

EXPERIENCE AVAYA

Paris

Intelligent Experiences

Natalie Keightley

Solutions Marketing Director, International

#Ideas2Inspire



Forces Shaping the Digital World

The Marketplace



Digital and Physical

Find Right Balance



Insight, Not Data,

Drives Action



Man & Machine

Work Together



Enterprises Serve Customers

Not "Just" Contact Centers

The Workspace

Intelligent Experiences Defined

CUSTOMER Experience

Personalised

Connected

Intuitive

Contextual

The Marketplace



Digital and Physical
Find Right Balance



Insight, Not Data,
Drives Action



Man & Machine
Work Together



Enterprises Serve Customers
Not "Just" Contact Centers

The Workspace

EMPLOYEE Experience

Personalised

Connected

Intuitive

Contextual

Enabling the Intelligent Experience



1. Voice & Text, The 'New' Conversational Interfaces

2 in 3

Chatbots

2 in 3 consumers say chatbots should be like Google – type or say your question and answer comes back straight away

50%

Smart Speakers

50% of consumers would like to use their smart speaker to get customer service

71%

Voice Biometrics

71% of consumers would like to bypass identification and verification questions by using voice biometrics

Source:

- Digital Transformation: The Key to Getting it Right, IDC research commissioned by Avaya, March 2018
- SuperServe: Building Customer and Employee Experiences, 8 Strategies for the Future, Davies Hickman Partners research commissioned by Avaya, 2018

2. AI & Automation Empower, **Not Replace**

Present

IVR nightmare



Skills & queues
FIFO per queue



Classroom &
self-training,
peers



Operational KPIs



Future

Effortless Self-Service

Conversational Self-service

Smart Routing

Outcome / Behavioural Pairing

Agent Augmentation

AI Driven guidance

Interaction Insights

Intent, Behavior, Motivation

3. Back Office Enables the CX

Timely Delivery

3rd

most important factor
in buying decision

Delivery & Logistics

81%

of consumers want to
speak to delivery drivers

Back Office Errors / Delays

2nd

Biggest influencer of
customer
(dis)satisfaction

But Many Organisations Battle to Deliver

ONLY
28%

of organizations integrate
CX with fulfillment and
delivery extremely well

ONLY
14%

of back offices have fully
automated tracking
against SLAs

ONLY
20%

of back offices receive
automated alerts when
service goals at risk



How is **Avaya** Building

Intelligent Experiences



Delivering Intelligent Experiences

Customer Led Innovation



Open, Modular, Agile Ecosystem



Cloud First Platforms



Solid Communication and Collaboration Framework

Create
#Ideas2Inspire