

The image features the Avaya logo in white, centered against a vibrant red background with a sunburst or radial pattern. The background consists of numerous thin, overlapping lines that radiate from the center, creating a sense of energy and movement. The logo itself is rendered in a clean, sans-serif typeface, with the letters 'A', 'V', 'A', 'Y', and 'A' being uppercase and the 'y' being lowercase. The overall composition is balanced and visually striking due to the high contrast between the white text and the red background.

AVAYA



EXPERIENCE

AVAYA | 2017

#ExperienceAvaya

EXPERIENCE

AVAYA | 2017



EMIR SUSIC

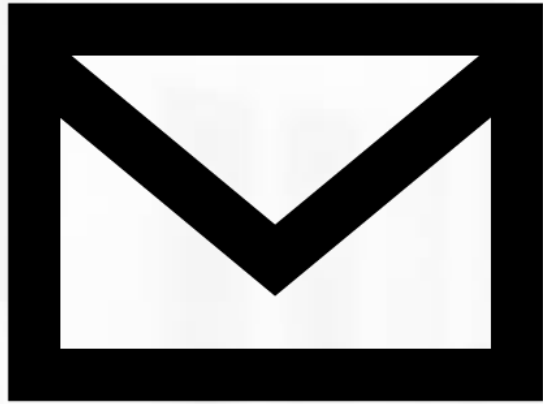
SENIOR DIRECTOR – APS – EUROPE, AFRICA, ASIA & THE PACIFIC



NEW GENERATION



MY COMMUNICATION



AVAYA
equinox™

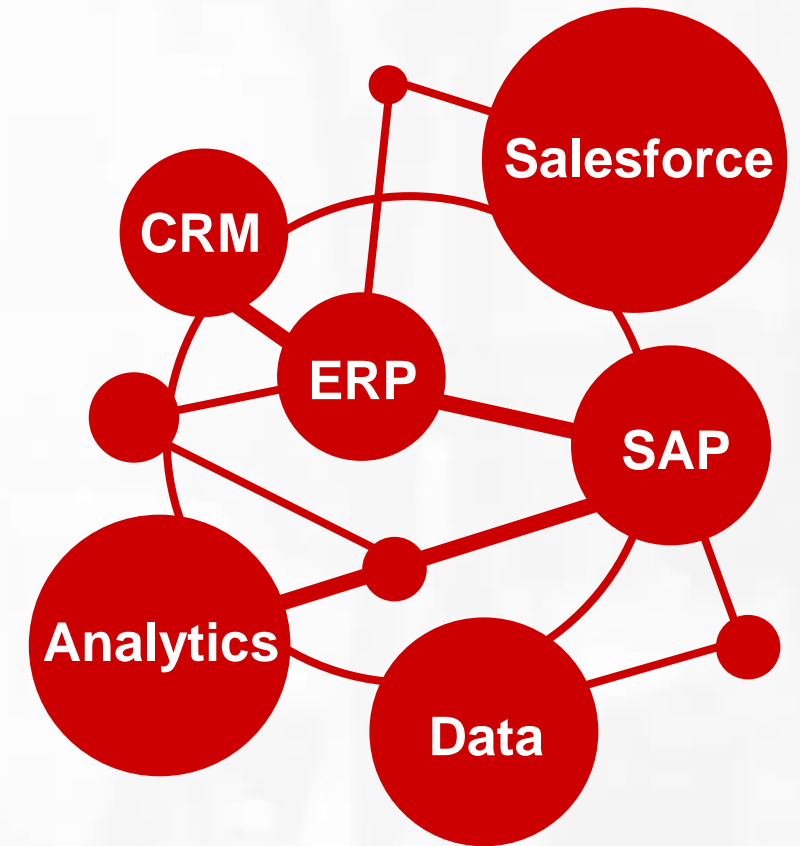
CUSTOMER JOURNEY



TOUCH POINTS



BACK-END



AUTOMATION

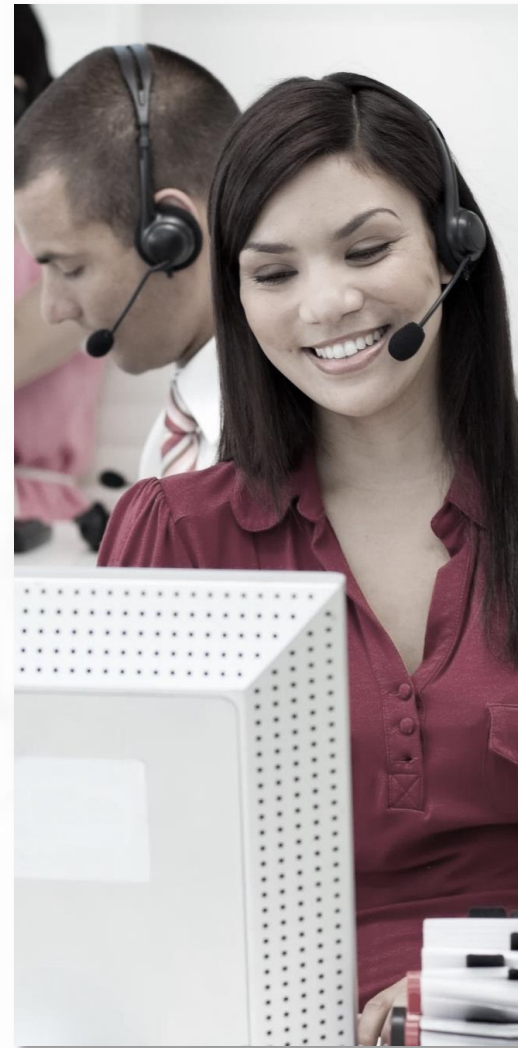
DEVELOPING A JOURNEY IS A MUST

Focus on

- ▶ Measuring touch points
- ▶ Capturing customer attitudes and attributes
- ▶ Seeing customer experience from customer eyes
- ▶ Showing your experience across touch points
- ▶ Customer time

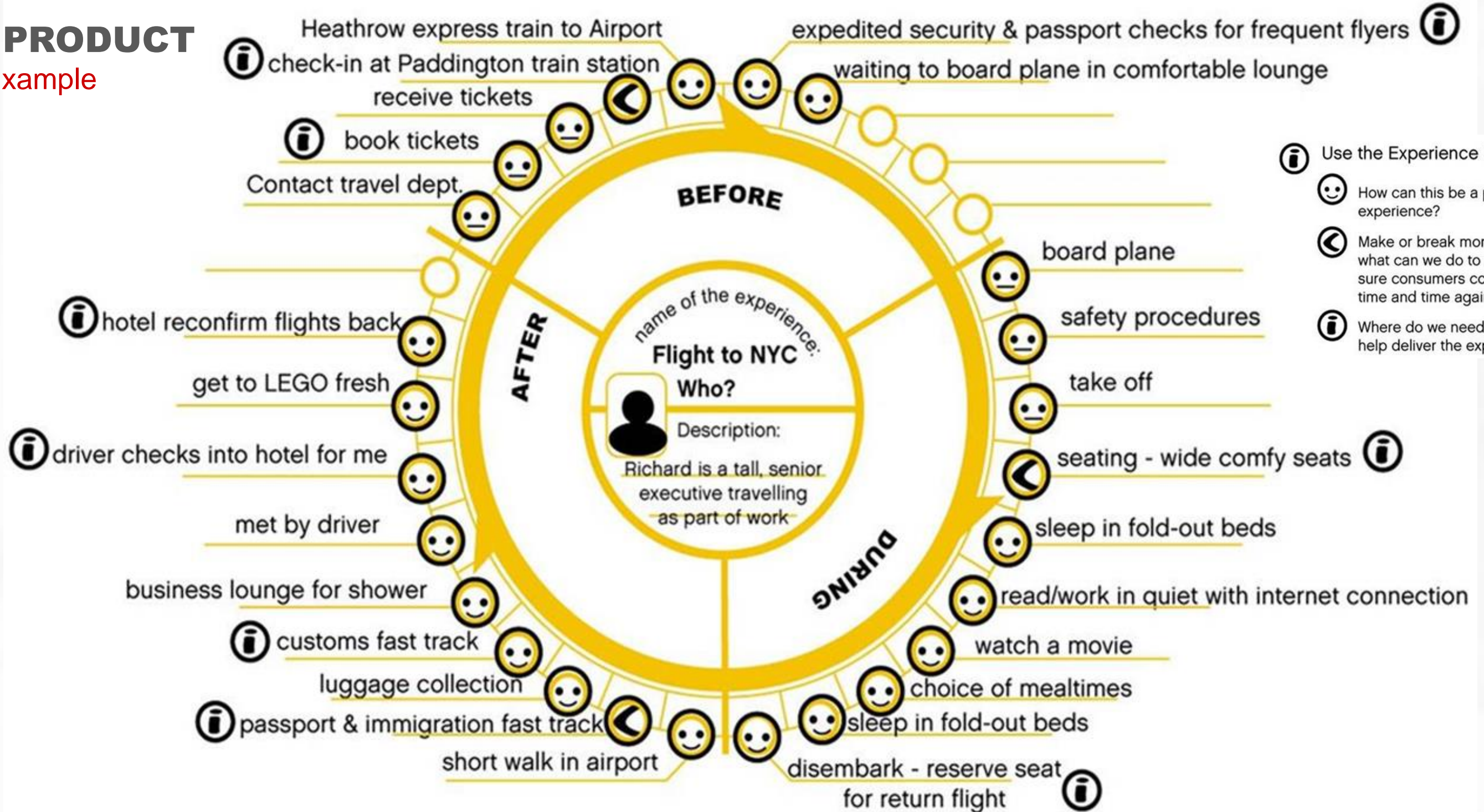
Engage now

- Workshops
- Bring internal teams and experts
- Create eco system maps
- Customers!



END PRODUCT

Lego Example



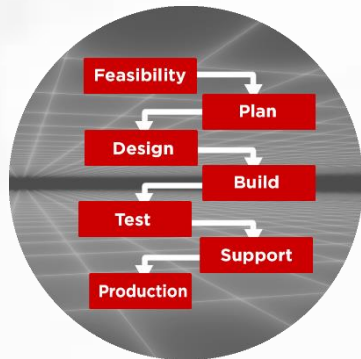
CUSTOMER CENTRICITY FROM: CURRENT WAY



CUSTOMER SEGMENTATION
(single dimension profile- e.g ARPU)



SELLING COMPANY PRODUCTS/ OFFERS



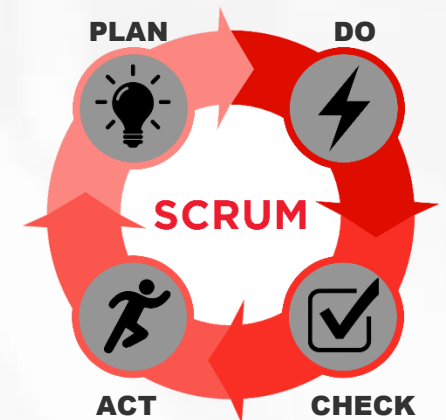
WATERFALL PLANNING
(long deployment)

CUSTOMER CENTRICITY TO: NEW WAY

DETAIL CUSTOMER PROFILES
(multidimensional profile)

EASE OF CONSUMING COMPANY PRODUCTS
(example cloud)

AGILE/ SCRUM
(quick and integration oriented deployment)



AVAYA AGILE APPROACH

AVAYA

ELEMENTS

- Program Managem.
- Project Management
- Subject Matter Exp
- Solution Arhitect
- System Engineer

- Scope of Work
- Change Requests
- Deployment
- Acceptance
- Production

- WATERFALL
- Feasibility
- Plan
- Design
- Implement

- Scope of Work

- Longer and bigger in size

- Project Plan
- Work plan
- Resource Plan
- Deployment plan
- Test plan
- UAT
- go-alive plan

ITEMS



Company Organizations

- Marketing
- Finance
- Sales

phone



CRM integration



kiosk



email



Customer defined engagement



chat



branch



Cloud type services



Back-office

web



contact centre



AVAYA

social media



IVR



Analytics

Robots/Ai



EXPERIENCE
AVAYA | 2017

WORLD IS MOVING

- Understand individual customers journey
- Enable “smart individual” touch points through agile engagements
- Create and manage solution/ vendor agile ecosystems to provide extraordinary service



...TOWARDS INDIVIDUAL AND AGILE CUSTOMER ENGAGEMENT.

The image features the Avaya logo in white, centered against a vibrant red background with a sunburst or radial pattern. The logo consists of the word "AVAYA" in a bold, sans-serif font. The letters "A", "V", "A", and "Y" are all uppercase, while the final "A" is lowercase. The background is a deep red with lighter red rays emanating from the center, creating a dynamic, energetic feel.

AVAYA