

EXPERIENCE AVAYA

Dublin



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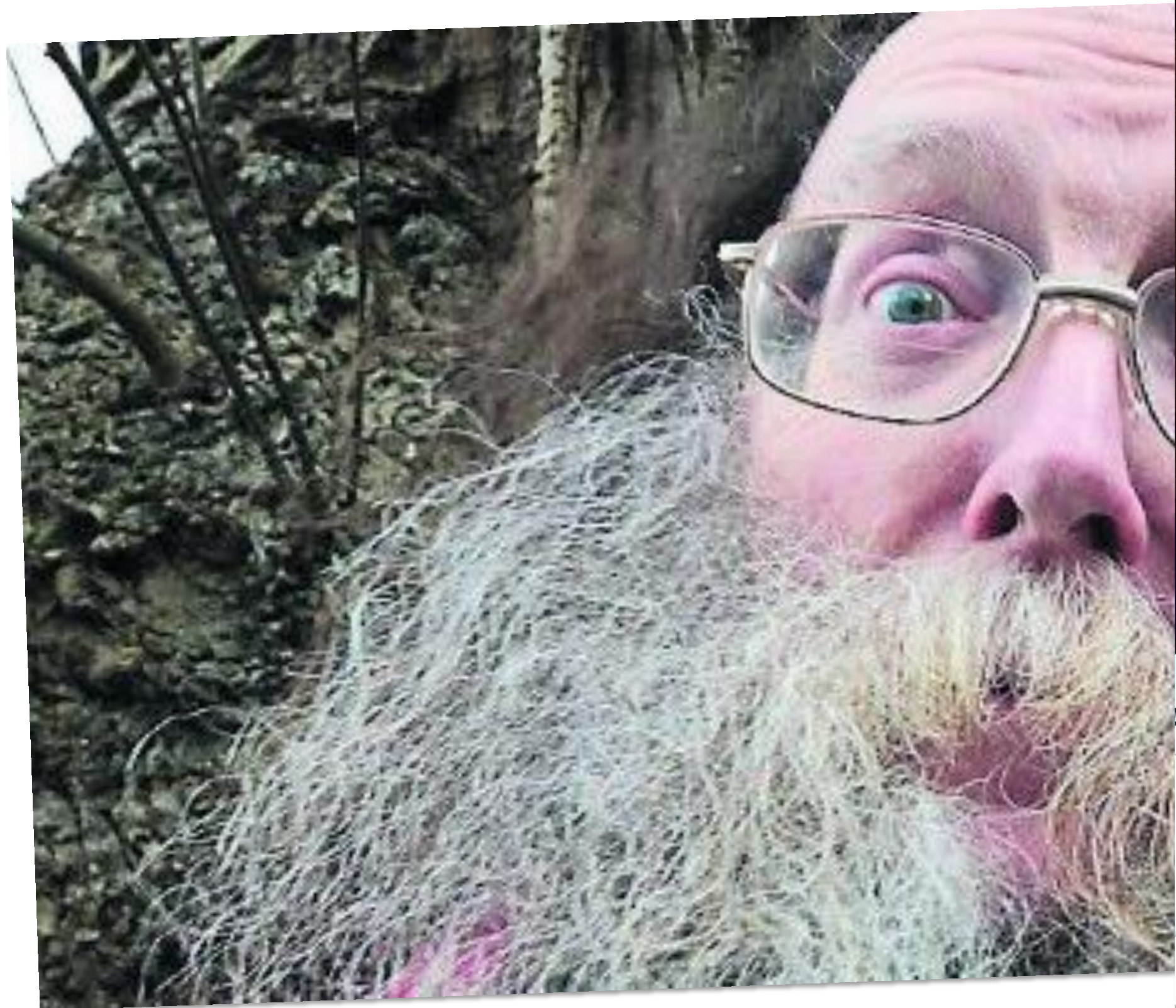
Delivering
Intelligent Experiences

Andrew Maher

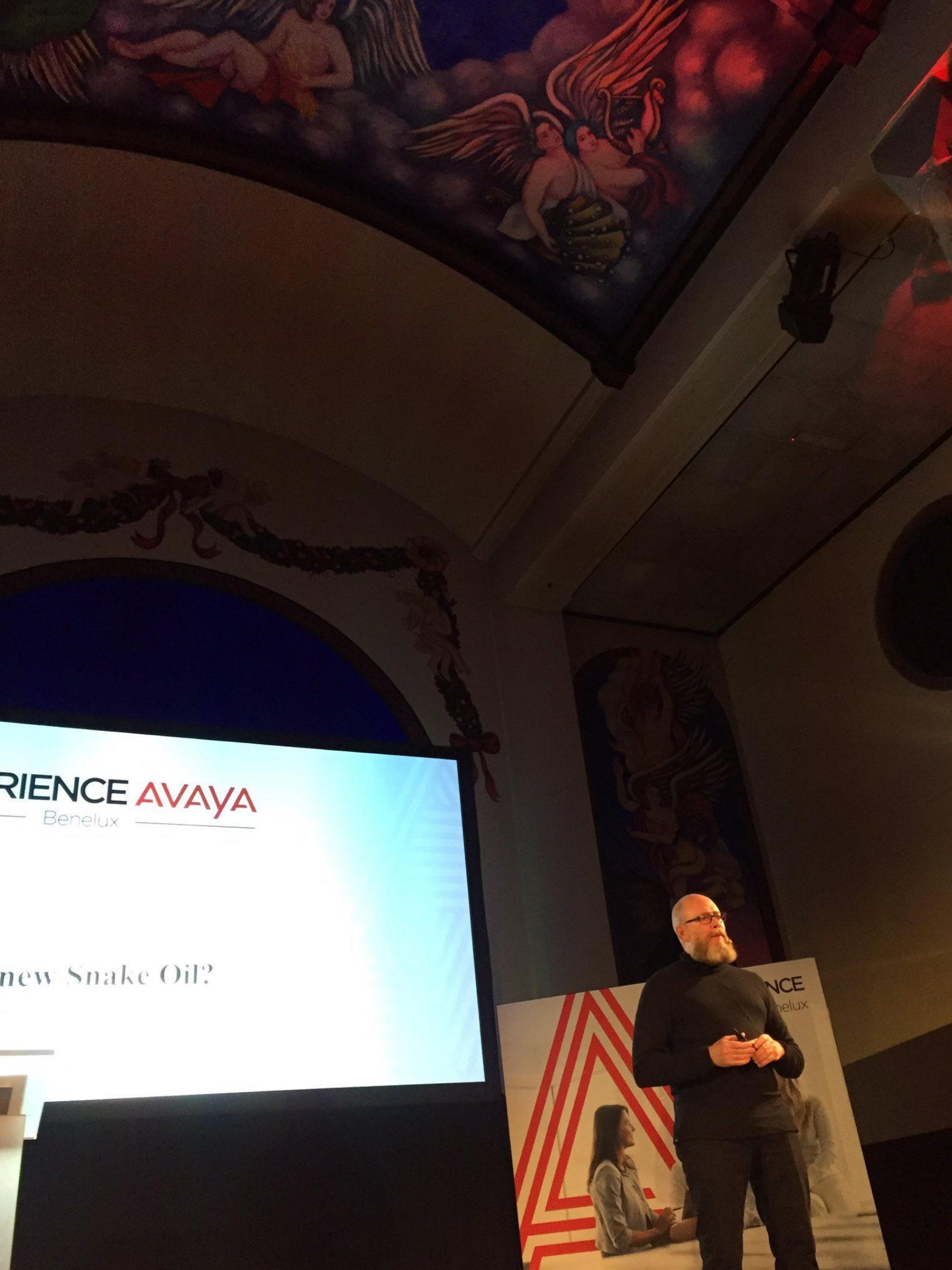
Customer Experience Evangelist

#Idears2Inspire



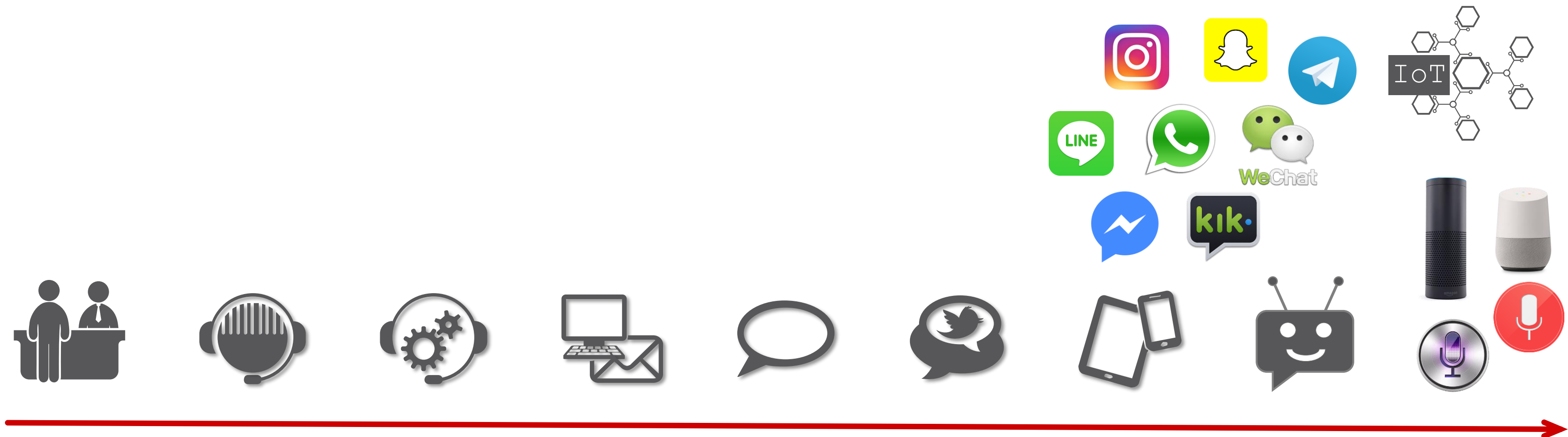


Eddie Lenihan, Sean





Experience Transformation



AVAYA

Forces Shaping the Digital World

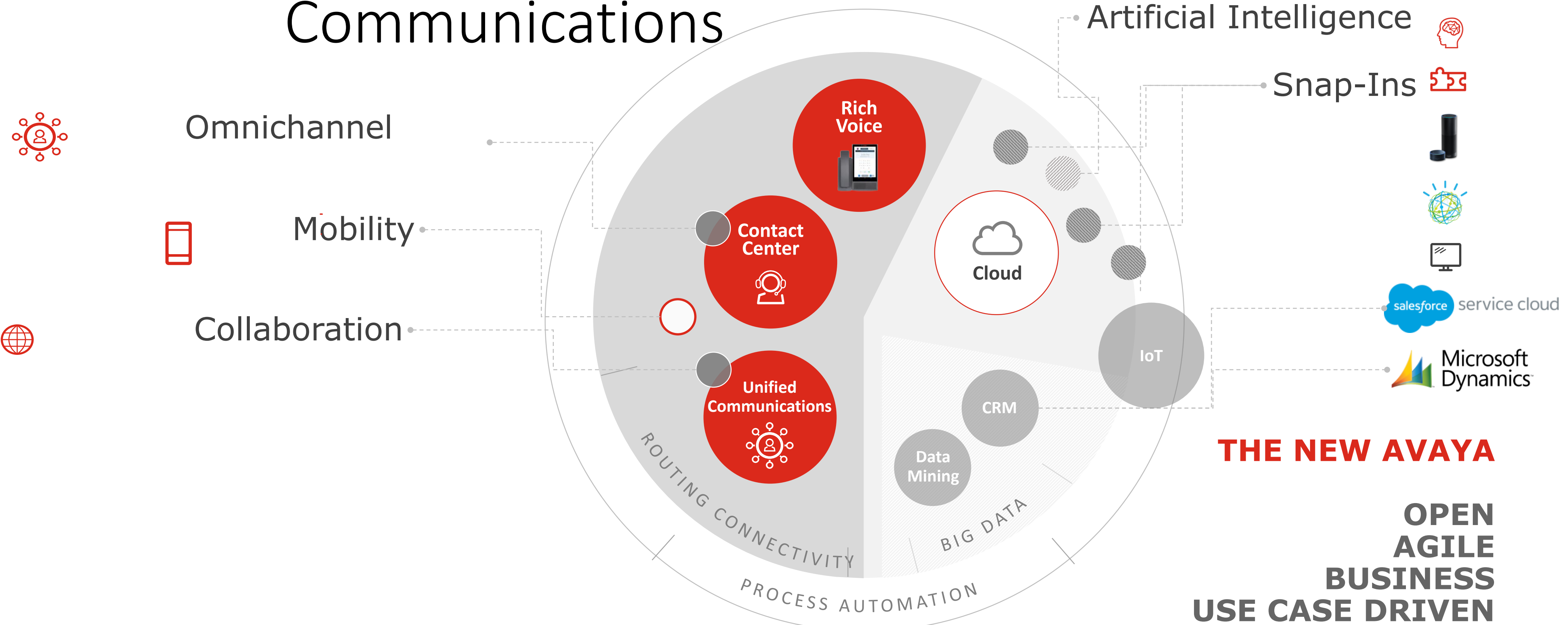




How is *Avaya* Building

Intelligent Experiences

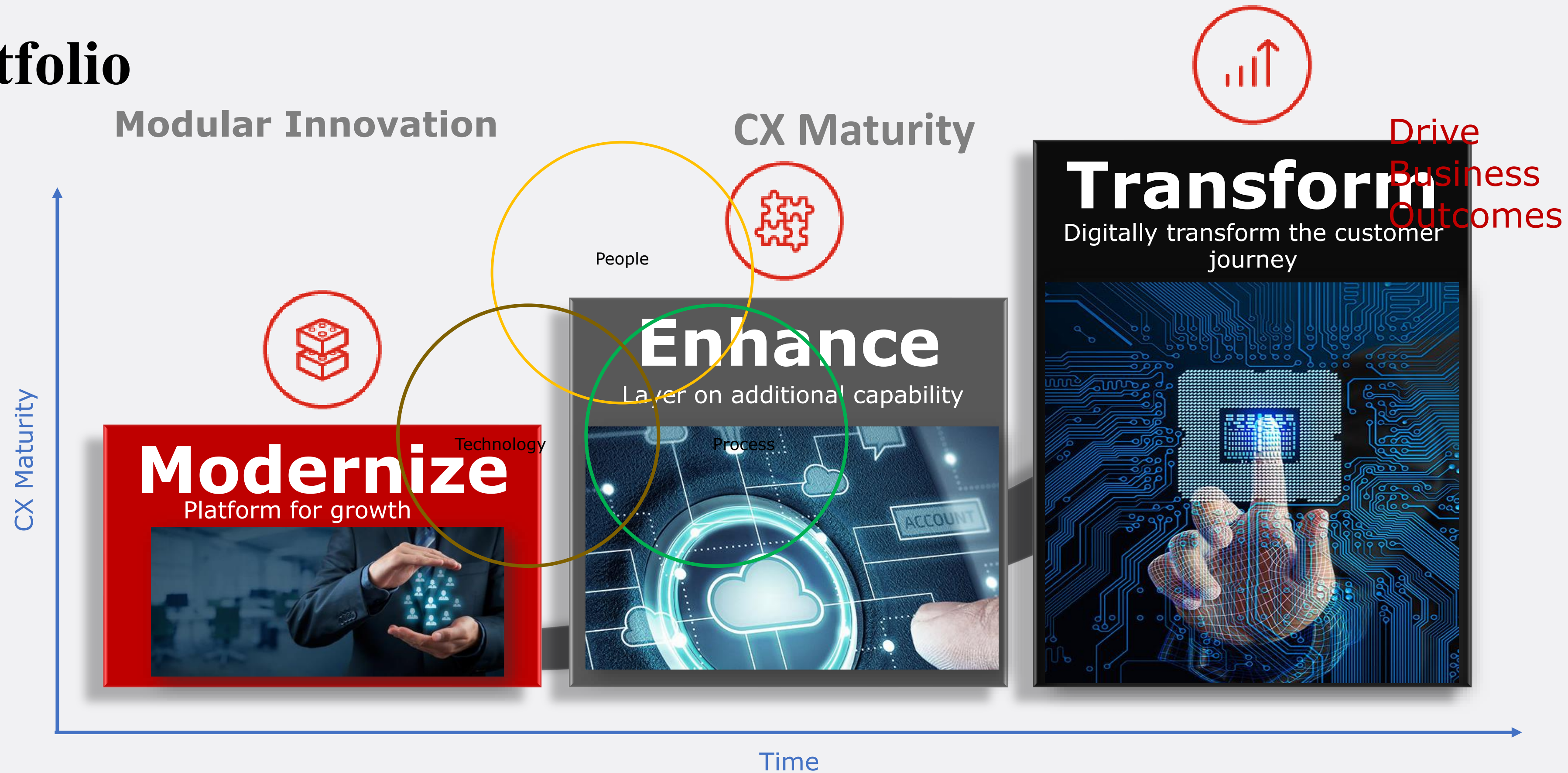
One Platform for End-to-End Communications



THE NEW AVAYA

**OPEN
AGILE
BUSINESS
USE CASE DRIVEN**

Avaya Portfolio





Avaya Portfolio

Modernise is a Pre-requisite to Innovation

Self-service



Experience Portal 7.2

Proactive Outreach Manager 3.1

Assisted Service



Aura 8.0

Oceana 3.5

Performance Management



Call Management System 19.0

Avaya WFO 15.2



Avaya Portfolio

Enhance Business Outcomes

DRIVE REVENUE THROUGH CONTACT CENTRE

Outbound

Customer Journey

ENHANCE EFFICIENCY AND PRODUCTIVITY

Workspaces

Back Office
IM & Presence

Knowledge
Management

Automated QM

Gamification

IMPROVE CUSTOMER EXPERIENCE

Digital Basic

ID & V /
Speech Applications

Automated
Notifications

Visual IVR

Customer Journey

Call Back Assist

PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE

Speech / Text Analytics

Voice of the Customer

Contact Recording and
Quality Management

Customer Journey



Avaya Portfolio

Transform to Digital

DRIVE REVENUE THROUGH CONTACT CENTRE

Outbound

Behavioural Pairing

ENHANCE EFFICIENCY AND PRODUCTIVITY

Robotic Process Automation

Case Management

Knowledge Management

IMPROVE CUSTOMER EXPERIENCE

Oceana - Full Omnichannel

Virtual Assistant

Chat Bot

PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE

Sentiment Analysis

Avaya Analytics

CX Dashboard



Example of Modular Approach to Innovation

Modernise the CC Desktop

Insight, not data, drives action

Solution: Workspace for Elite with Context Store, custom widgets

- Foundation for layering business outcomes innovations
- Integrated to most CRMs (e.g. salesforce.com)

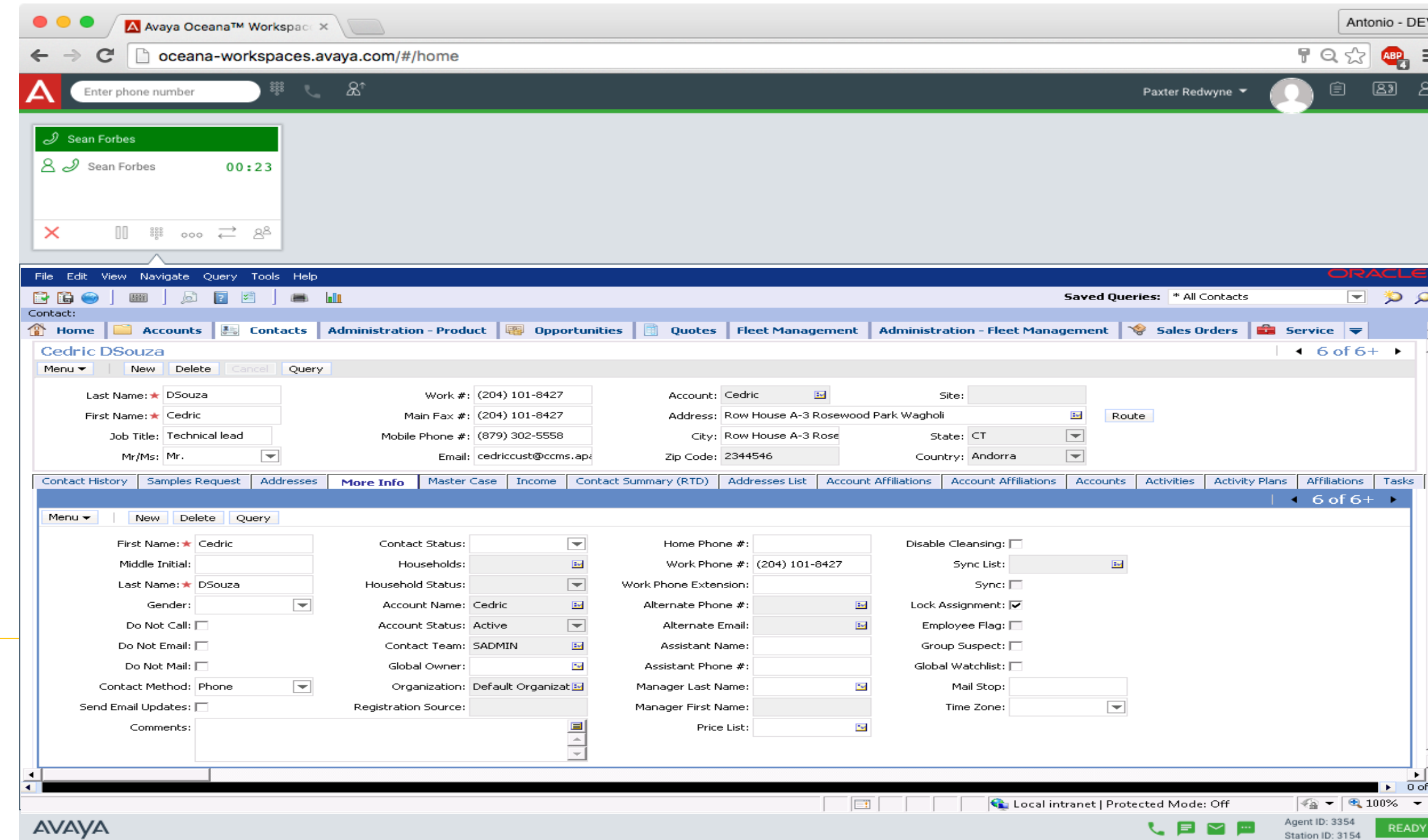
Workspaces for Oceana
Workspaces for Elite
Workspaces for AACC / ACCS *



Simple Screen Pop



Simple screen pop with customer detail information in workspaces
No customisation; a configuration setting



Guiding Every Agent to be Top Performer

AI Empowers, Not Replaces



Solution: Oceana
Workspace-KM
integration

Knowledge sharing to
ensure the right
information, to the right
person, at the right time

The screenshot displays the Avaya workspace interface. At the top, there is a search bar with the text "Enter phone number" and a user profile for "Harry Watson". Below this is a "CONFERENCE" window for "Oceana Service" with a duration of "01:54". The main interface is divided into three sections: "Customer Details" for Thomas Jones (Email: tjones@gmail.com, Phone: 1-920-522-2163), "Interaction Details" (User To User Info: Hdlb8E0STRy0KOEeqRGnZA,VO,N; Channel Type: Voice; Topic Name: Oceana Service; Participants: CUSTOMER - AGENT - Harry Watson, CUSTOMER -), and "Knowledge" which provides a "RECOMMENDATION: Adjustable Rate Mortgage (ARM)" and a "Ready to Begin Application?" prompt with "Say This" and "Do This" options. The bottom status bar shows "AVAYA" and "Agent ID: 6006816 Station ID: 6000016" with a "READY" indicator.

Notes & Transfer



Insight, not data, drives action

Solution: Oceana Custom Widgets which transfers customer's call without losing context

- Screen pop integrated with Context Store
- Transfer Directory integrated with customer system of record
- *Developed in less than 8 hours*

The screenshot shows a web interface titled 'RADIUS' with a dark header. Below the header, there are two tabs: 'SCREENPOP' and 'TRANSFER DIRECTOR'. The 'SCREENPOP' tab is active. The main content area contains a list of customer details with icons: Customer Name, Contact Name, Phone Number, Preferred Language, Interaction Type, Contact Method ID, Service Tag, and Transfer Count. Below this list is a 'Notepad' section with a character count of '0 / 250' and a 'COPY TO CLIPBOARD' button.

The screenshot shows a web interface titled 'RADIUS' with a dark header. Below the header, there are two tabs: 'SCREENPOP' and 'TRANSFER DIRECTOR'. The 'TRANSFER DIRECTOR' tab is active. The main content area contains a 'Service Tag' field with a 'SEARCH' button. Below this are several fields: BUID, Is Active, Item Num, Service Level, Product Line, Local Channel, and Days Since Shipped. There are two 'CONFIRM DESTINATION' buttons. The first is next to a 'Reason' dropdown menu. The second is next to a 'Reason' dropdown menu with 'Wrong Service Tag' selected. Below these is the text 'DESTINATION: DCEC DEMO SKILL 3'. At the bottom, there is a 'Transfer Type' dropdown menu with 'Blind Transfer' selected and a 'TRANSFER' button.

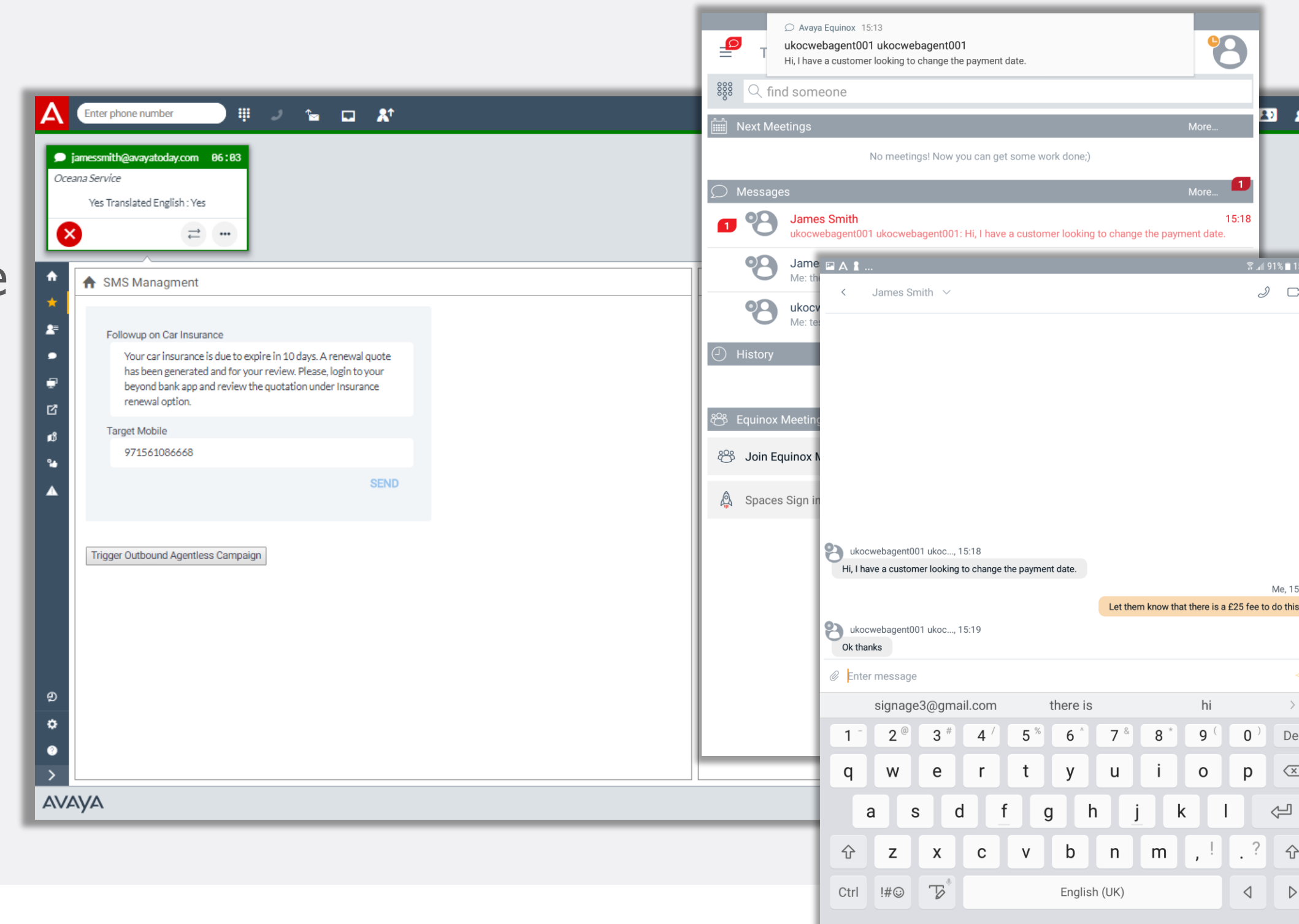
Converged Platform



Enterprises Serve Customers, Not “Just” Contact Centers

Solution: Workspaces widget for seamless front & back office collaboration to facilitate FCR and strong NPS

- Dynamic expert finder
- Front & back office collaboration
- Real time notification

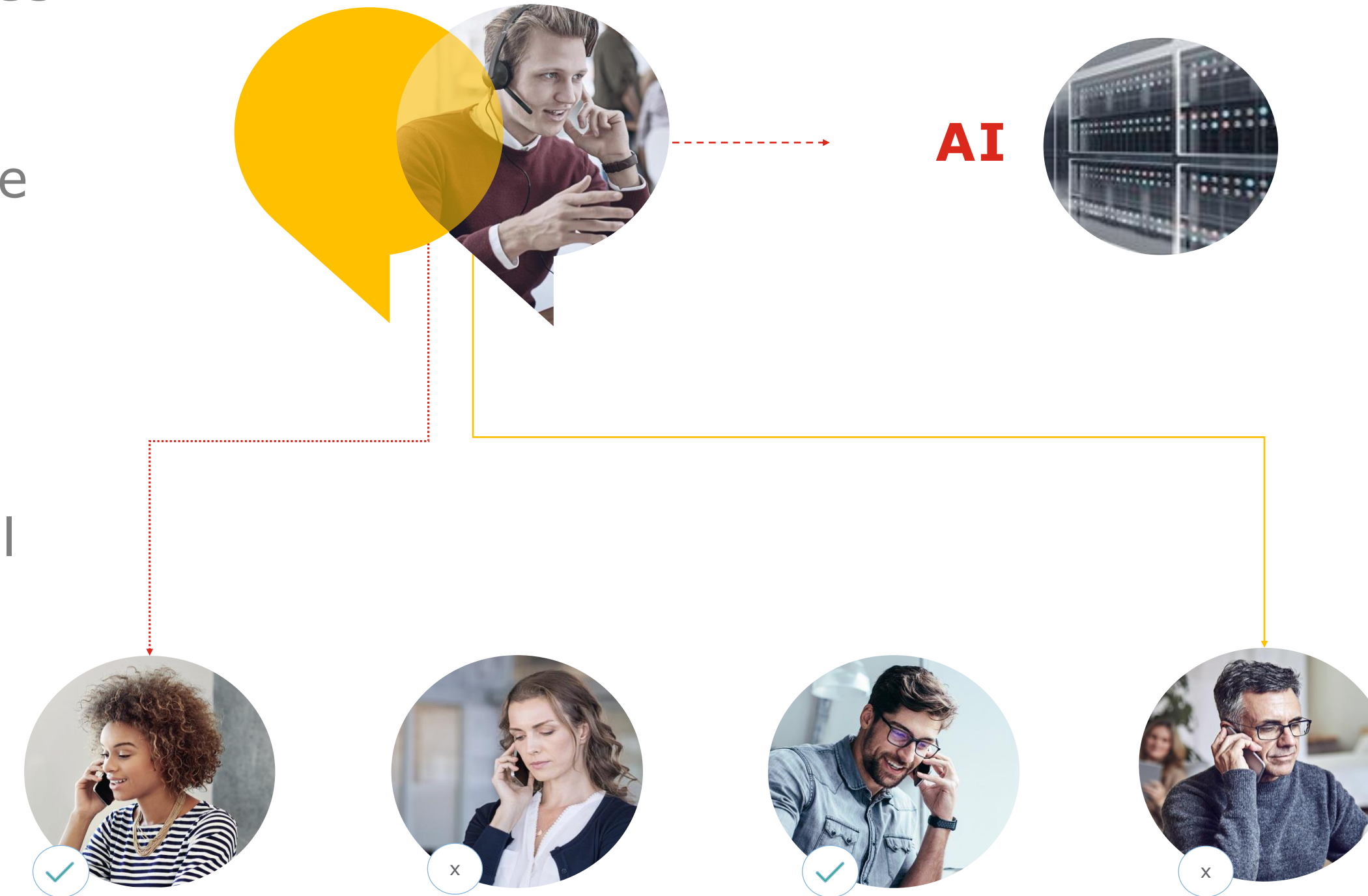


Infused AI in Contact Center

AI Empowers, Not Replaces

Solution: Real-time Enterprise Behavioral Pairing (EBP) technology using AI and machine learning to better match agents to customers

- Data-driven, from internal and external sources
- Value and outcome-oriented



Know the Promotions

Loyalty2gether

- Provides DX Foundation
- Applies to ANY customer on older releases

Workspaces for CC Elite Now

- Available for 20 – 500 Agents
- Includes support and services

Automate CC Now

- Inbound & outbound automation
- 50 or 100 Ports (More Flexible options coming)
- Includes support and services

Oceana Now

- Available in 3 bundles (20-200 agents)
- Includes support and services

Avaya's Open Innovation is a Cultural Shift

- Singular Experience for Singular Strategy across CX & EX
- Innovate New Experiences
- Constant flow of Inspiring Ideas
- Co-Creation of Innovation



A Winning Ecosystem

AVAYA
& friends

VERINT

NVT
PHYBRIDGE

afniti

eGain

ii prognosis

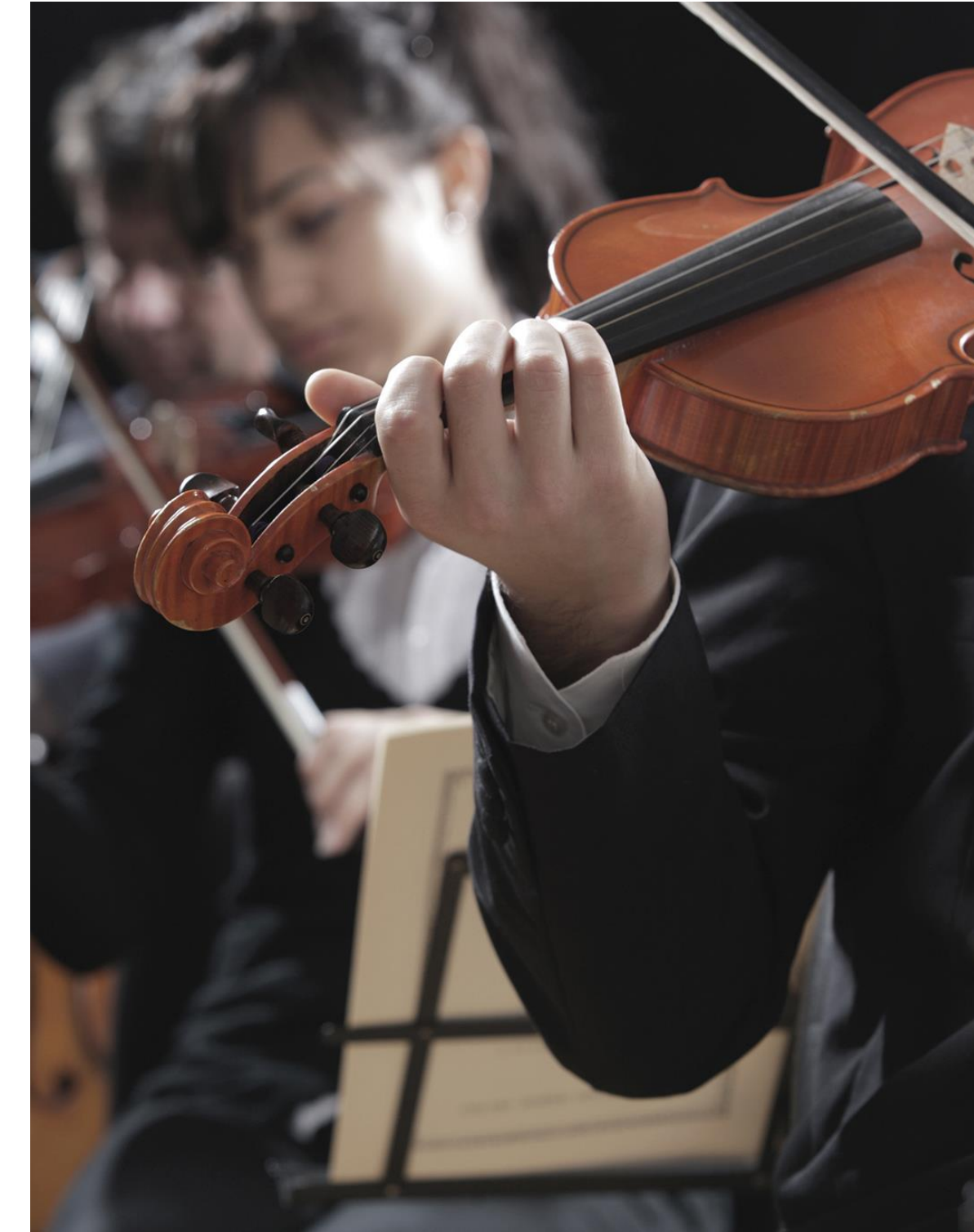
kQOpid

SESTEK

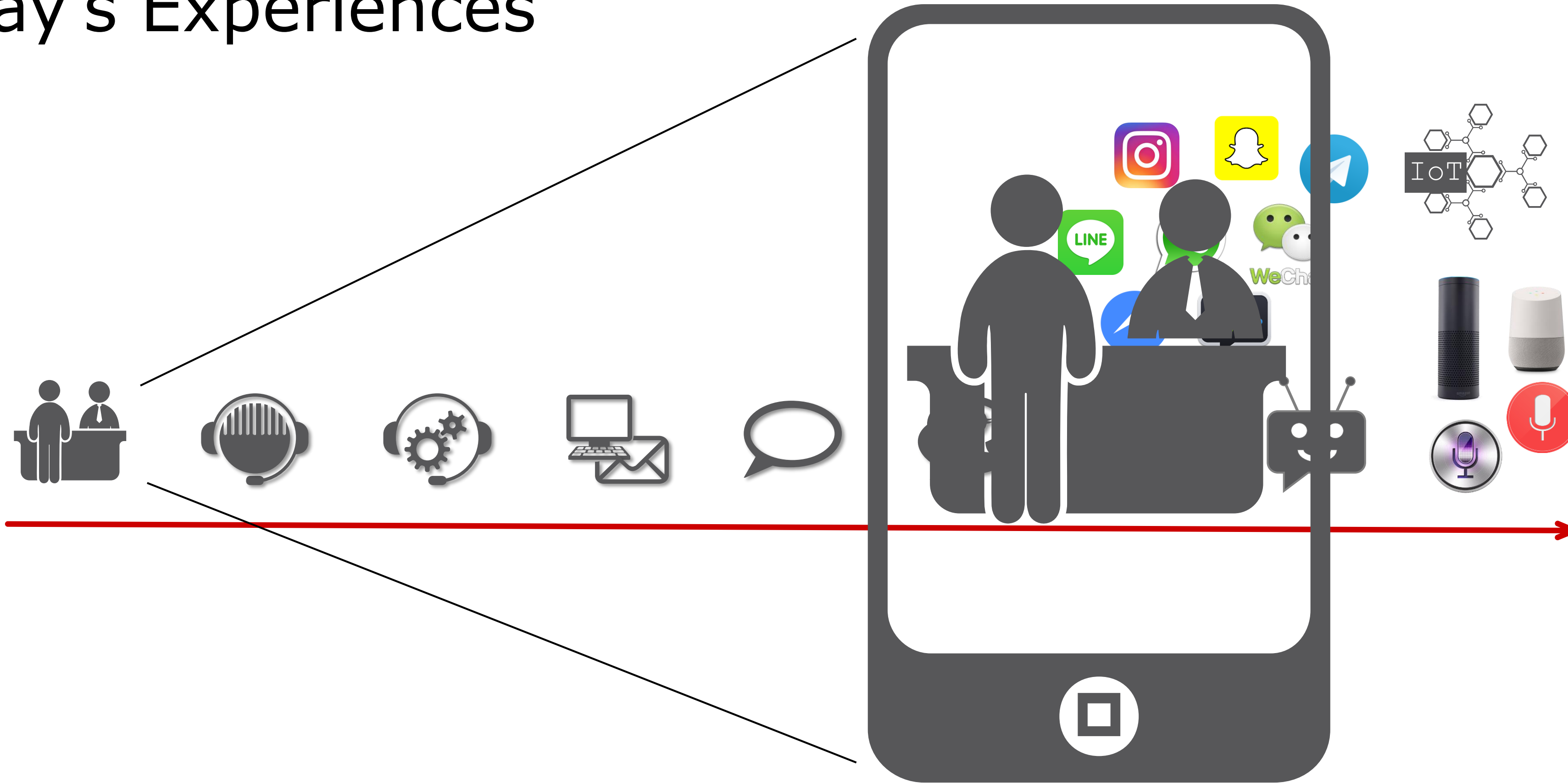
EMPIRIX

ValidSoft
SECURING TRANSACTIONS

Bringing this all together



Today's Experiences



More information



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