AVAYA

AVAYA STATE OF THE DESKTOP REPORT 2018

O / *CONTENTS*

1 | *INTRODUCTION*

The intent of this report is to offer an objective view of the current state of business communications desktop device usage. Avaya expert perspective is also provided to assist readers with interpreting the survey results and applying them to their specific business environment.

Avaya recently surveyed over 1,200 full-time workers in the US to construct a view of the current state of business communications desktop device usage across the professional office, the conference room, and industry vertical applications. The information in this report is derived from this survey.

The research identifies that there is a new generation of business communicators that have much different needs and desires than previous generations. It also shows that selecting the right type of UC device can have broad implications across employee productivity and both employee and customer satisfaction.

It is clear from this research that the business desktop communications device continues to have high relevance in the workplace. While "softphone" applications have made inroads, the desktop communications device continues to dominate in terms of business communications usage.

The research indicates high interest in advanced business communications desktop device features and functionality. However, the basic communications attribute of audio quality is one of today's highest areas of dissatisfaction. The research also uncovers many other areas in which the business communications experience can be improved. These improvement opportunities don't end at the office desk – the conference room is also ripe for an improved communication experience.

In some areas, the survey responses differ significantly based on the age group of the survey participant. To provide a view of these differences, some of the survey question responses are categorized into the following age groups:

AGE GROUP 1	AGE GROUP 2	AGE GROUP 3
18 - 29	30 - 44	45 - 60

These research findings are statistically significant and representative of the US market with a margin of error of <=3%. These findings may or may not also apply to other geographic areas.

2 / CURRENT STATE OF BUSINESS COMMUNICATIONS DEVICE USAGE

The Business Desktop Phone Continues to Be the Primary Business Communications Tool

When communicating while working, which of the following is most true?

32 %
PERSONAL
MOBILE PHONE

13 %
NONE
OF THESE

COMMUNICATIONS
DEVICE

12 %
SHARED
PHONE

43 %
DEDICATED
PHONE
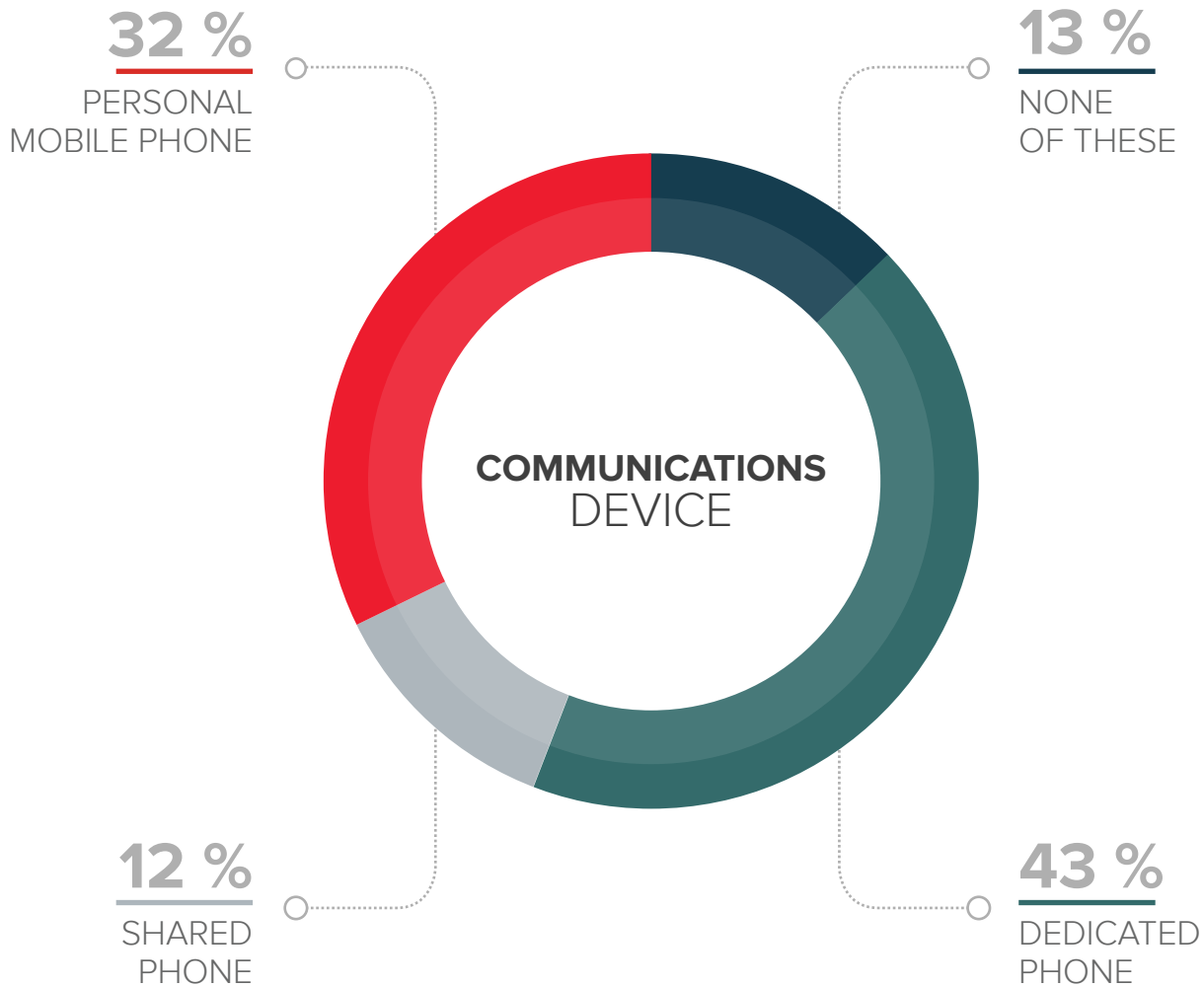
SURVEY
RESULTS

The survey responses indicate that the business desktop phone continues to be the primary communications tool used by over half of today's business communicators in the United States. It also indicates that four out of five employees use a dedicated phone instead of a shared phone for their business communications.

Also, with about one out of three business communicators using their mobile device as their primary business communications tool, the importance of business communications mobility is apparent.

From a generational standpoint, Age Group 1 (18-29) is more likely to use the personal mobile phone as their primary business communications tool.

The amount of mobile phone usage as the primary business communications tool inversely correlates with the age of the employee.

AVAYA
PERSPECTIVE

It is apparent from this research that the business desktop device remains an essential element of business communications and, based on industry analyst predictions, will continue to serve in this capacity in the foreseeable future. This makes the CIO's choice of which communications desktop devices to employ a very important one – and one that should be reassessed on a regular basis to ensure the entire business communications chain is optimized by using devices that most fit the current business need and incorporate the latest technologies.

The high percentage of dedicated phone usage vs. shared phone usage provides an opportunity to personalize these dedicated devices to suit the specific desires of the users.

Juxtapose the continued relevance of the fixed desktop device with the importance of mobile communications, and it is also clear that the ideal business communication solution would work seamlessly across both fixed desktop and mobile devices.

Avaya encourages CIOs to assess whether their existing desktop devices are leveraging the latest technologies and are able to serve the unique needs of their constituents. CIOs should consider Avaya's new **Essential Experience portfolio** that significantly raises the bar in providing a "state of the art" personalized desktop experience.

CIOs should assess whether their existing business communications software works seamlessly across fixed and mobile devices. **Avaya's Equinox portfolio** provides a frictionless Unified Communications experience. See the related Avaya Perspectives blog **"The Best Conferencing Just Got Better: Meet Avaya Equinox Conferencing 9.1"**

3 | *CURRENT STATE OF BUSINESS COMMUNICATIONS SOFTPHONE USAGE*

Desktop Phone Usage Continues to Trump Softphone Usage

Do you currently use a "soft phone application" when you are working?

10 %
ONLY USE
SOFTPHONE

13 %
SOMETIMES
USE

SOFTPHONE
USAGE

69 %
DON'T HAVE
ACCESS TO
SOFTPHONE

8 %
HAVE ACCESS
/ DON'T USE
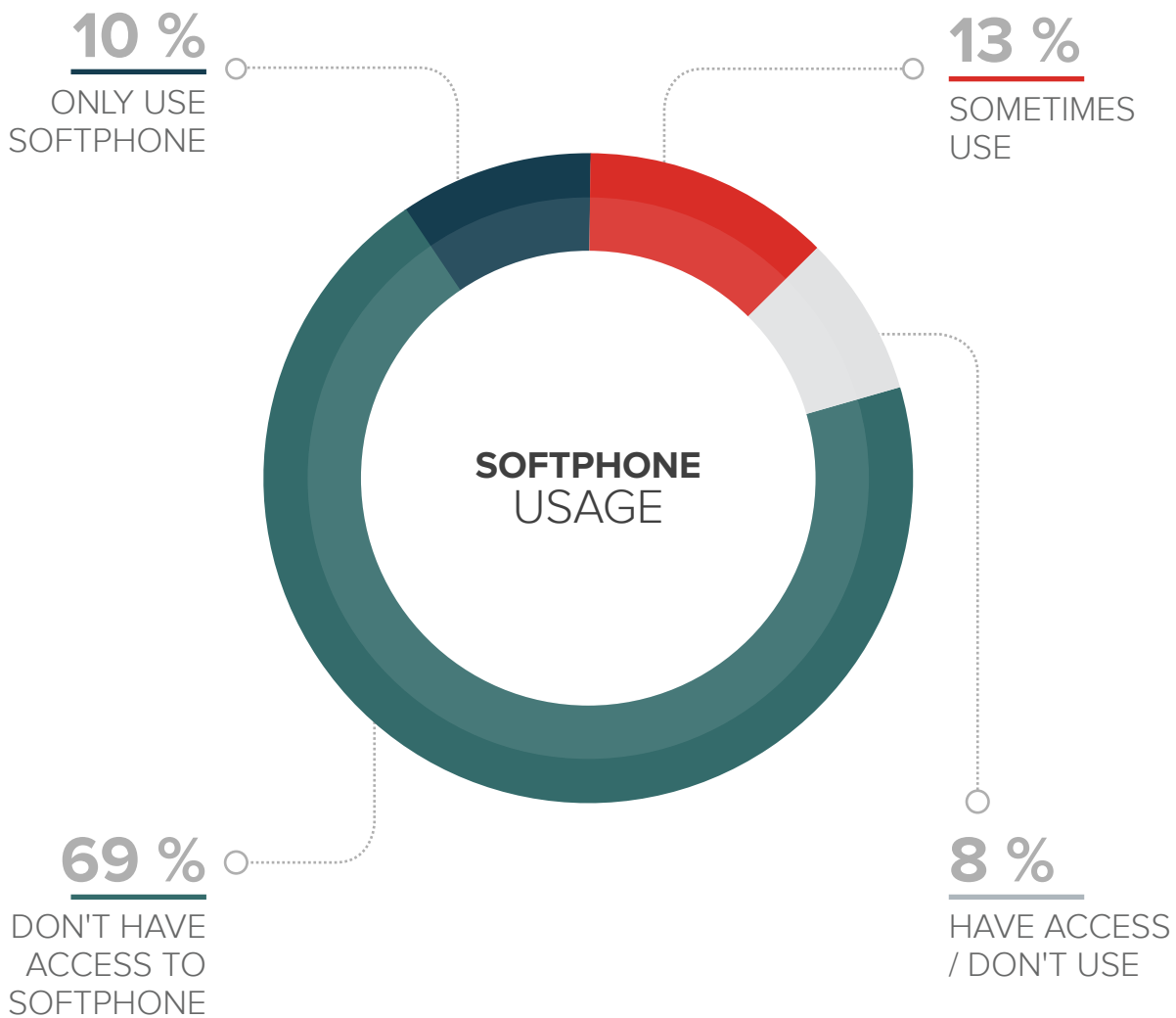
SURVEY RESULTS

The survey responses indicate that a large number of employees – almost three out of four – do not have access to a softphone application to use for their work communications. For the employees that DO have access: about one-third use ONLY the softphone application, one-third SOMETIMES use the softphone application, and some NEVER use the softphone application.

In other words, for two out of ten employees, the softphone application plays a role in shaping their business communications experience – and one out of ten employees use ONLY the softphone for their business communications.

The research also indicates that softphone usage is higher for employees that work from home – increasing to about one out of three.

AVAYA PERSPECTIVE

The research indicates that the softphone application has become a relevant component of business communications. However, the business desktop device continues to be dominant. Further, when provided with access to a softphone application, it is clear that there is a significant percentage of employees that will choose not to use it. Therefore, Avaya expects that the softphone application and the business desktop device will co-exist in most businesses for the foreseeable future.

Avaya believes that CIOs should choose their softphone application wisely. The best solution is one that works seamlessly across both the employee's desktop and mobile devices to provide a single user experience. See the related Avaya Perspectives blog: **"Four Reasons to Focus on Mobility (and Three Ways to Get Started)**.

CIOs should review the synergy of the **Avaya Equinox™ solution** and the **Avaya Vantage™ portfolio** due to their being specifically designed to work together to provide an optimal end user Unified Communications (UC) experience.
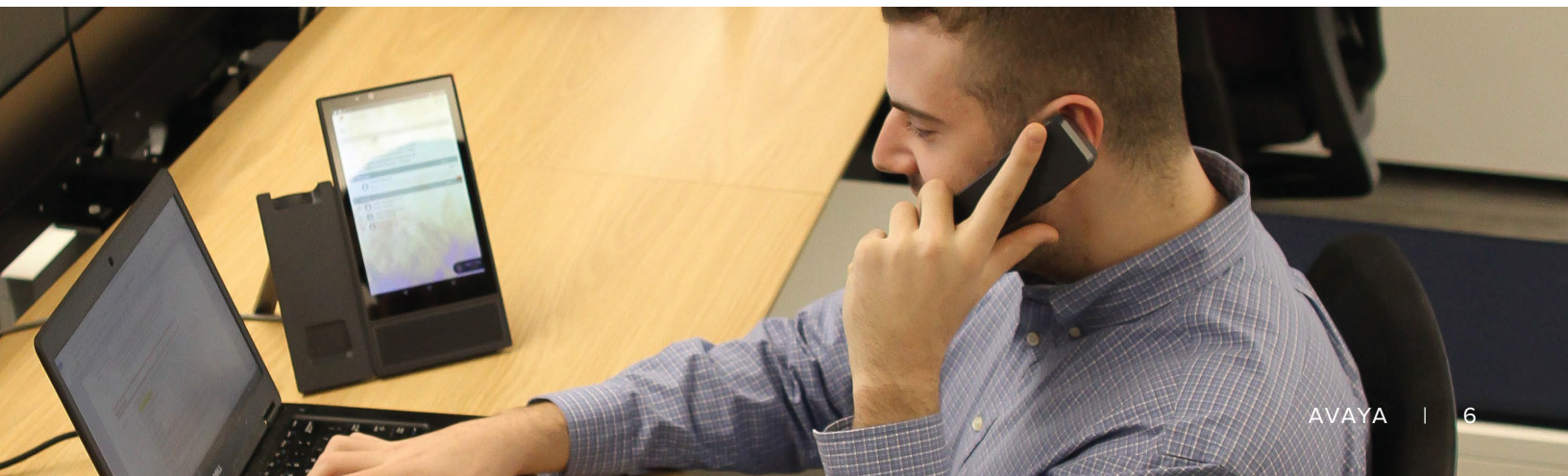
4 / CURRENT STATE OF THE BUSINESS COMMUNICATIONS ENVIRONMENT

The Business Office Remains the Center of Business Communications

Which of the following best describes your primary work environment?

7 %
OTHER

47 %
PRIVATE OFFICE OR CUBICAL

7 %
NO FIXED OFFICE

WORK
ENVIROMENT

10 %
WORK IS MOBILE

7 %
WORK AT HOME

22 %
OPEN FLOOR PLAN
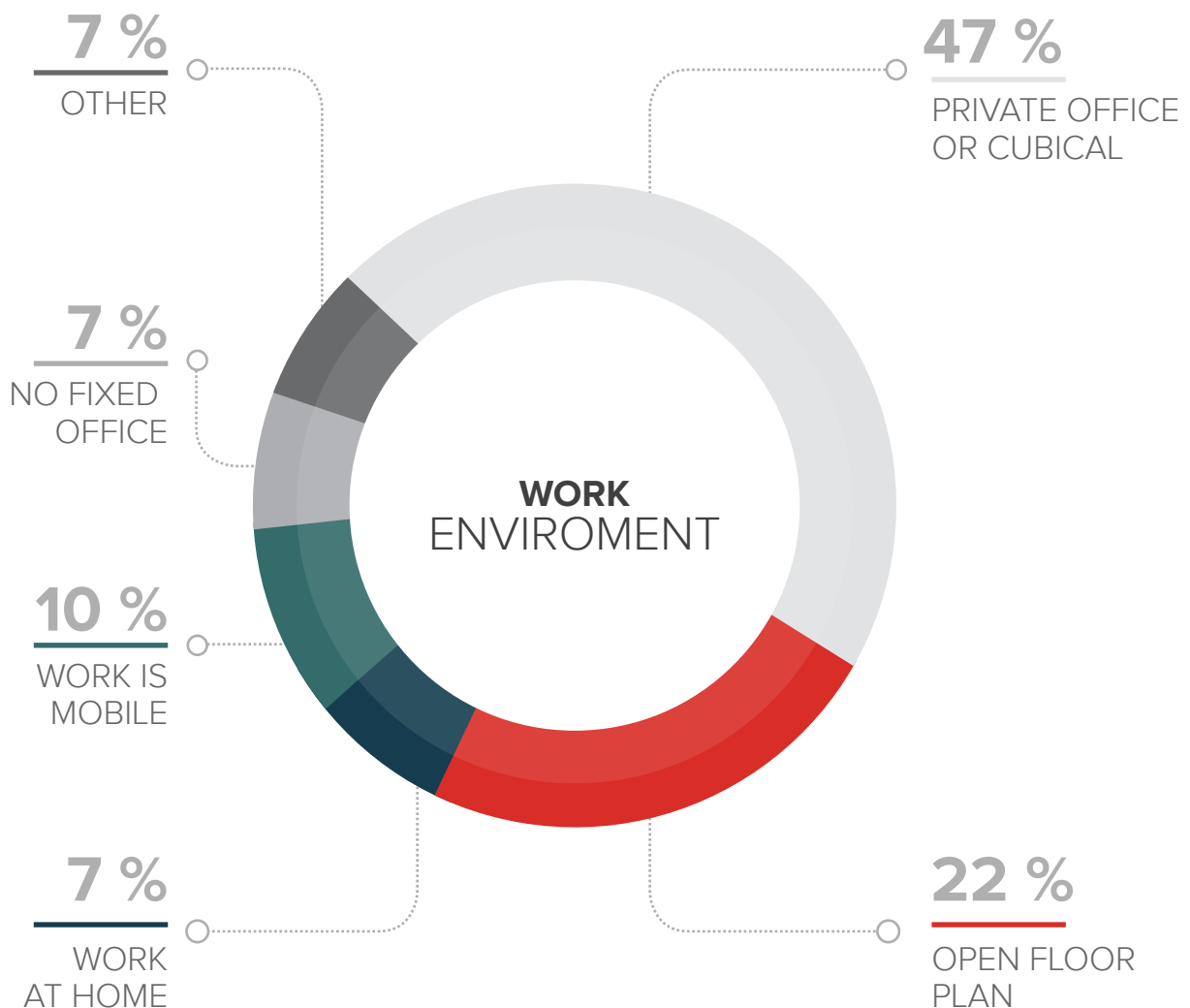
Following is the breakdown of responses by Age Group:

	Age Group 3: 45-60	Age Group 2: 30-44	Age Group 1: 18-29
PRIMARILY USE A PRIVATE OFFICE OR A CUBIDE AT WORK	46 %	51 %	37 %
PRIMARILY USE AN OPEN FLOOR PLAN AT WORK	16 %	21 %	30 %
WORK IS PRIMARILY MOBILE (OUTSIDE A WORK OR HOME OFFICE ENVIRONMENT)	12 %	9 %	9 %
PRIMARILY WORK AT HOME	11 %	7 %	5%
WORK IN A FACTORY OR SERVICE ENVIRONMENT WITHOUT A FIXED OFFICE	7 %	5 %	11 %
OTHER	8 %	7 %	6%

Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*
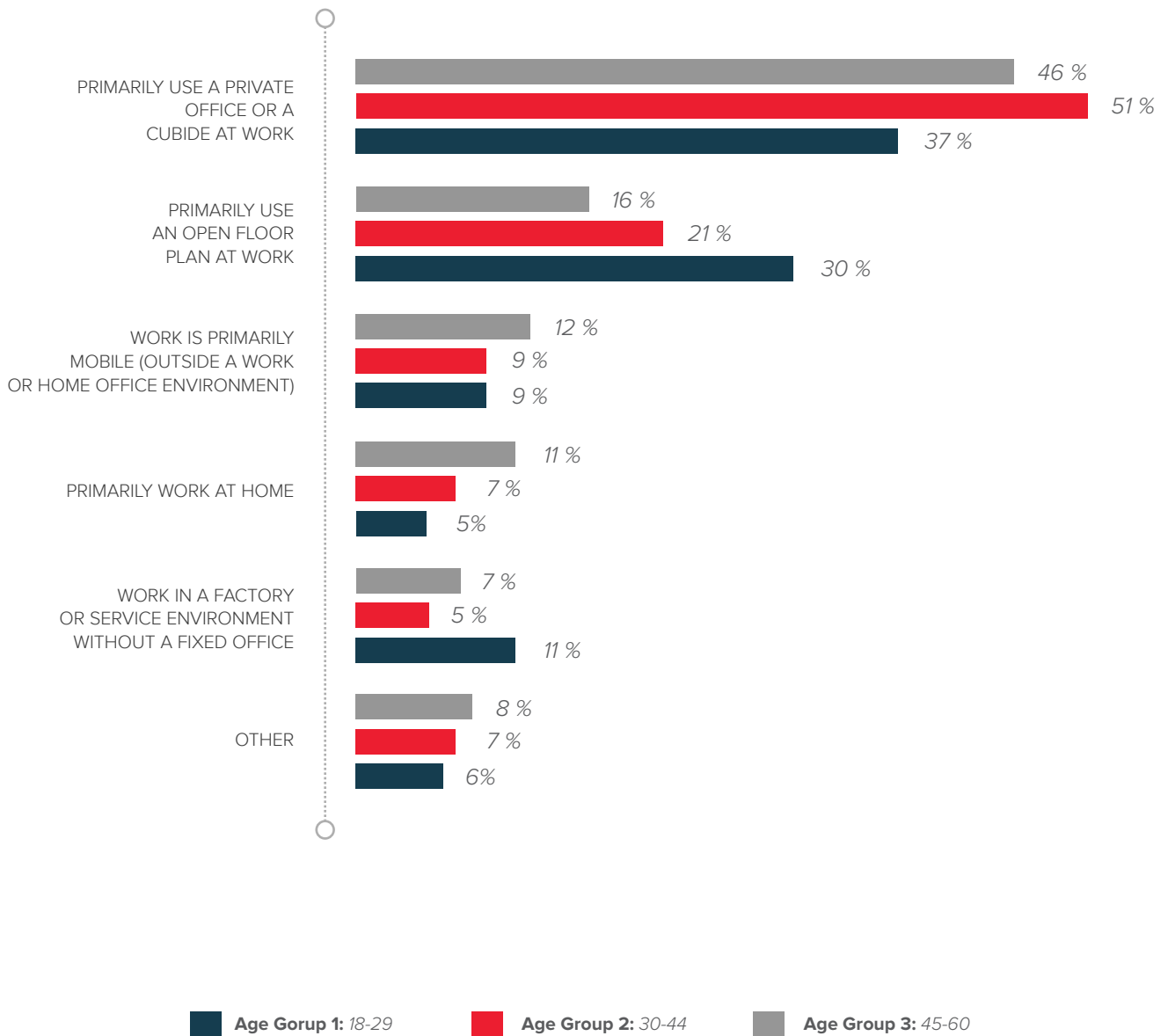
SURVEY RESULTS

The survey indicates that three out of four employees conduct their work in some type of fixed office. Two out of three work in a business office. Out of these: about twice as many work in a private office or cubicle as those that work in an open floor plan. Less than 10% of full-time employees work at home.

The research indicates that the location of employees has a significant impact on the types of communication devices they currently use and would prefer to use. Mobile employees and those that work at home are much more likely to use a mobile phone as their primary communications device than Fixed Office employees.

Age Group 1 is more likely to work in a factory or service environment without a fixed office and are also less likely to work in a home office or mobile office situation. Inside the business office, Age Group 1 respondents are more likely to be situated in an open floor plan than to have a private office.

AVAYA PERSPECTIVE

There is an affinity of certain types of devices with types of work environments: Mobile employees will, of course, prefer to use their mobile devices. It is easier for a private office employee to use a speakerphone than an employee in an open office space. Employees in an open office space have a higher preference for headsets.

Therefore, Avaya believes it is important for CIOs to develop a desktop experience plan that provides employees with the communication tools that work best for each of these particular situations.
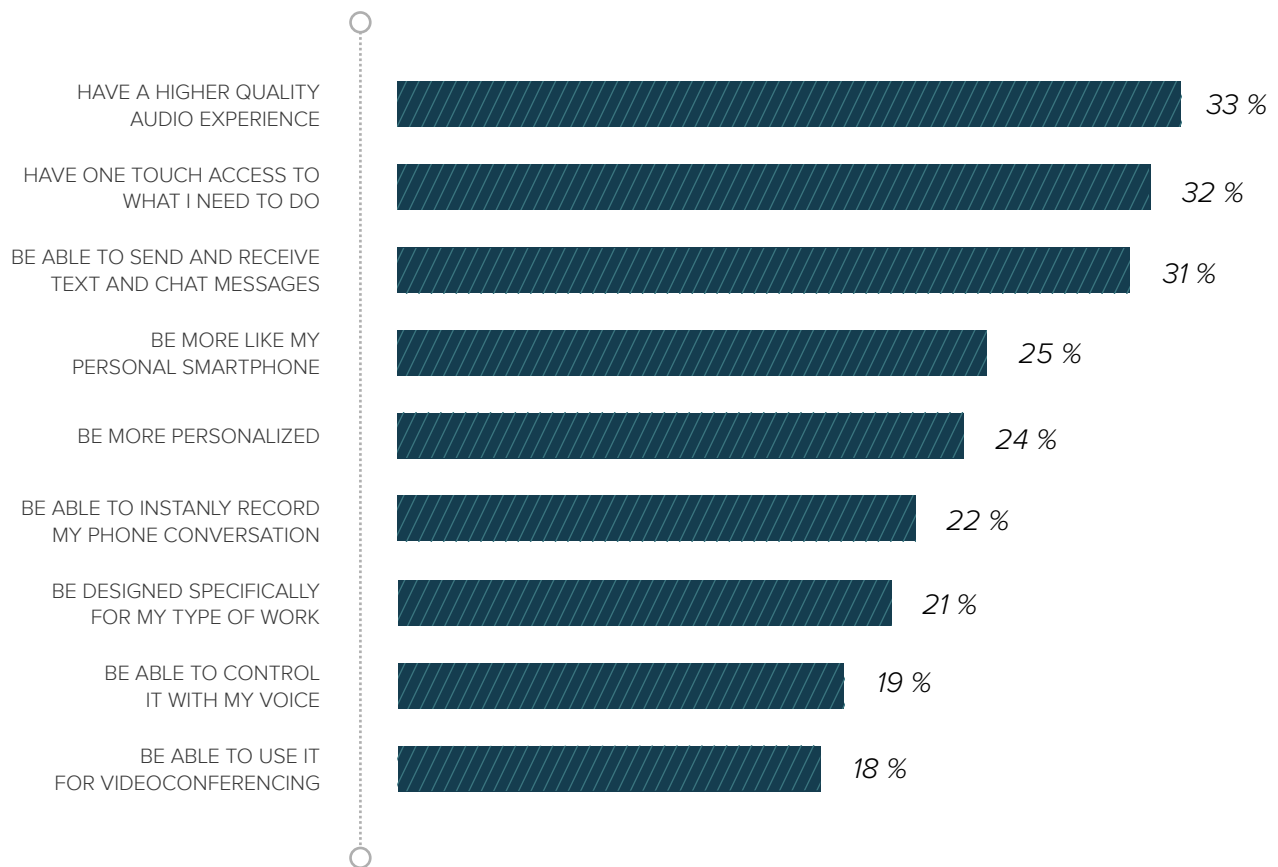
CIOs should select a devices vendor with a modern devices portfolio that provides high quality speakerphone audio and also supports handsets and headsets — preferably with corded and cordless options for both. The Avaya Desktop Experience meets these requirements and can be explored at: **www.avaya.com/en/products/devices-and-phones/**

5 / HOW WOULD EMPLOYEES CHANGE THEIR BUSINESS COMMUNICATIONS?

There are Many Opportunities to Improve the
Business Communications Experience

If you could change the phone or other communications device you use while working which changes would you make? (Select all that apply)

HAVE A HIGHER QUALITY AUDIO EXPERIENCE	33 %
HAVE ONE TOUCH ACCESS TO WHAT I NEED TO DO	32 %
BE ABLE TO SEND AND RECEIVE TEXT AND CHAT MESSAGES	31 %
BE MORE LIKE MY PERSONAL SMARTPHONE	25 %
BE MORE PERSONALIZED	24 %
BE ABLE TO INSTANLY RECORD MY PHONE CONVERSATION	22 %
BE DESIGNED SPECIFICALLY FOR MY TYPE OF WORK	21 %
BE ABLE TO CONTROL IT WITH MY VOICE	19 %
BE ABLE TO USE IT FOR VIDEOCONFERENCING	18 %

Breakdown by Age Group

HAVE A HIGHER QUALITY AUDIO EXPERIENCE
- 38 %
- 28 %
- 35 %

HAVE ONE TOUCH ACCESS TO WHAT I NEED TO DO
- 32 %
- 31 %
- 36 %

BE ABLE TO SEND AND RECEIVE TEXT AND CHAT MESSAGES
- 25 %
- 33 %
- 32 %

BE MORE LIKE MY PERSONAL SMARTPHONE
- 22 %
- 26 %
- 25 %

BE MORE PERSONALIZED
- 21 %
- 25 %
- 29 %

BE ABLE TO INSTANLY RECORD MY PHONE CONVERSATION
- 21 %
- 22 %
- 23 %

BE DESIGNED SPECIFICALLY FOR MY TYPE OF WORK
- 18 %
- 19 %
- 30 %

BE ABLE TO CONTROL IT WITH MY VOICE
- 23 %
- 17 %
- 15 %

BE ABLE TO USE IT FOR VIDEOCONFERENCING
- 18 %
- 19 %
- 18 %

Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*

SURVEY RESULTS /

When survey participants were asked what they would change about their communications device, audio quality tied with ease of use as the two highest areas of desired change. Survey participants also expressed high interest in the desktop phone being more like their personal smartphone, being more personalized (more on this in the next section), and being able to send and receive text and chat messages.
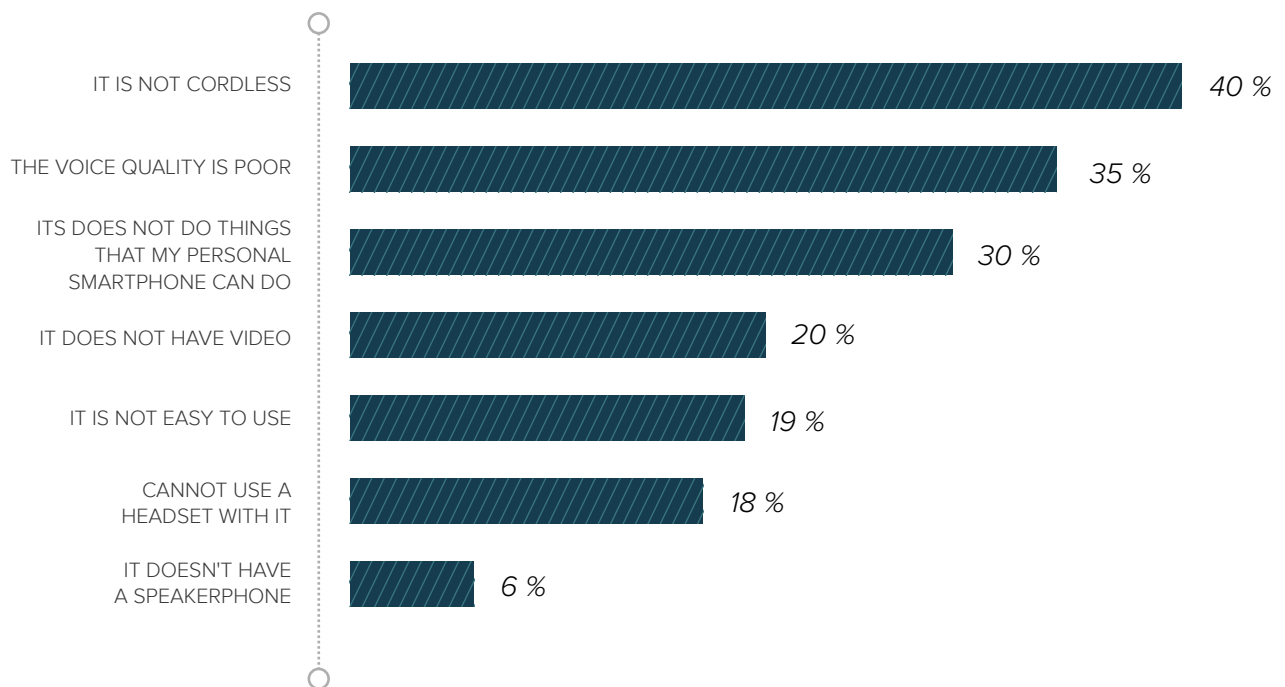
Age Group 3 expressed higher interest in voice control than other age groups. The level of voice control interest appears to correlate with age.

Age Group 1 expects a higher level of business communications simplicity than the other age groups. For example, this age group expects to have "one touch" access to critical job functions.

Age Group 1 is much more interested in sending and receiving text messages than the other age groups. Personalization interest is also more pronounced with Age Group 1.

The survey participants were also asked what they dislike about their current communications as follows:

Which of the following do you dislike about the phone or other communications device that you use while working? (Select all that apply)

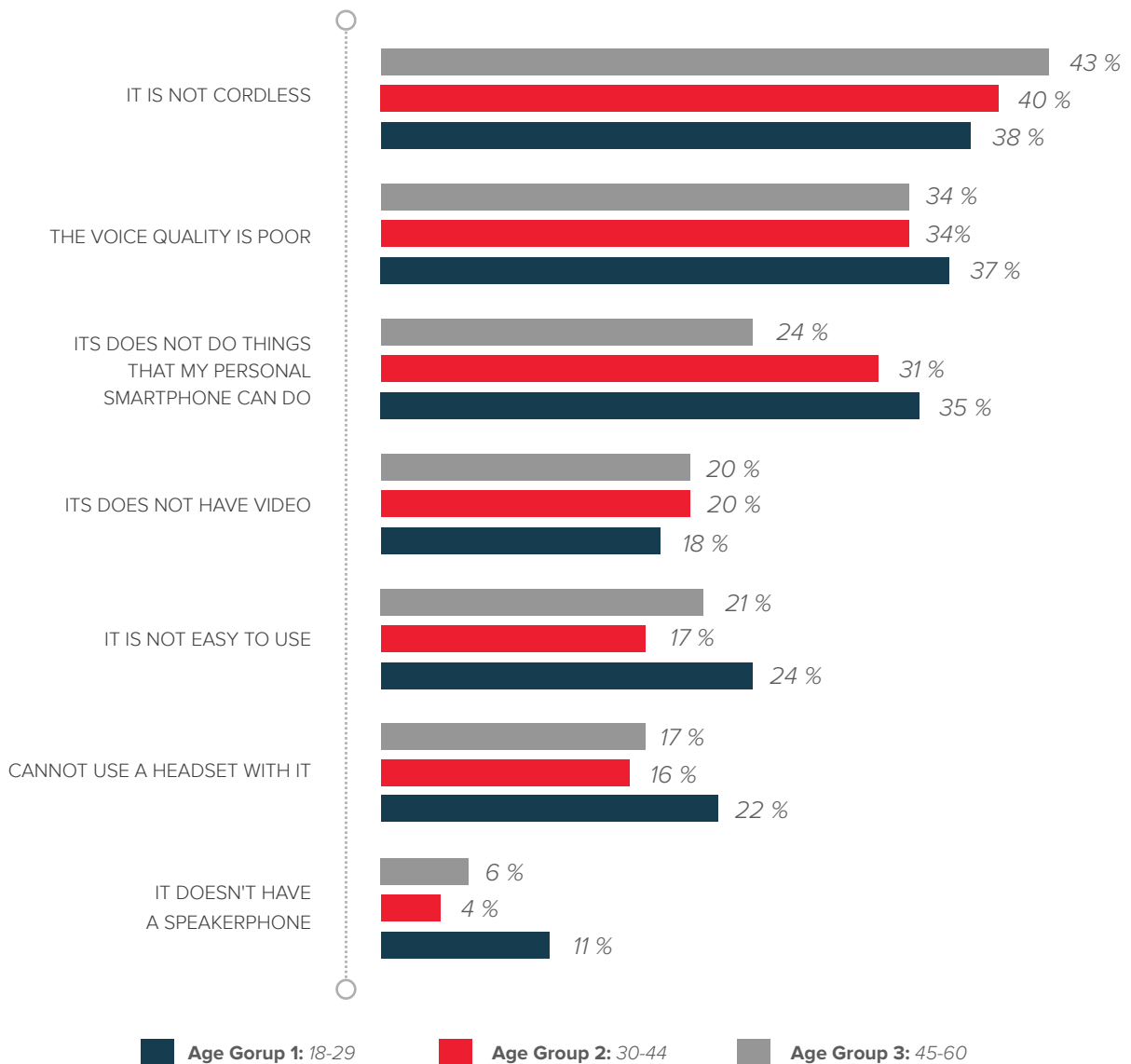|	
IT IS NOT CORDLESS	40 %
THE VOICE QUALITY IS POOR	35 %
ITS DOES NOT DO THINGS THAT MY PERSONAL SMARTPHONE CAN DO	30 %
IT DOES NOT HAVE VIDEO	20 %
IT IS NOT EASY TO USE	19 %
CANNOT USE A HEADSET WITH IT	18 %
IT DOESN'T HAVE A SPEAKERPHONE	6 %

SURVEY RESULTS /

The responses to this question strongly support the results of the previous question in terms of items survey participants would like to change. Audio quality is the second highest area of dislike with one out of three having this concern. Respondents also disliked the fact that the desktop device does not have all the functionality of their personal smartphone.

The number one area of concern is not having a cordless handset. The high interest in this capability is further validated by a later question in the survey. It is clear that many employees like to use a desktop device handset but prefer for it not to be tethered to the device with a cord.

Age Group 1 showed the highest interest in the desktop device being more like their personal mobile phone and they also are more interested in using a headset and a speakerphone. They are less concerned with having video capabilities than the other age groups. Employees that work at home are also less likely to be interested in or require video than the average worker.

Here is a further breakdown of responses by Age Group:

IT IS NOT CORDLESS
- 43 %
- 40 %
- 38 %

THE VOICE QUALITY IS POOR
- 34 %
- 34%
- 37 %

ITS DOES NOT DO THINGS THAT MY PERSONAL SMARTPHONE CAN DO
- 24 %
- 31 %
- 35 %

ITS DOES NOT HAVE VIDEO
- 20 %
- 20 %
- 18 %

IT IS NOT EASY TO USE
- 21 %
- 17 %
- 24 %

CANNOT USE A HEADSET WITH IT
- 17 %
- 16 %
- 22 %

IT DOESN'T HAVE A SPEAKERPHONE
- 6 %
- 4 %
- 11 %

Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*

AVAYA
PERSPECTIVE /

With audio quality being one of the two highest areas of business communications dissatisfaction and also one of the two highest areas of requested change, it is important for CIOs to select devices that are purpose-built to provide quality audio for the business desktop. It is expected that employees' personal smart phone usage is influencing their expectations as to the business desktop experience. This is also driving a new expectation that their business communications device should support omnichannel communications – not just voice.

CIOs should consider **Avaya Vantage™ portfolio** to address the high interest in a cordless handset. Avaya Vantage is a modular device that provides nine different functional forms – including speakerphone, corded handset, cordless handset, and headsets, as well as video camera and physical keypad options. Avaya Vantage also can provide employees with a desktop experience similar to their personal smart phones.

CIOs should also view the related Avaya Perspectives blogs **"Increase Team Collaboration with Avaya Customizable Smart Desktop Device"** and **"The Ultimate Ad-Vantage of a Customizable Desk Phone"**
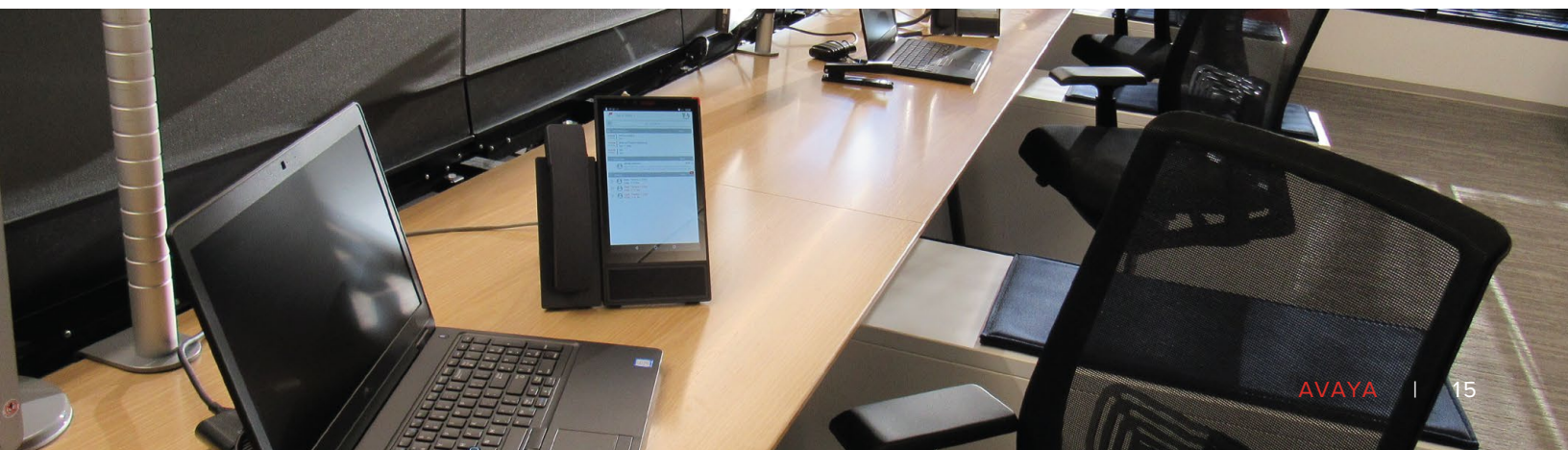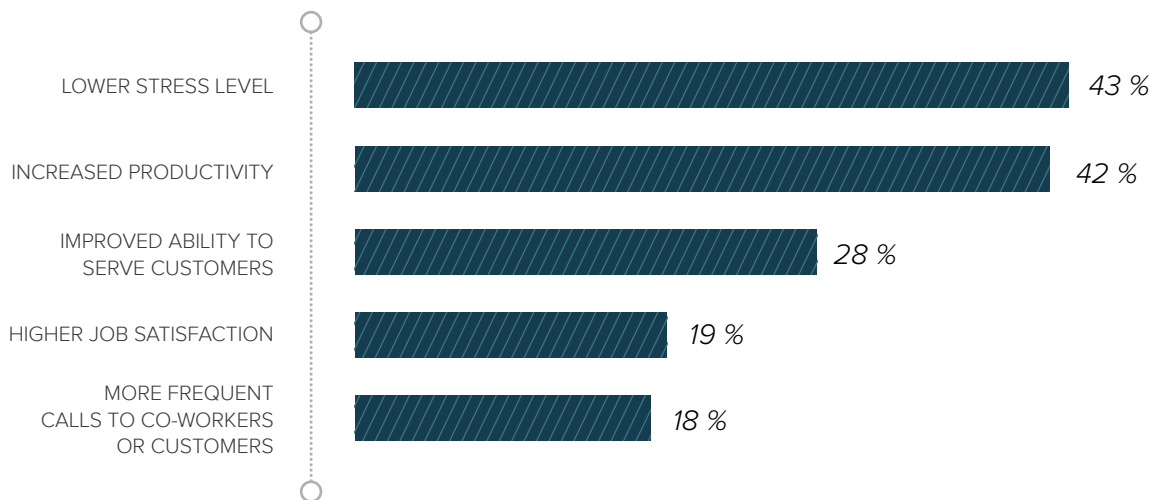
6 | *THE IMPACT OF BUSINESS COMMUNICATIONS PERSONALIZATION*

Personalization Has High Interest and High Potential Business Impact

If you could personalize the phone or other communication device you use while working – such as modifying the screen with number of lines, hot buttons, etc. – what would be the likely impact? (Select all that apply)

LOWER STRESS LEVEL	43 %
INCREASED PRODUCTIVITY	42 %
IMPROVED ABILITY TO SERVE CUSTOMERS	28 %
HIGHER JOB SATISFACTION	19 %
MORE FREQUENT CALLS TO CO-WORKERS OR CUSTOMERS	18 %

Breakdown by Age Group

LOWER STRESS LEVEL
- 44 %
- 41 %
- 45 %

INCREASED PRODUCTIVITY
- 40 %
- 40 %
- 45 %

IMPROVED ABILITY TO SERVE CUSTOMERS
- 25 %
- 25 %
- 36 %

HIGHER JOB SATISFACTION
- 17 %
- 18 %
- 24 %

MORE FREQUENT CALLS TO CO-WORKERS OR CUSTOMERS
- 15 %
- 18 %
- 24 %
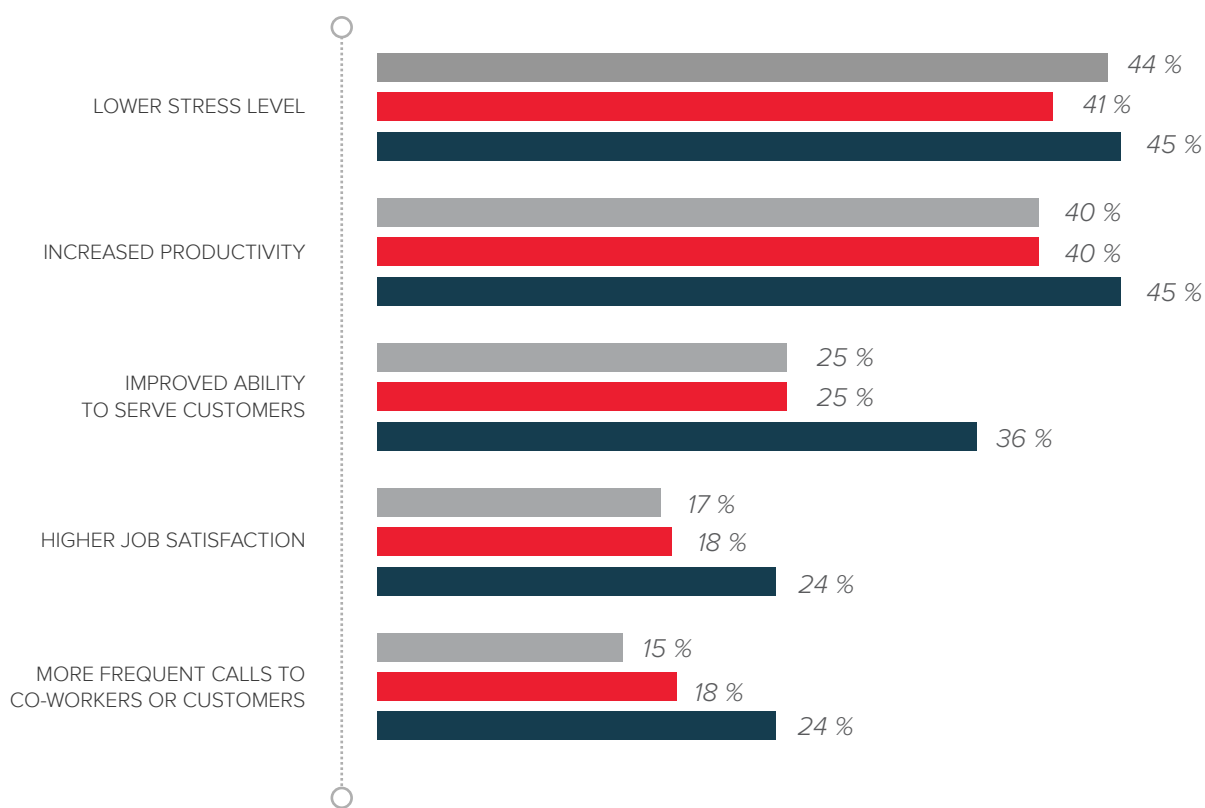
Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*

SURVEY RESULTS

An earlier survey question established that the ability to personalize the desktop device is of high interest overall and is of especially high interest to Age Group 1. This question probes further into the potential impact of communications personalization.

The largest perceived benefit is "reduced stress." "Increased productivity" is the second highest perceived benefit (almost tied with reduced stress) and an "improved ability to serve customers" was third.

The ability to personalize their work communications device also has the potential to increase the frequency of internal and external collaboration -- especially with Age Group 1. Personalization also has a higher potential to improve customer service with this same group.

Overall, the ability to personalize work communications has the highest benefit to Age Group 1:

- One in two say personalization would improve their productivity and reduce their stress
- One in three say it would improve their ability to serve customers
- One in four say it would give them higher job satisfaction
- One in five say they would make more frequent calls to co-workers or customers.

The ability to personalize work communications also appears to have higher potential to impact for employees that work at home – with one out of three of these saying this would increase their job satisfaction.

AVAYA PERSPECTIVE

In the past the business communications experience has primarily been about increasing the user's "control." This started years ago with the flash or link key that allowed a call to be put on hold while another was taken. This evolved into multi-line phones and caller ID display – first the number and then the name. Business communications capabilities have continued to evolve and are now moving up Abraham Maslow's hierarchy of needs. Personalization can add a new dimension to business communications. Employees already enjoy personalizing their personal smart mobile devices and similar personalization expectations now extend to their business communications devices.
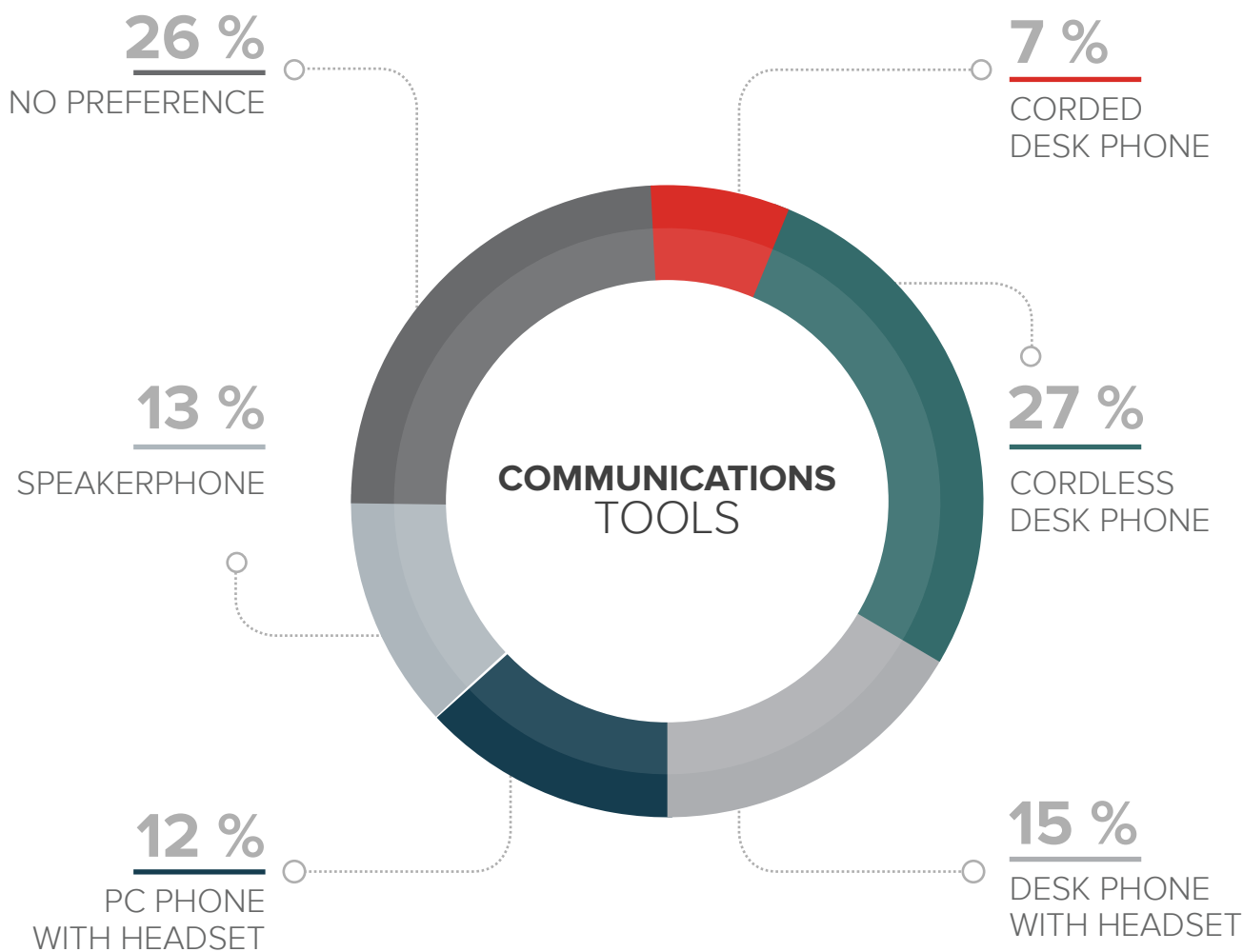
From a business impact standpoint, this research indicates that personalization is not just a "nice to have" feature – the potential to reduce employee stress, increase their productivity and enable better customer service make business communications personalization something that all CIOs must consider.

CIOs should assess the personalization potential of their business communications software and devices. Avaya's new **Essential Experience** portfolio and the **Avaya Vantage**™ portfolio both deliver new levels of personalization to the business communications desktop.

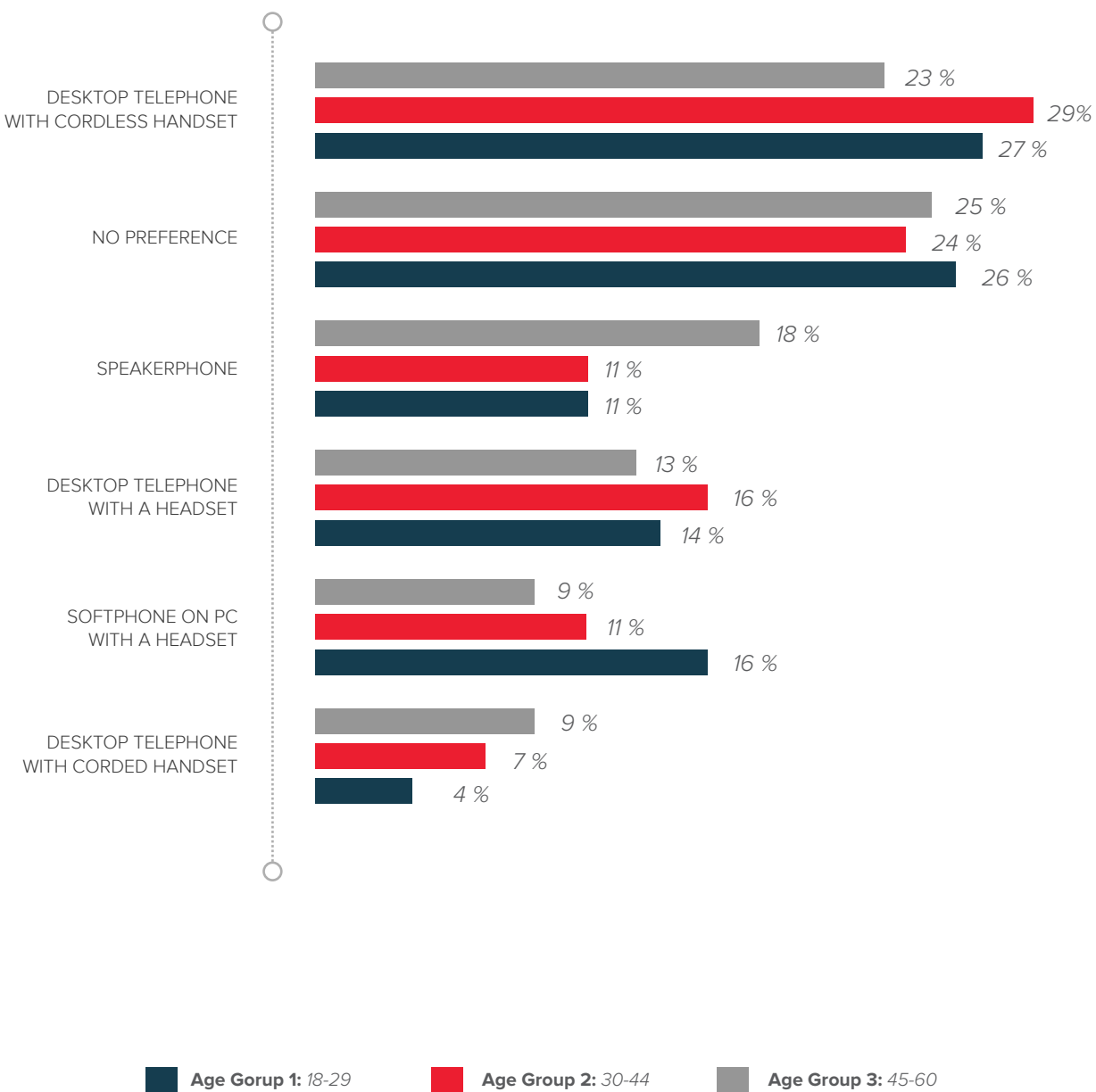# 7 / BUSINESS COMMUNICATIONS TOOL PREFERENCE

A Cordless Desk Set is the Preferred Tool for Business Communications

If you were given the choice, which of the following would you primarily prefer to use while working?

26 %
NO PREFERENCE

7 %
CORDED
DESK PHONE

13 %
SPEAKERPHONE

COMMUNICATIONS
TOOLS

27 %
CORDLESS
DESK PHONE

12 %
PC PHONE
WITH HEADSET

15 %
DESK PHONE
WITH HEADSET

Breakdown by Age Group

DESKTOP TELEPHONE WITH CORDLESS HANDSET
- 23 %
- 29%
- 27 %

NO PREFERENCE
- 25 %
- 24 %
- 26 %

SPEAKERPHONE
- 18 %
- 11 %
- 11 %

DESKTOP TELEPHONE WITH A HEADSET
- 13 %
- 16 %
- 14 %

SOFTPHONE ON PC WITH A HEADSET
- 9 %
- 11 %
- 16 %

DESKTOP TELEPHONE WITH CORDED HANDSET
- 9 %
- 7 %
- 4 %

Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*

SURVEY RESULTS

About one out of four survey participants did not have a preference as to the type of device they use for their business communications. For those with a preference, a desktop telephone with a cordless handset was the top choice. The #2 preferred device overall is a headset connected to either a telephone or a softphone application on a PC – preference was equally split between these. The older age groups are more interested in using a speakerphone as their primary communications device; while Age Group 1 may just view this as an expected feature.

As was stated earlier, the responses to this question indicate that employees that have a private office or cubicle are much more interested in having a speakerphone than those that work in an open floor plan.

Age Group 1 is much more interested in using a softphone application with a headset than the other age groups. Employees that work at home are less likely than their office counterparts to want a desktop telephone with a corded handset, preferring to use either a softphone on a PC with a headset or a desktop telephone with a cordless handset.

AVAYA PERSPECTIVE

Matching the right device to each employee can improve employee job satisfaction and increase their productivity. This is why Avaya has a broad array of communications device options - including devices designed to work with third party call control platforms.

CIOs should review their current business communications device situation and develop a "desktop experience transformation plan" to update devices as possible to match employee device usage preferences. And regardless of business communications software currently used, CIOs should review Avaya's extensive portfolio of communications devices as a key resource to enable their transformation plan.
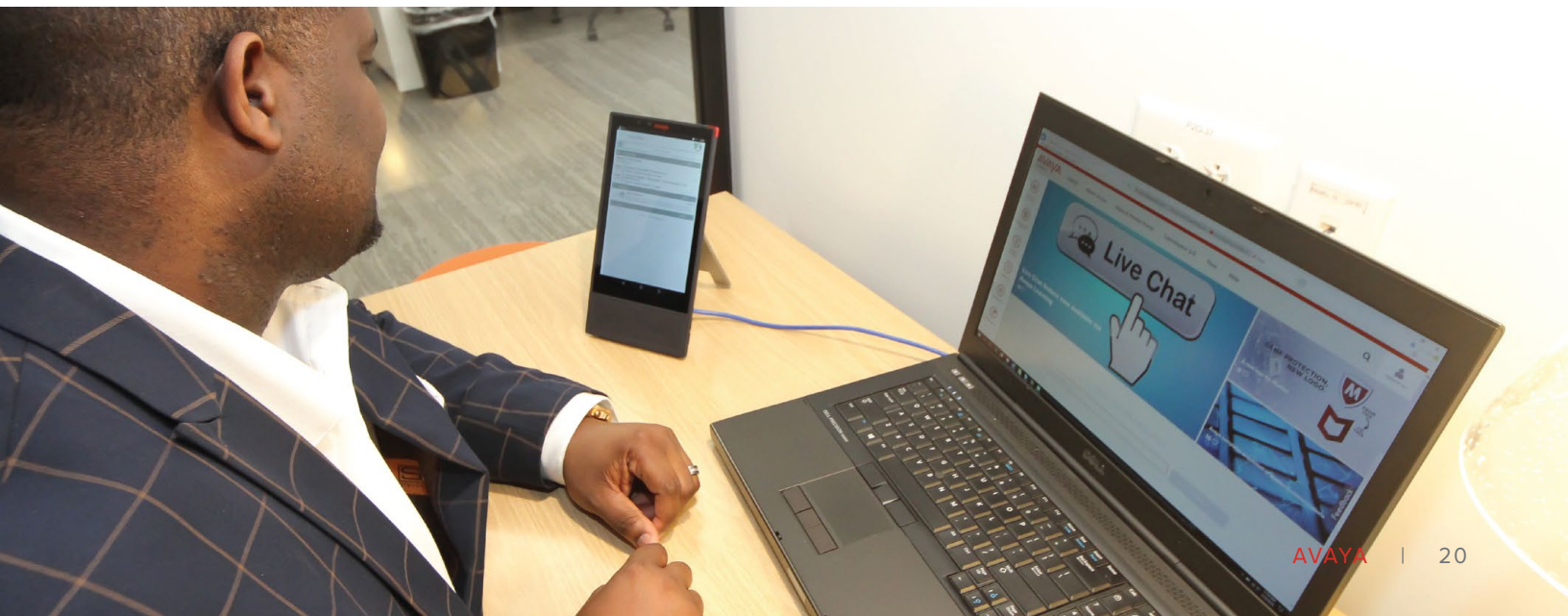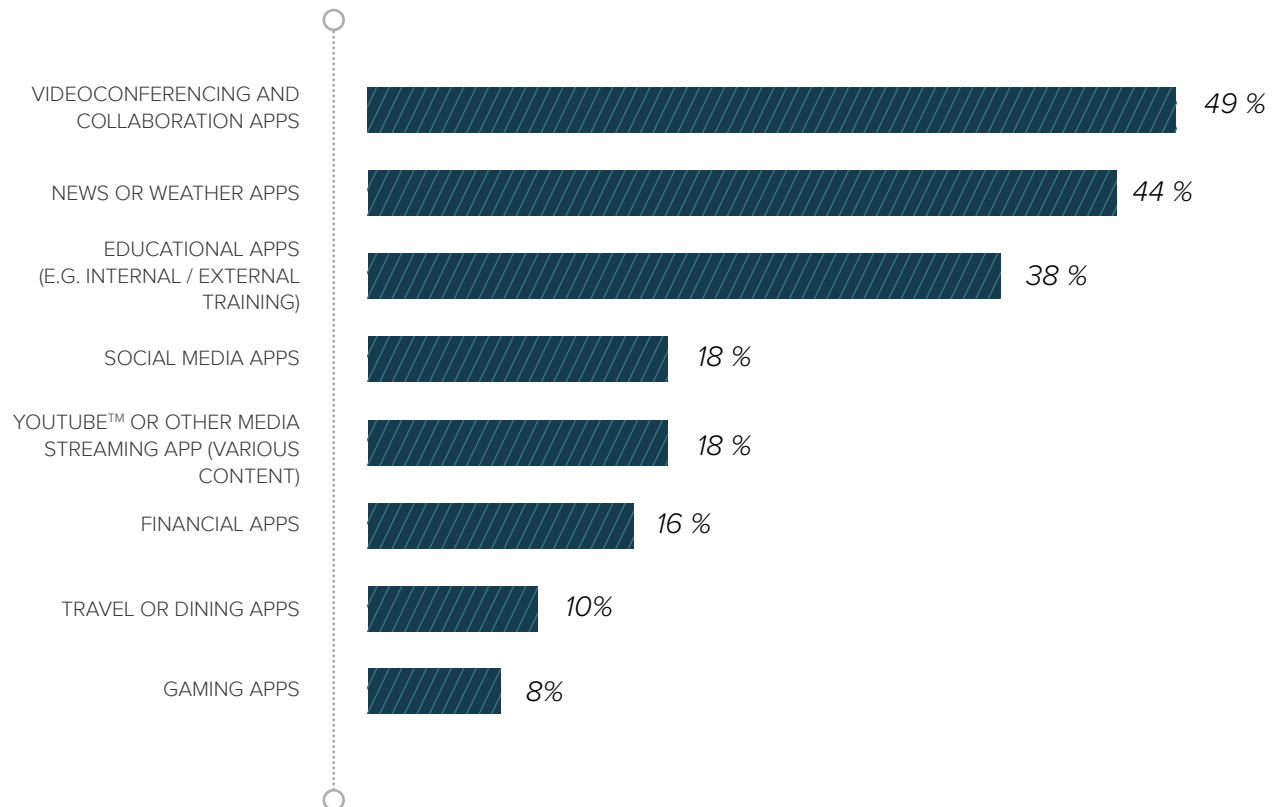
8 | *THIRD GENERATION UC DEVICE USAGE*
How Third Generation UC Devices Will Be Used

If your phone or other communications device you use while working had a large touch screen and could run Android apps, which of the following would you likely use it for?

VIDEOCONFERENCING AND COLLABORATION APPS	49 %
NEWS OR WEATHER APPS	44 %
EDUCATIONAL APPS (E.G. INTERNAL / EXTERNAL TRAINING)	38 %
SOCIAL MEDIA APPS	18 %
YOUTUBE™ OR OTHER MEDIA STREAMING APP (VARIOUS CONTENT)	18 %
FINANCIAL APPS	16 %
TRAVEL OR DINING APPS	10%
GAMING APPS	8%

* Android is a trademark of Google LLC.

Breakdown by Age Group

VIDEOCONFERENCING AND COLLABORATION APPS
- 45 %
- 52 %
- 47 %

NEWS OR WEATHER APPS
- 46 %
- 42 %
- 42%

EDUCATIONAL APPS (E.G. INTERNAL / EXTERNAL TRAINING)
- 39 %
- 36%
- 42 %

SOCIAL MEDIA APPS
- 9 %
- 20 %
- 25 %

YOUTUBE™ OR OTHER MEDIA STREAMING APP (VARIOUS CONTENT)
- 12 %
- 17 %
- 29 %

FINANCIAL APPS
- 13 %
- 16 %
- 18 %

TRAVEL OR DINING APPS
- 8 %
- 10 %
- 11 %

GAMING APPS
- 4 %
- 8 %
- 17 %

Age Gorup 1: *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*
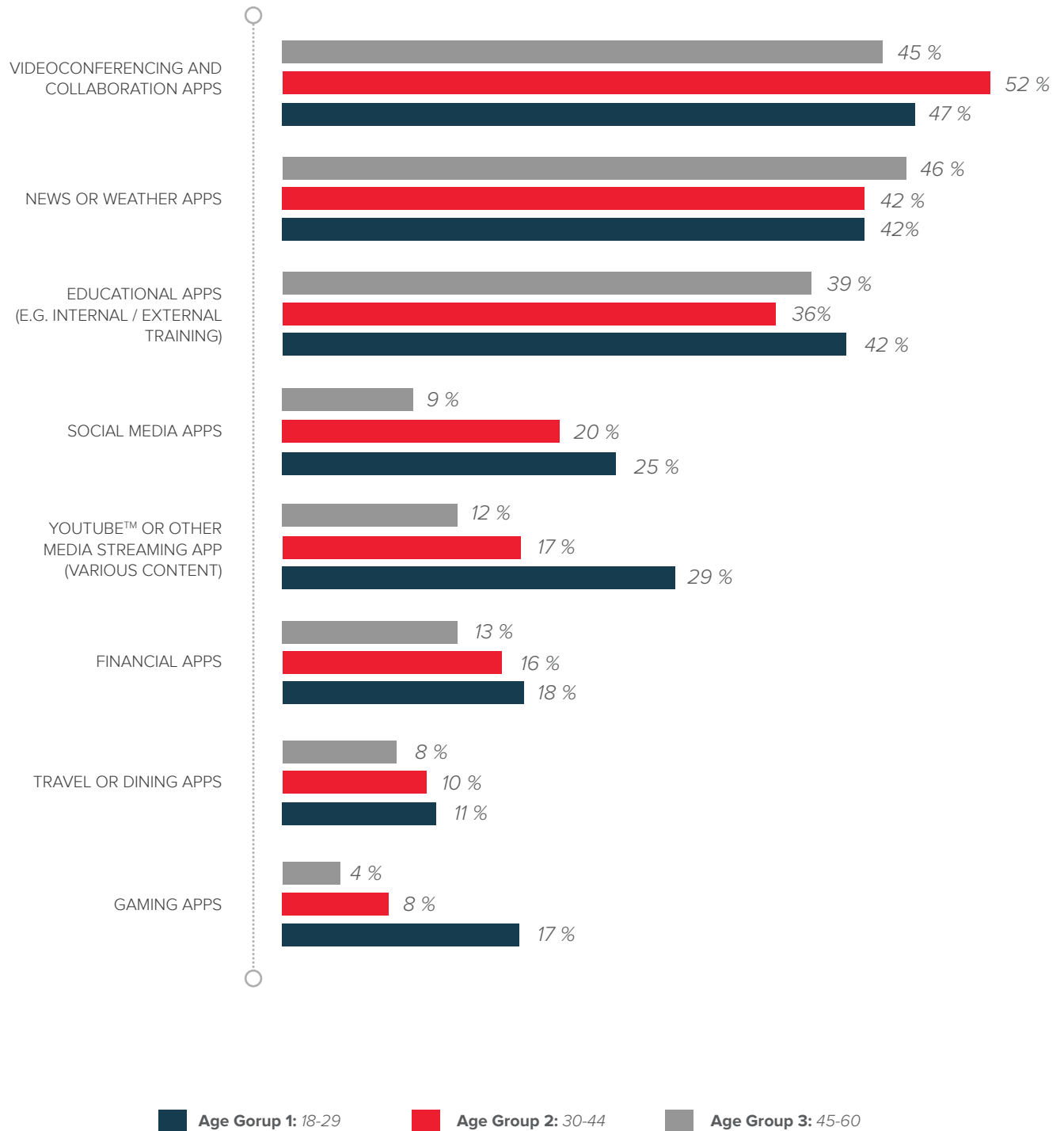
SURVEY RESULTS

The responses to this question provide an initial view of the "Top 3" use cases for Third Generation UC Devices. These devices go beyond only supporting UC call control functionality to also being able to run millions of Android-based applications. "Video conferencing and collaboration" tops the list of applications that would be used. "News and Weather applications" come in second, and "Educational applications" is third. Other potential uses were scored much lower than these.

Age Group 1 is more interested than other Age Groups in using these devices for gaming, social media and media streaming. The interest in applications usage across the board inversely correlates with the age of the worker. Age Group 1 expresses strongest interest overall except for News or Weather apps which was largely the same across all age groups.

For Age Group 1:

- Almost one in three would stream YouTube or other media
- One in four would use the device for social media
- One in five would use it for gaming

The response also indicates that employees that work at home are more likely to use financial and social media applications than their on-campus colleagues.

AVAYA PERSPECTIVE

While discussions of employees using their business communications devices for applications such as gaming and social media may cause CIOs concern about potential productivity impacts, the reality is that employees already have this ability with their personal smart mobile devices. Also, these concerns can be addressed by limiting applications access to only "IT approved" applications.

Access to videoconferencing and collaboration applications can be an opportunity to increase productivity and in some cases reduce travel costs. Being able to stream online videos can be an opportunity to enhance employee training processes.
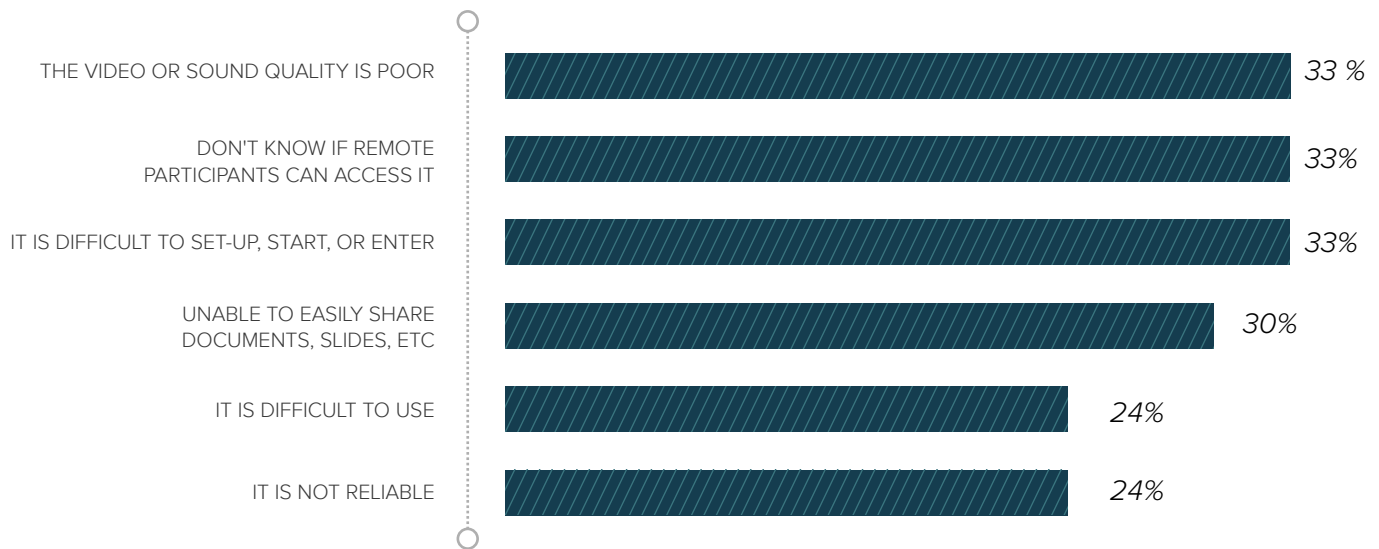
Access to social media is becoming essential for communicating with contacts, including business contacts. CIOs should consider adding Third Generation UC Devices into their overall IT infrastructure investment plans. Both **Avaya Vantage**™ and the **Avaya CU-360 Collaboration Unit** are Third Generation UC devices that CIOs should consider deploying to their constituents.

9 / CURRENT STATE OF THE CONFERENCE ROOM

Improving the Audio and Video Conferencing Experience

Which of the following currently cause you to not use audio conferencing and / or videoconferencing at work or to use either of these less often (Select all that apply).

THE VIDEO OR SOUND QUALITY IS POOR	33 %
DON'T KNOW IF REMOTE PARTICIPANTS CAN ACCESS IT	33%
IT IS DIFFICULT TO SET-UP, START, OR ENTER	33%
UNABLE TO EASILY SHARE DOCUMENTS, SLIDES, ETC	30%
IT IS DIFFICULT TO USE	24%
IT IS NOT RELIABLE	24%

SURVEY RESULTS

The research indicates that there is strong potential to increase the use of audio and video conferencing, by improving the conferencing experience.

The research conveys the top opportunity areas to improve the audio and video conferencing experience are:

Primary Opportunity Areas (Tie)
- Improve video or sound quality
- Provide confidence that remote participants can access the conference
- Make it easier to set-up, start or enter

Secondary Opportunity Area
- Make it easy to share docs, slides, etc.

Age Group 1 has less concern with the process of starting up or entering conferences, but are more concerned about reliability than the other age groups.

It should be noted that reliability and ease of use are also high improvement opportunities – especially for Age Group 1.

AVAYA PERSPECTIVE

This research indicates that today's business conference room is actually an "obstacle course" that employees must conquer as they attempt to use technology to support remote collaboration. Today's solutions don't appear to be meeting the need. It is apparent that employees want conferencing solutions that are easier to set-up, start and enter and that work seamlessly with other conferencing applications. They also want solutions to provide better sound and video quality and to be more reliable. They also want to be able to share non-verbal information more easily.
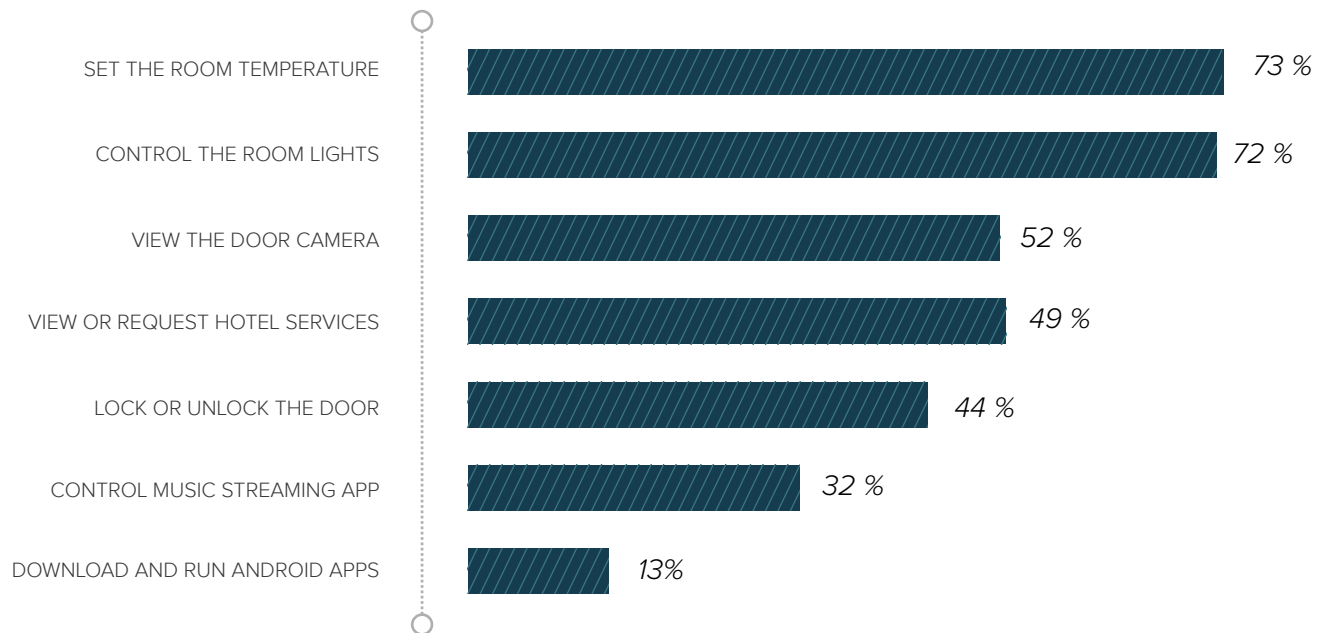
CIOs should consider Avaya's Huddle Room solution, including the **Avaya CU-360 Collaboration Unit**, to add easy, instant, seamless collaboration to existing business spaces. CIOs should also review the complexities identified in this research against their current conferencing solutions to determine if an upgrade is needed to increase remote collaboration.
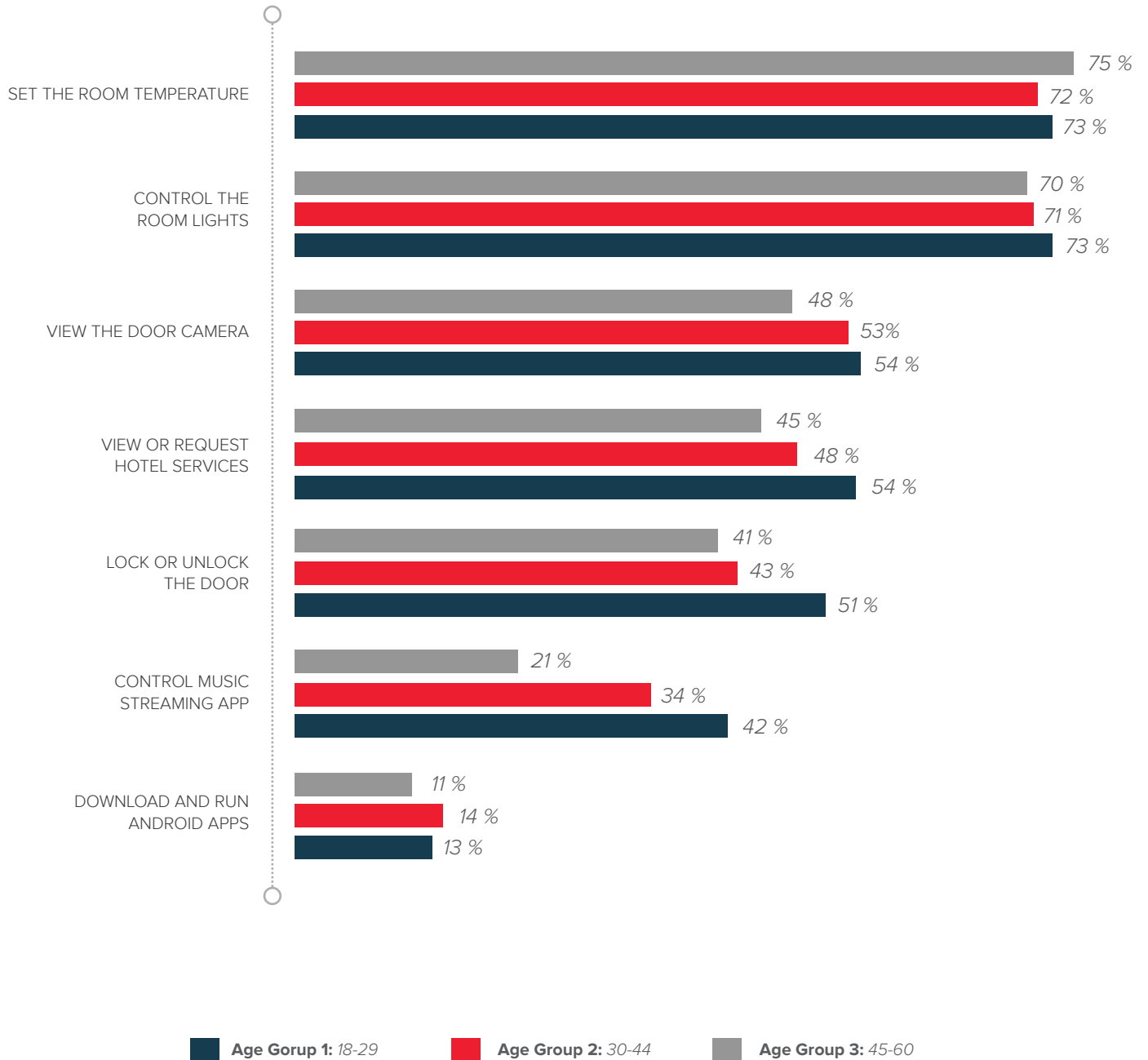
10 / *VERTICAL INDUSTRY CONSIDERATIONS*
New Device Capabilities Can Improve the Vertical Customer Experience"

When staying in a hotel which of the following would you like to do from your bedside – either with a dedicated device or using your voice for control? (Select all that apply).

SET THE ROOM TEMPERATURE	73 %
CONTROL THE ROOM LIGHTS	72 %
VIEW THE DOOR CAMERA	52 %
VIEW OR REQUEST HOTEL SERVICES	49 %
LOCK OR UNLOCK THE DOOR	44 %
CONTROL MUSIC STREAMING APP	32 %
DOWNLOAD AND RUN ANDROID APPS	13%

Breakdown by Age Group

SET THE ROOM TEMPERATURE
- 75 % (Age Group 3: 45-60)
- 72 % (Age Group 2: 30-44)
- 73 % (Age Group 1: 18-29)

CONTROL THE ROOM LIGHTS
- 70 % (Age Group 3: 45-60)
- 71 % (Age Group 2: 30-44)
- 73 % (Age Group 1: 18-29)

VIEW THE DOOR CAMERA
- 48 % (Age Group 3: 45-60)
- 53% (Age Group 2: 30-44)
- 54 % (Age Group 1: 18-29)

VIEW OR REQUEST HOTEL SERVICES
- 45 % (Age Group 3: 45-60)
- 48 % (Age Group 2: 30-44)
- 54 % (Age Group 1: 18-29)

LOCK OR UNLOCK THE DOOR
- 41 % (Age Group 3: 45-60)
- 43 % (Age Group 2: 30-44)
- 51 % (Age Group 1: 18-29)

CONTROL MUSIC STREAMING APP
- 21 % (Age Group 3: 45-60)
- 34 % (Age Group 2: 30-44)
- 42 % (Age Group 1: 18-29)

DOWNLOAD AND RUN ANDROID APPS
- 11 % (Age Group 3: 45-60)
- 14 % (Age Group 2: 30-44)
- 13 % (Age Group 1: 18-29)

**Age Gorup 1:** *18-29*   **Age Group 2:** *30-44*   **Age Group 3:** *45-60*

SURVEY RESULTS /

This portion of the research focuses on the vertical communications experience. This particular question pertains to the capabilities of a Third Generation UC device tailored to a hotel situation as a "bedside device." Of the many potential device capabilities, environmental controls had the highest desirability. The desire for security-related capabilities was also high (Viewing the door camera, Locking the door), as was "Access hotel services." Overall, the interest level of these in-room capabilities aligns with Abraham Maslow's hierarchy of needs:

ACCESS TO HOTEL SERVICES WAS #3

SECURITY-RELATED CAPABILITIES WERE # 2
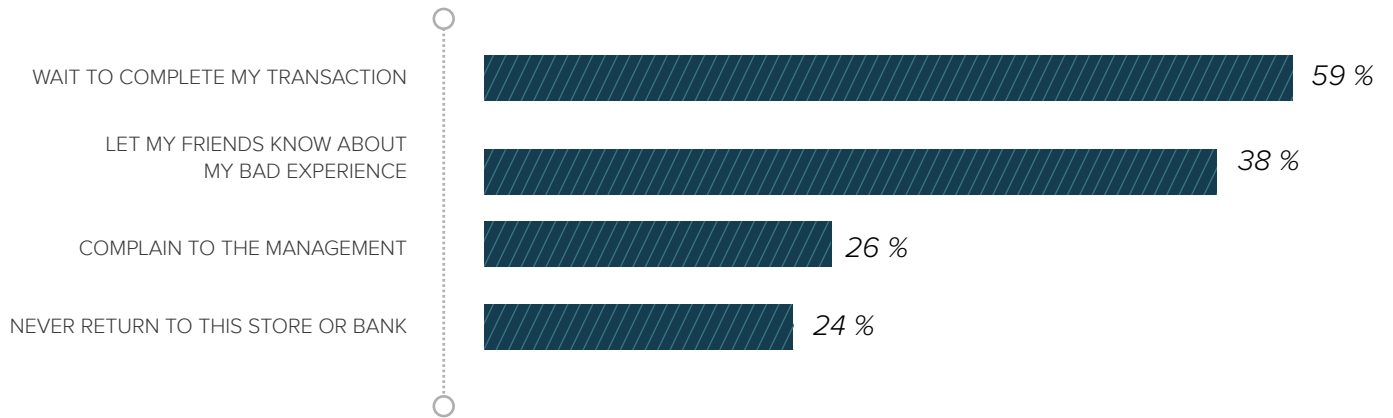
ENVIRONMENTAL CONTROLS TIED FOR # 1
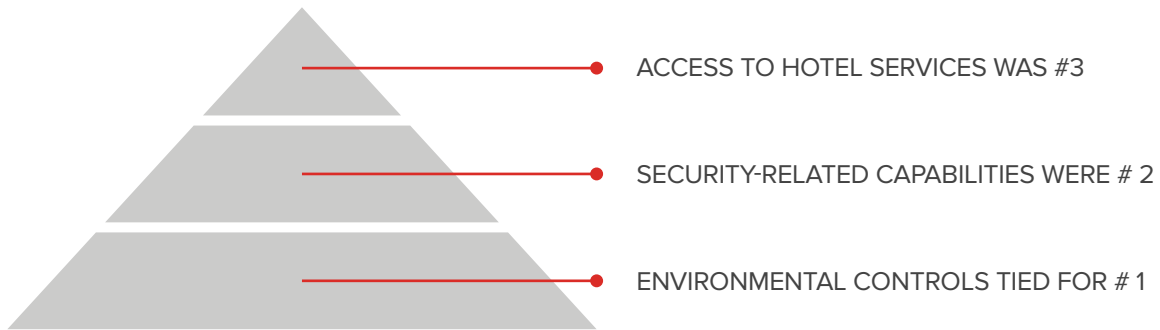
From a generational standpoint, Age Group 1 is more interested in streaming music than the other age groups. Age Group 1 also has much higher interest in hotel services and security than the other groups.
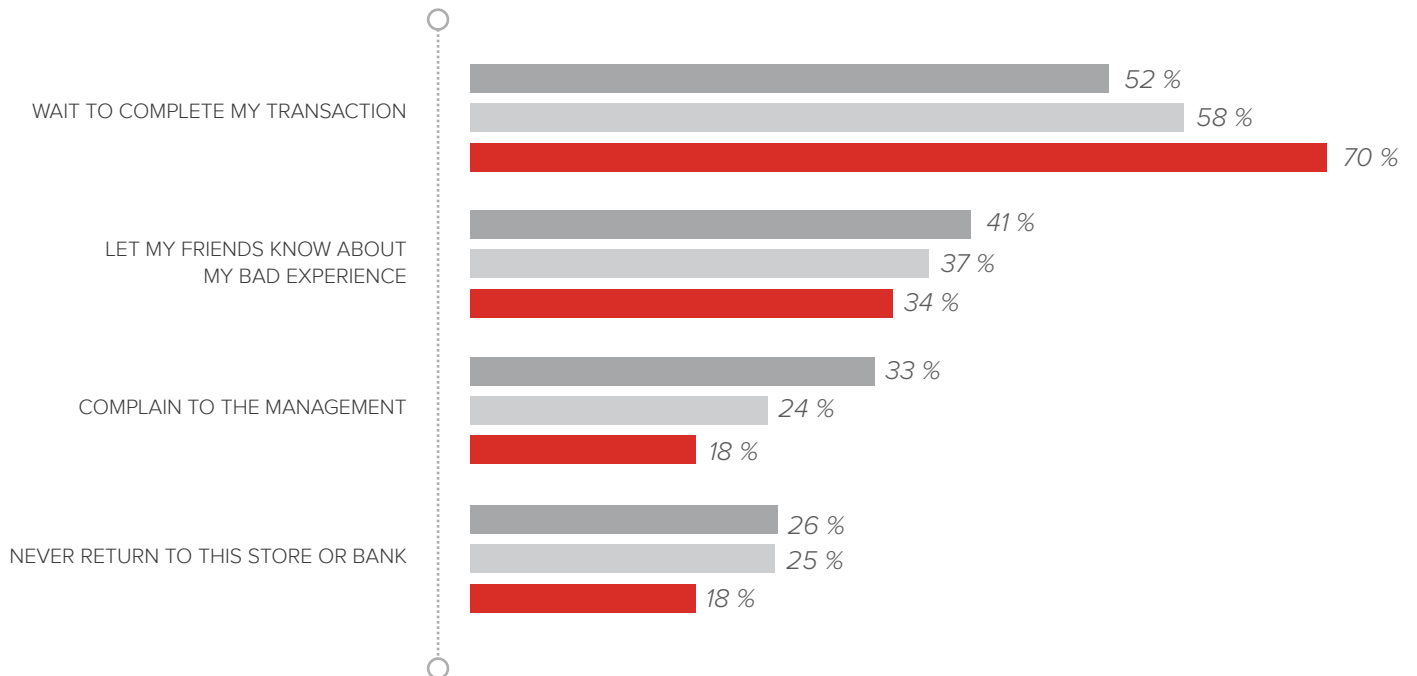
Another question focused on the potential impact of a Third Generation UC device in a retail or banking situation. These devices can be customized to augment sales staffing activities and function as a stand-alone customer service kiosk.
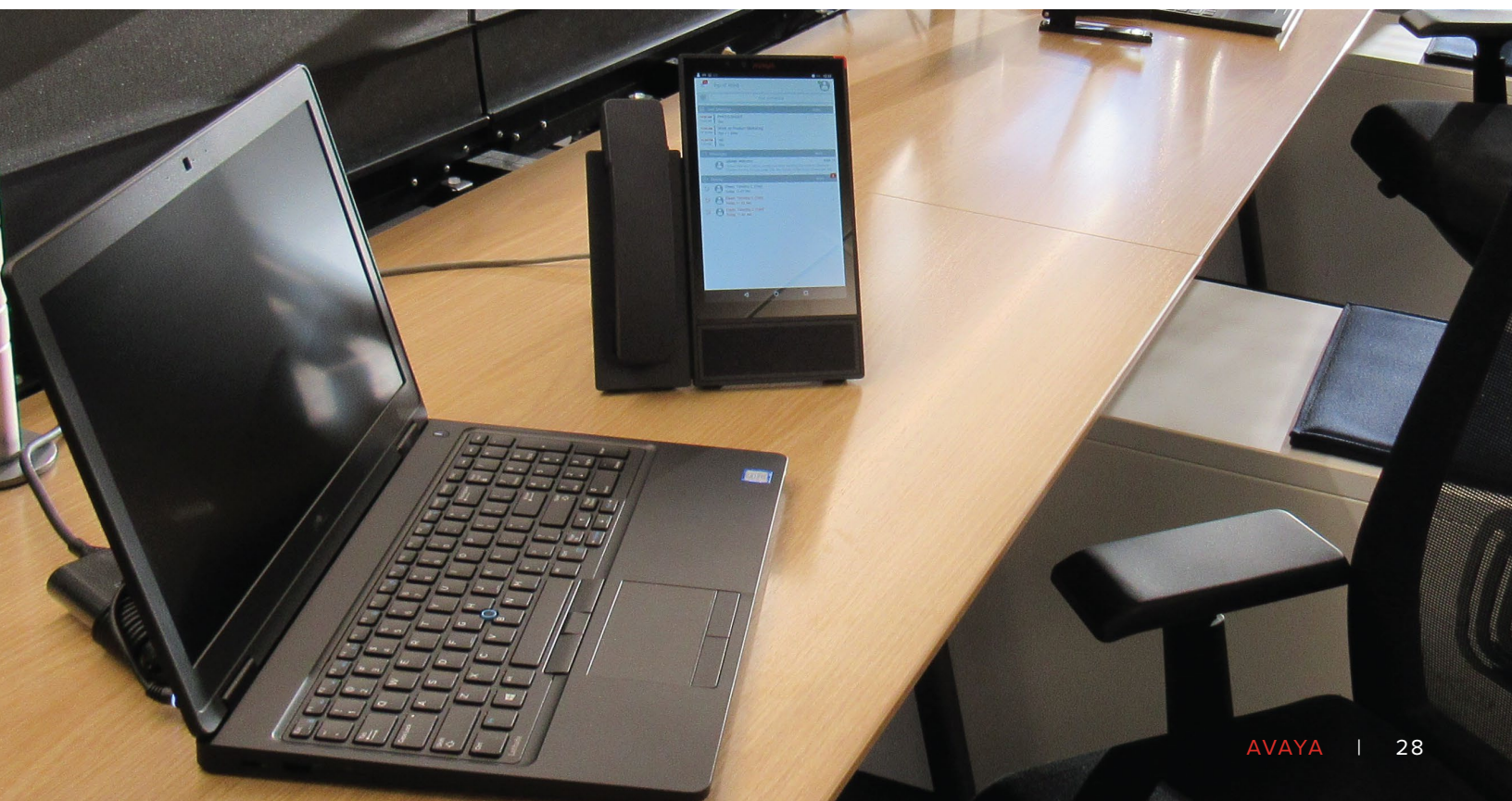
If you are in a retail store or at your bank and the clerk ignores you due to being on the telephone, which of the following would you likely do? (Select all that apply)

WAIT TO COMPLETE MY TRANSACTION	59 %
LET MY FRIENDS KNOW ABOUT MY BAD EXPERIENCE	38 %
COMPLAIN TO THE MANAGEMENT	26 %
NEVER RETURN TO THIS STORE OR BANK	24 %

Breakdown by Age Group

WAIT TO COMPLETE MY TRANSACTION	52 %
	58 %
	70 %
LET MY FRIENDS KNOW ABOUT MY BAD EXPERIENCE	41 %
	37 %
	34 %
COMPLAIN TO THE MANAGEMENT	33 %
	24 %
	18 %
NEVER RETURN TO THIS STORE OR BANK	26 %
	25 %
	18 %

SURVEY RESULTS

When presented with the situation of being ignored by the sales or banking clerk, over one in three would tell their friends about their bad shopping experience and almost one in four would never return to the store or bank after having this bad experience.

This is one area in which the older age groups are more likely to take corrective action than the younger age groups. 70% of Age Group 1 would complete their transaction vs. only 50% of the other age groups.

AVAYA PERSPECTIVE

This research indicates there is significant potential for hotels to use Third Generation UC Devices to turn the in-room phone that has historically been a cost center into a profit center. Avaya hospitality customers are using Avaya Vantage today to take advantage of this opportunity.

From a retail standpoint, with one-fourth of customers saying they would not return to the store after having a bad experience, the potential business impact of NOT having the staff augmentation that can be provided with these new devices is significant.

CIOs should review **case studies on the Avaya website** of how Third Generation UC devices are transforming vertical industries.

11 | *CONCLUDING THOUGHTS*

When searching for ways to improve the UC experience of employees, the business desktop device is a good place to start and is a critical consideration as part of the CIO's overall UC platform decision.

This research indicates that the business desktop device continues to be an essential element of business communications, and it also identifies many areas to improve the business communications experience.

The Avaya Desktop Experience team is ready to work with you to maximize the UC experience for your business!

Contact your Avaya partner or Account Manager or contact Avaya directly at **866-GO-AVAYA** and let's get started today.

For additional information about this research, watch the free webinar: **Today's Business Communicators — Who Are They and What Do They Want?**

A related Avaya Perspectives blog "Business Communicators Demand a New Generation of UC Smart Devices" is also available at **www.avaya.com/blogs/archives/2018/03/uc-smart-devices.html**

ABOUT AVAYA

Avaya enables the mission critical, real-time applications of the world's most important operations. As the global leader in delivering superior communications experiences, Avaya provides the most complete portfolio of software and services for contact center and unified communications— offered on premises, in the cloud, or a hybrid. Today's digital world requires communications enablement, and no other company is better positioned to do this than Avaya.