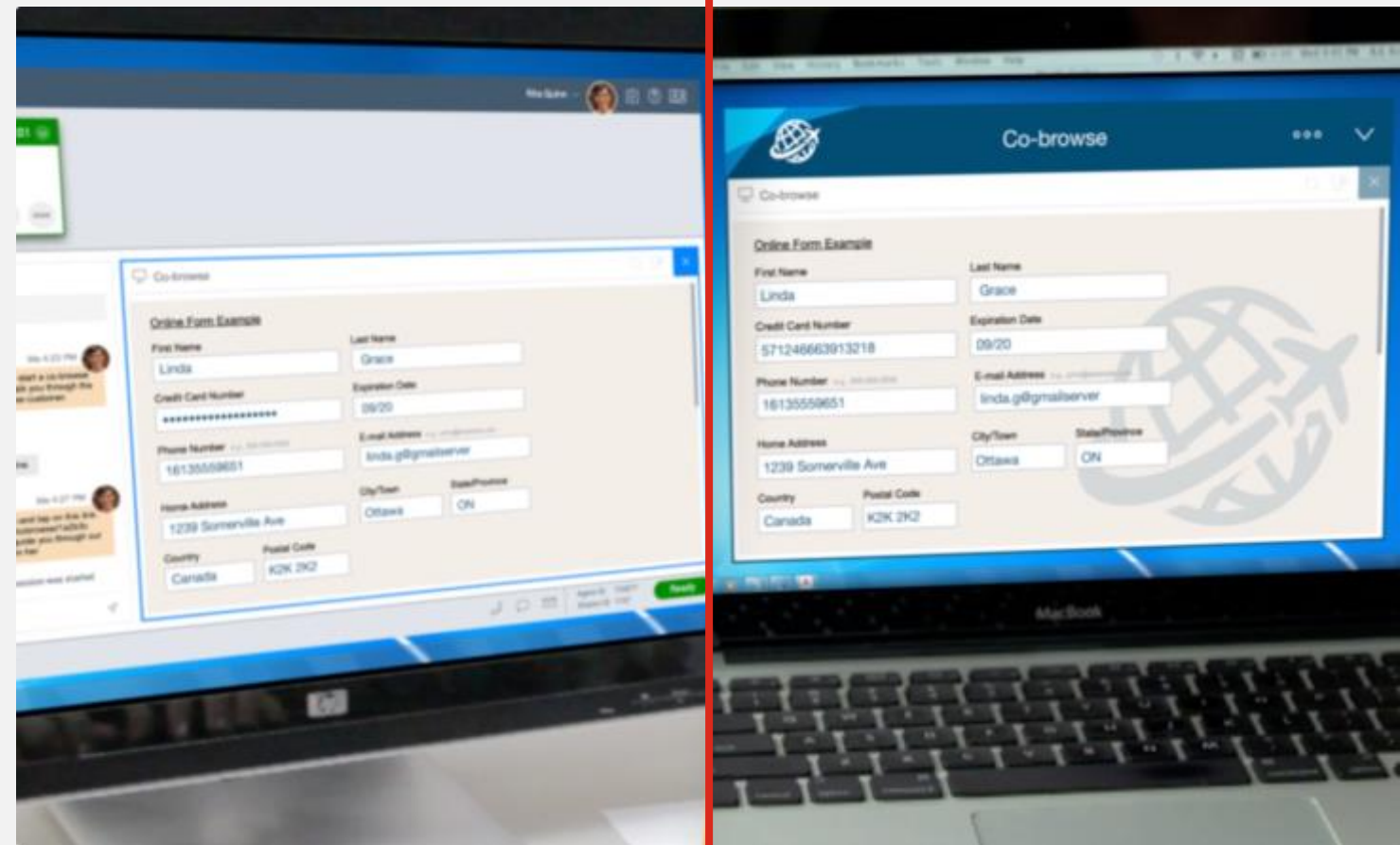
**Identify and pursue improvements** by measuring performance



# REDEFINE & PERSONALIZE YOUR WEBSITE CX

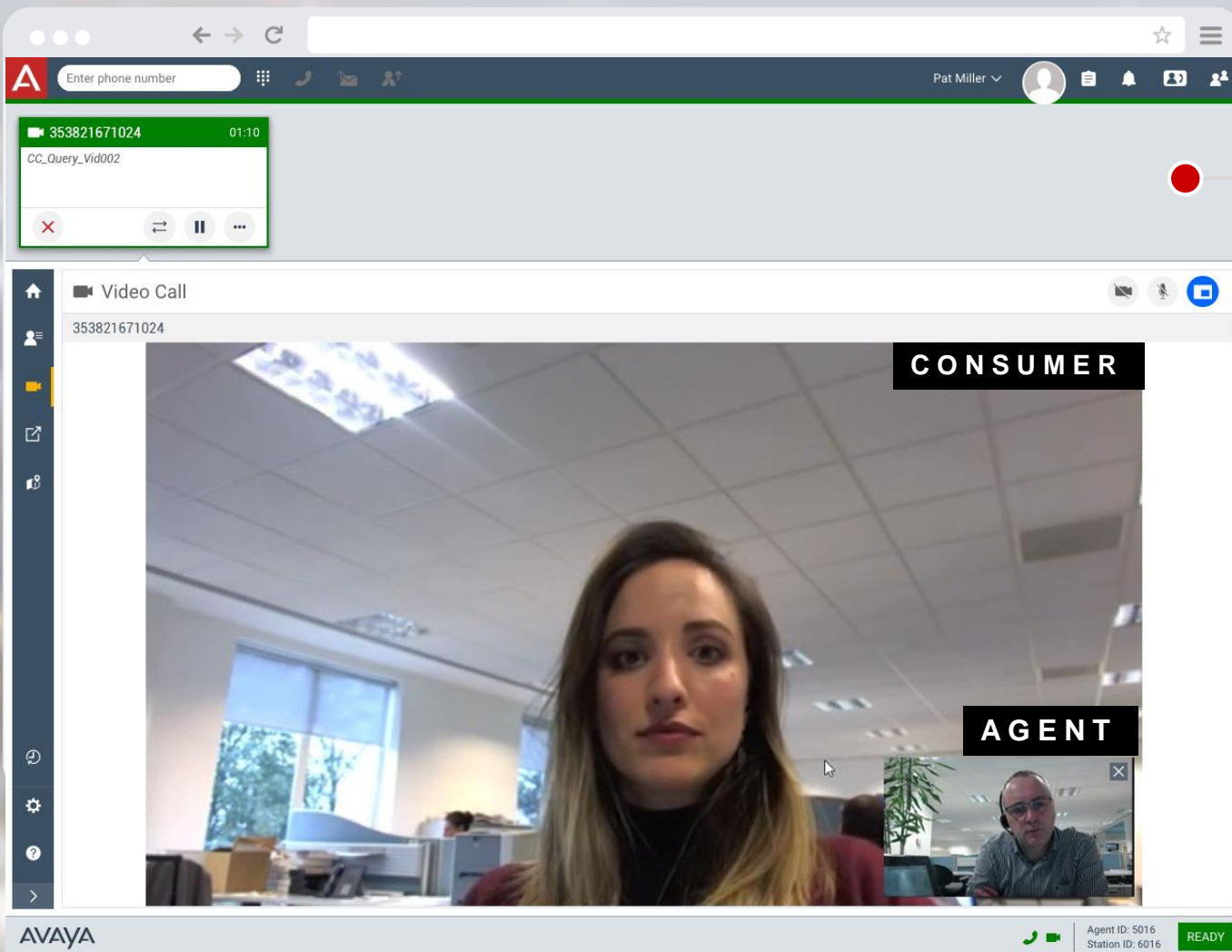
## Co-browse and collaborate

- 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

# 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



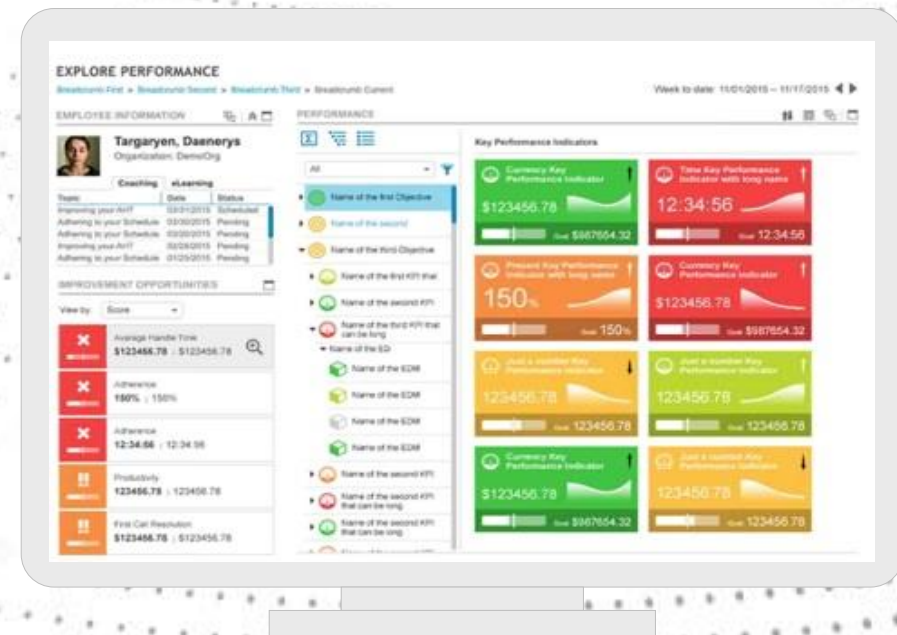
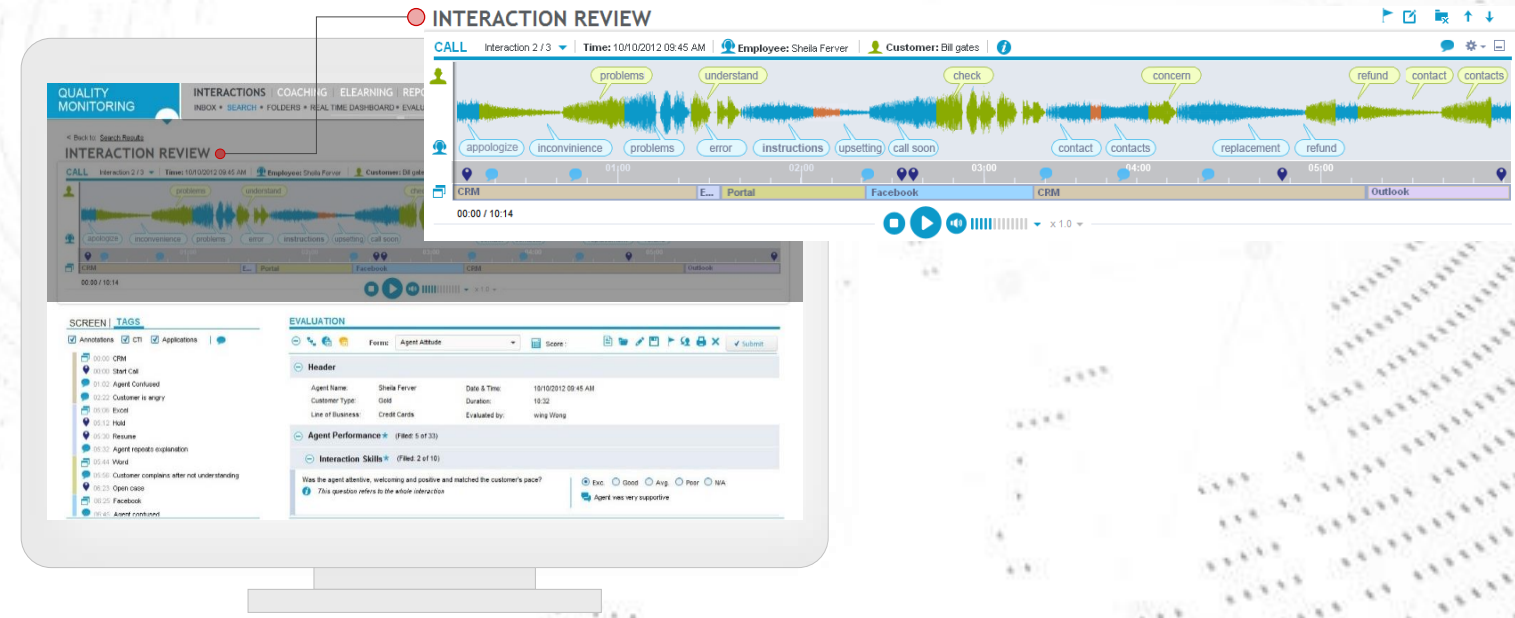
**Evaluate** and score agent performance



**Identify top and lower performing agents**; address performance problems with targeted coaching

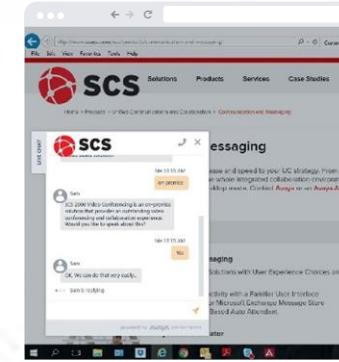
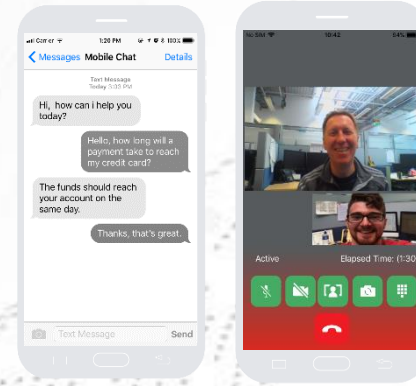


**Reduce operational costs and increase customer satisfaction** by making sure your contact center is properly staffed with the skills necessary to meet service levels



## Omni-channel User Experience

Mobile & Web with Rich Text Chat, Collaboration, Voice and Video

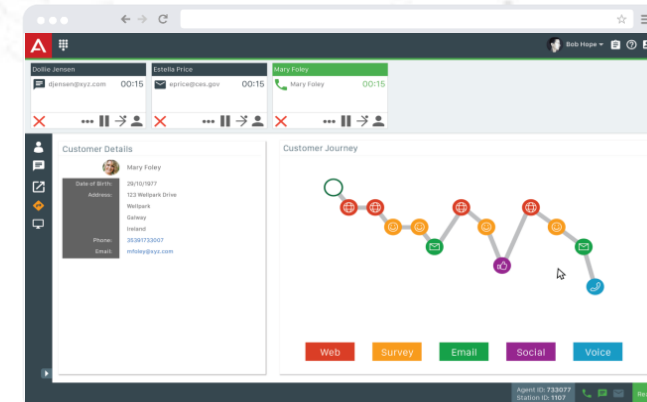
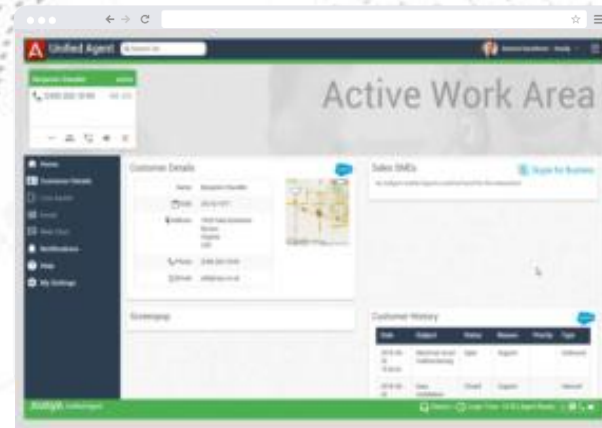


## A New Era of Automation

Intelligent Chatbot for Routine Interactions

## Avaya Workspaces

Increase agent productivity via fully customizable browser based, Omni-channel workspace

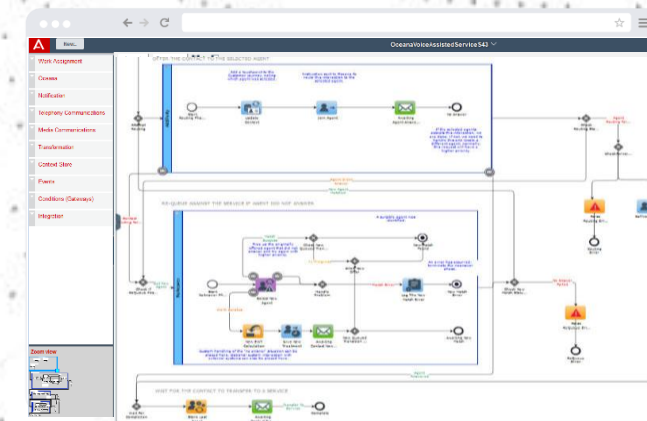


## Customer Journey Visualization

Omni-channel Journey automatically tracked and mapped

## Contextual Routing

Personalizing CX with attribute matched resources



## Engagement Designer

Design powerful customer journeys with Visual workflows

# Customer Interaction Preferences across all Channels



Social Media



SMS



Voice



Video



WebRTC



Email



Chat



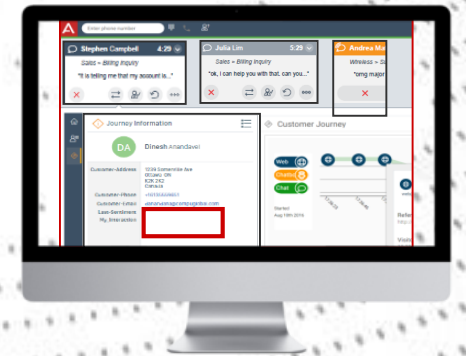
Chatbot



Co-browse



# Leverage Automation and Agent Resources



CRM



Attribute Matching  
Workflow Automation  
Journey Mapping  
Persistent Context

Workspaces

Common SDK  
across Employees  
and Agents

Workforce  
Optimization

Call Recording  
Outbound  
Quality Management

Avaya Analytics™

Open  
Analytics Platform  
Real Time and Historical  
Omni-channel

Internet of  
Things IoT



AVAYA