

# **Intelligent Experiences**

#### **Natalie Keightley**

Solutions Marketing Director, International

#Ideas2Inspire

# **Forces Shaping the Digital World**

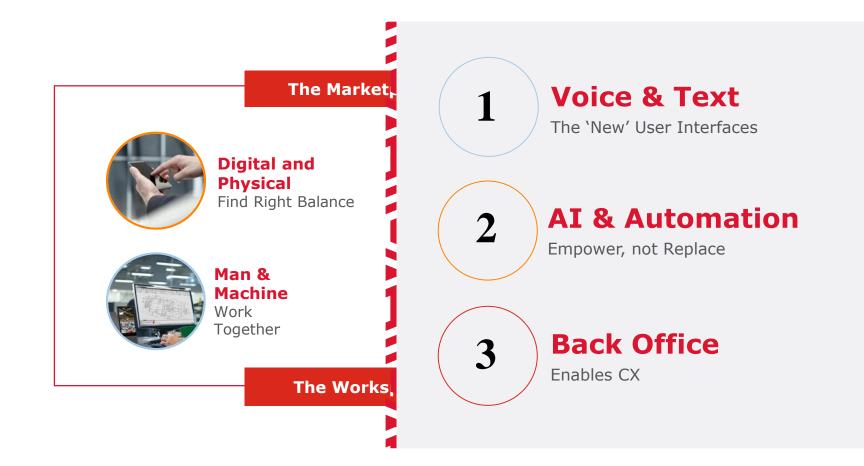


# **Intelligent Experiences Defined**



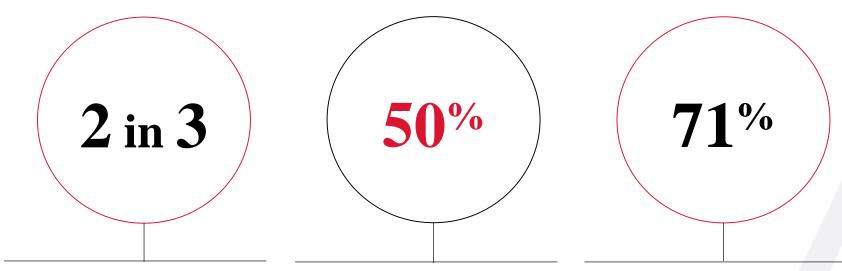
EXPERIENCE AVAVA

## **Enabling the Intelligent Experience**



EXPERIENCE AVAYA

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



#### **Chatbots**

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

#### **Smart Speakers**

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

#### **Voice Biometrics**

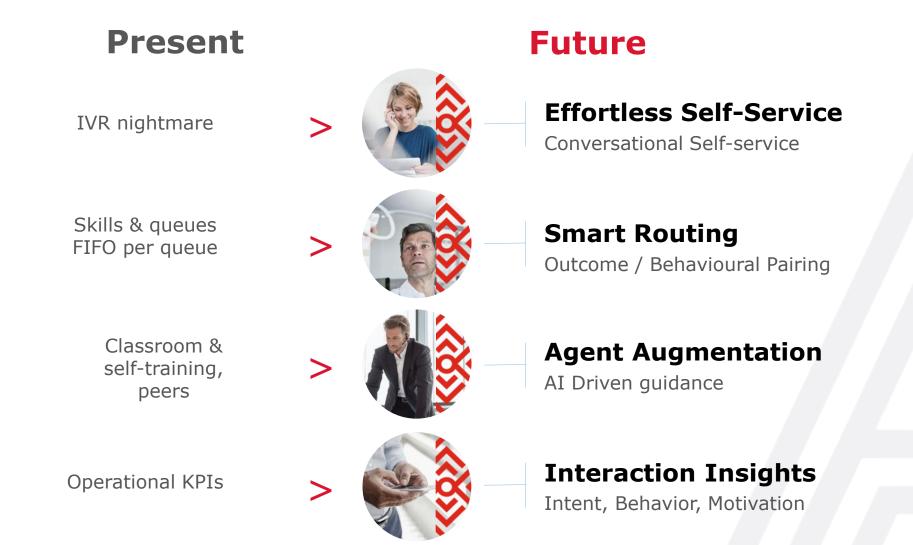
of consumers would like to bypass identification and verification questions by using voice biometrics

PERIENCE AVAYA

Source

Digital Transformation: The Key to Getting it Right, IDC research commissioned b 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



© 2019 Avaya Inc. All rights reserved.

#### **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

#### 2<sup>nd</sup>

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<br/>InnovationOpen, Modular,<br/>Agile EcosystemCloud First<br/>PlatformsImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent Leg<br/>Descent LegImage: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent LegImage: Descent LegImage: Descent LegImage: Descent Leg<br/>Image: Descent LegImage: Descent Leg<br/>Descent Leg</t

Solid Communication and Collaboration Framework



# Create #Ideas2Inspire

