EXPERIENCE AVAYA

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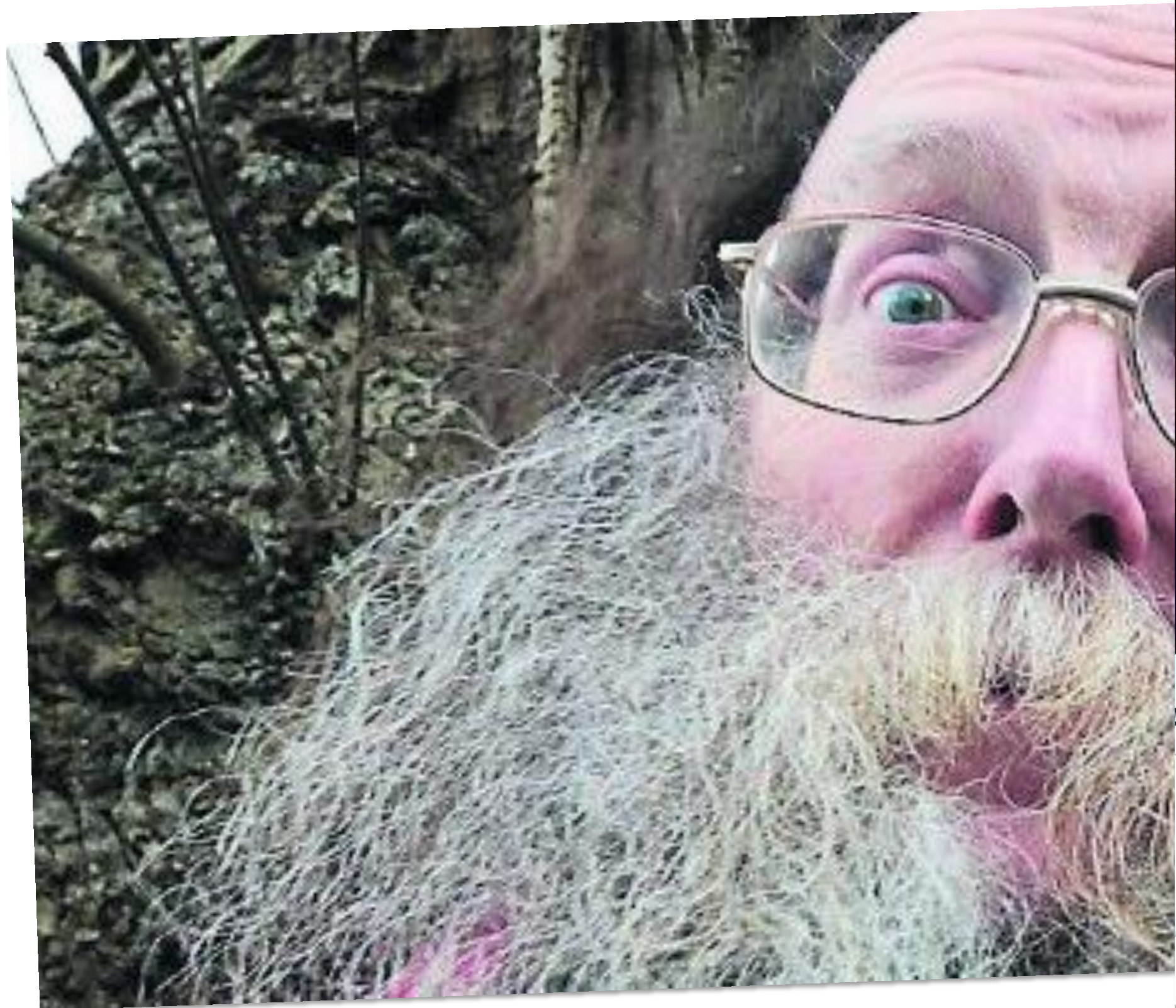# EXPERIENCE AVAYA
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Delivering
Intelligent Experiences

Andrew Maher
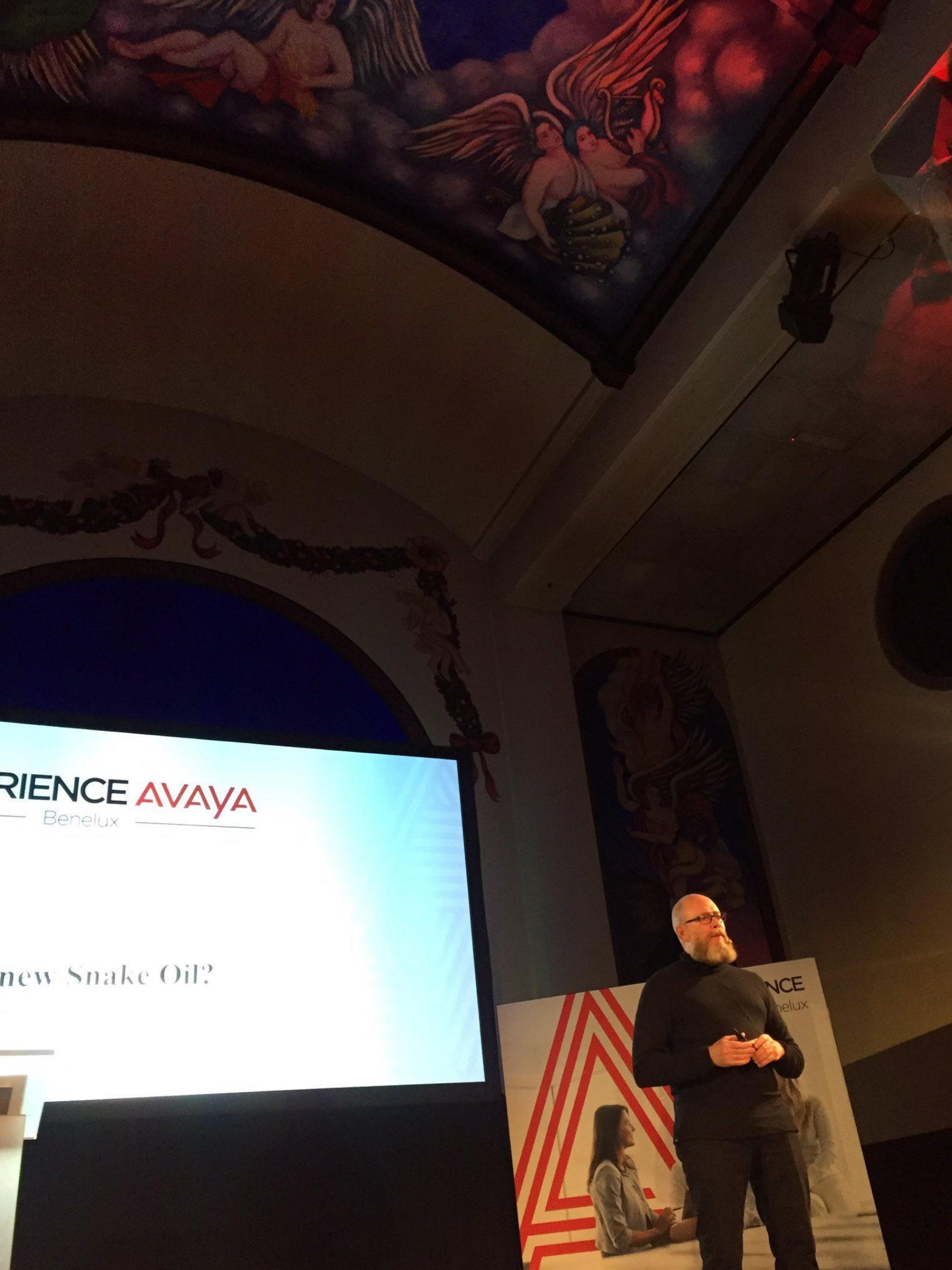
Customer Experience Evangelist

Idears2Inspire
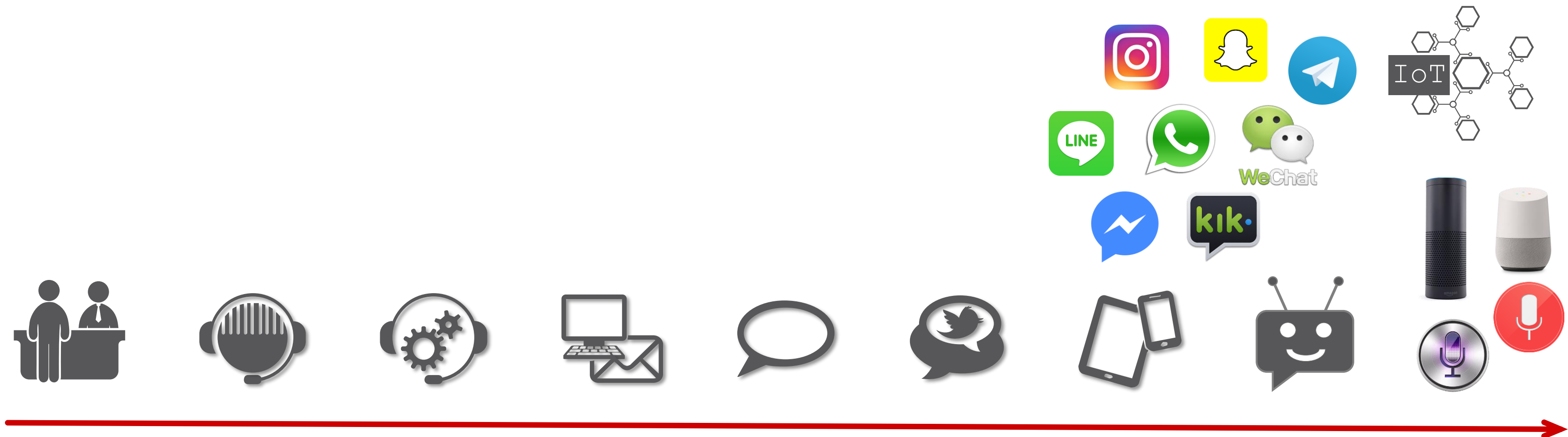
Eddie Lenihan, Sean...

Experience Transformation

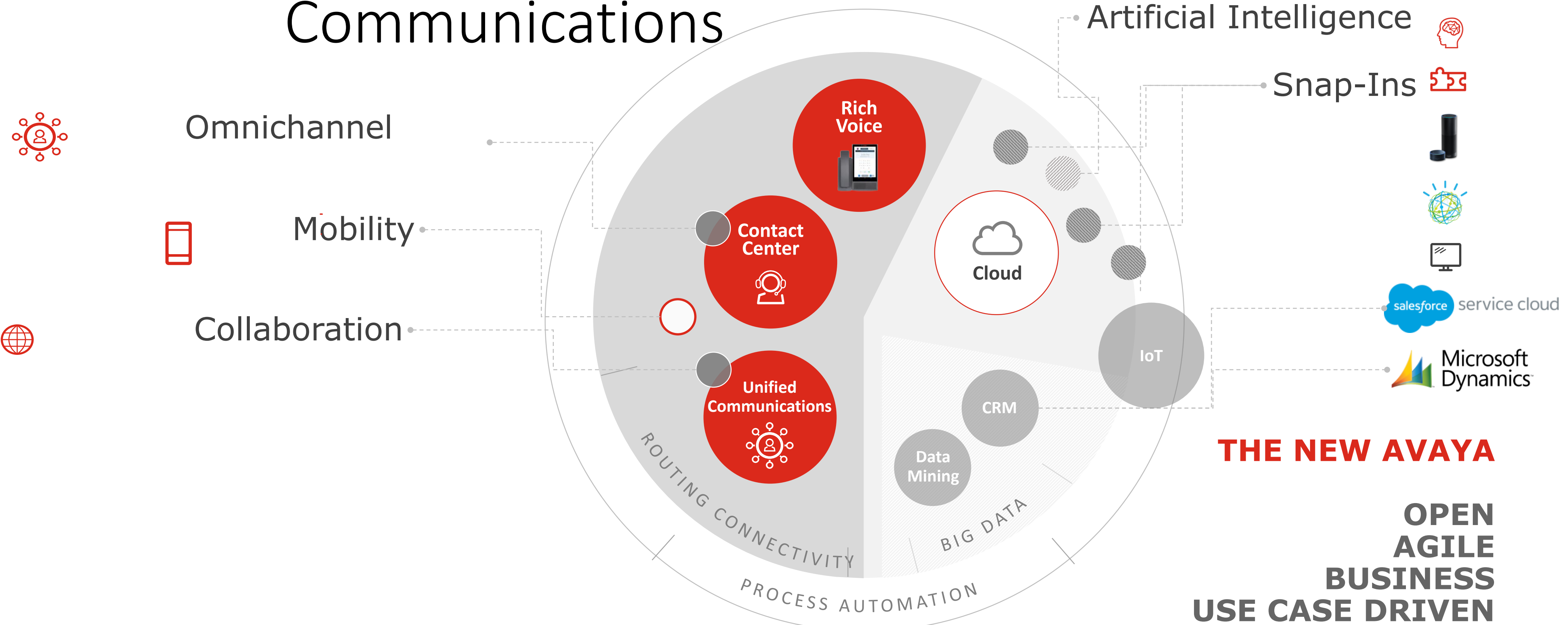# Forces Shaping the Digital World

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

How is **Avaya** Building

Intelligent Experiences

One Platform for End-to-End Communications

Omnichannel

Mobility

Collaboration

Artificial Intelligence

Snap-Ins

Rich Voice

Contact Center

Cloud

Unified Communications

ROUTING CONNECTIVITY

PROCESS AUTOMATION

BIG DATA

Data Mining

CRM

IoT

salesforce service cloud

Microsoft Dynamics

THE NEW AVAYA

OPEN
AGILE
BUSINESS
USE CASE DRIVEN

Avaya Portfolio

Modular Innovation

CX Maturity

Drive Business Outcomes

Transform
Digitally transform the customer journey

People

Enhance
Layer on additional capability

Technology

Process

Modernize
Platform for growth

CX Maturity

Time

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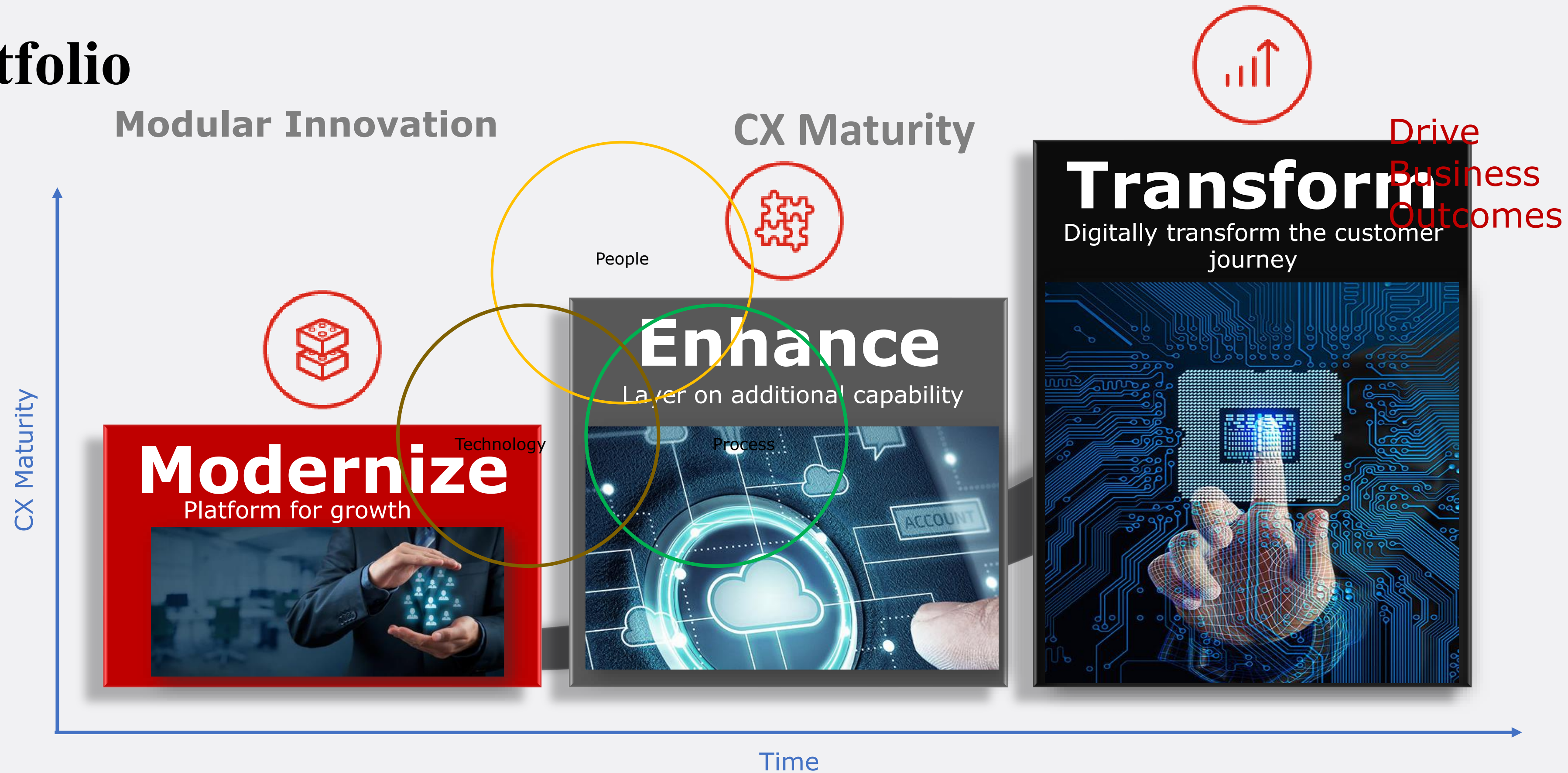
Avaya Portfolio

Modernise is a Pre-requisite to Innovation

Self-service

Assisted Service

Performance Management

Experience Portal 7.2	Aura 8.0	Aura Contact Centre 7.0	Call Management System 19.0
Proactive Outreach Manager 3.1	Oceana 3.5	Interaction Centre 7.x	Avaya WFO 15.2

Modernize

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Avaya Portfolio
Enhance Business Outcomes

Enhance

DRIVE REVENUE THROUGH CONTACT CENTRE	ENHANCE EFFICIENCY AND PRODUCTIVITY	IMPROVE CUSTOMER EXPERIENCE	PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE
Outbound	Workspaces	Digital Basic	Speech / Text Analytics
Customer Journey	Back Office IM & Presence	ID & V / Speech Applications	Voice of the Customer
	Knowledge Management	Automated Notifications	Contact Recording and Quality Management
	Automated QM	Visual IVR	Customer Journey
	Gamification	Customer Journey	
		Call Back Assist	

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Avaya Portfolio

Transform to Digital

Transform

DRIVE REVENUE THROUGH CONTACT CENTRE	ENHANCE EFFICIENCY AND PRODUCTIVITY	IMPROVE CUSTOMER EXPERIENCE	PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE
Outbound	Robotic Process Automation	Oceana - Full Omnichannel	Sentiment Analysis
Behavioural Pairing	Case Management	Virtual Assistant	Avaya Analytics
	Knowledge Management	Chat Bot	CX Dashboard

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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

Modernize

Simple screen pop
with customer detail
information in
workspaces

No customisation;
a configuration setting

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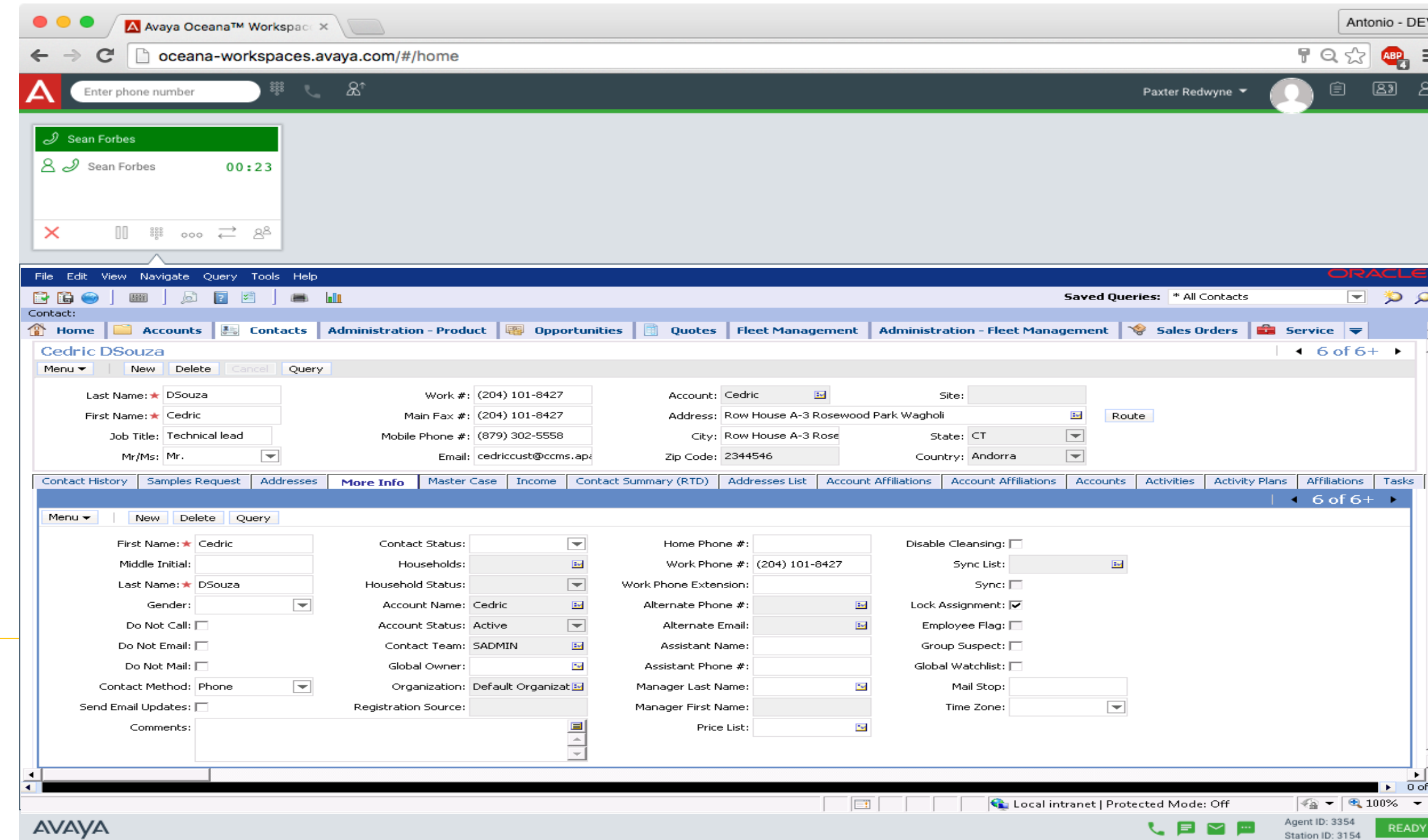
Guiding Every Agent to be Top Performer

AI Empowers, Not Replaces

Solution: Oceana Workspace-KM integration

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

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 that 8 hours*
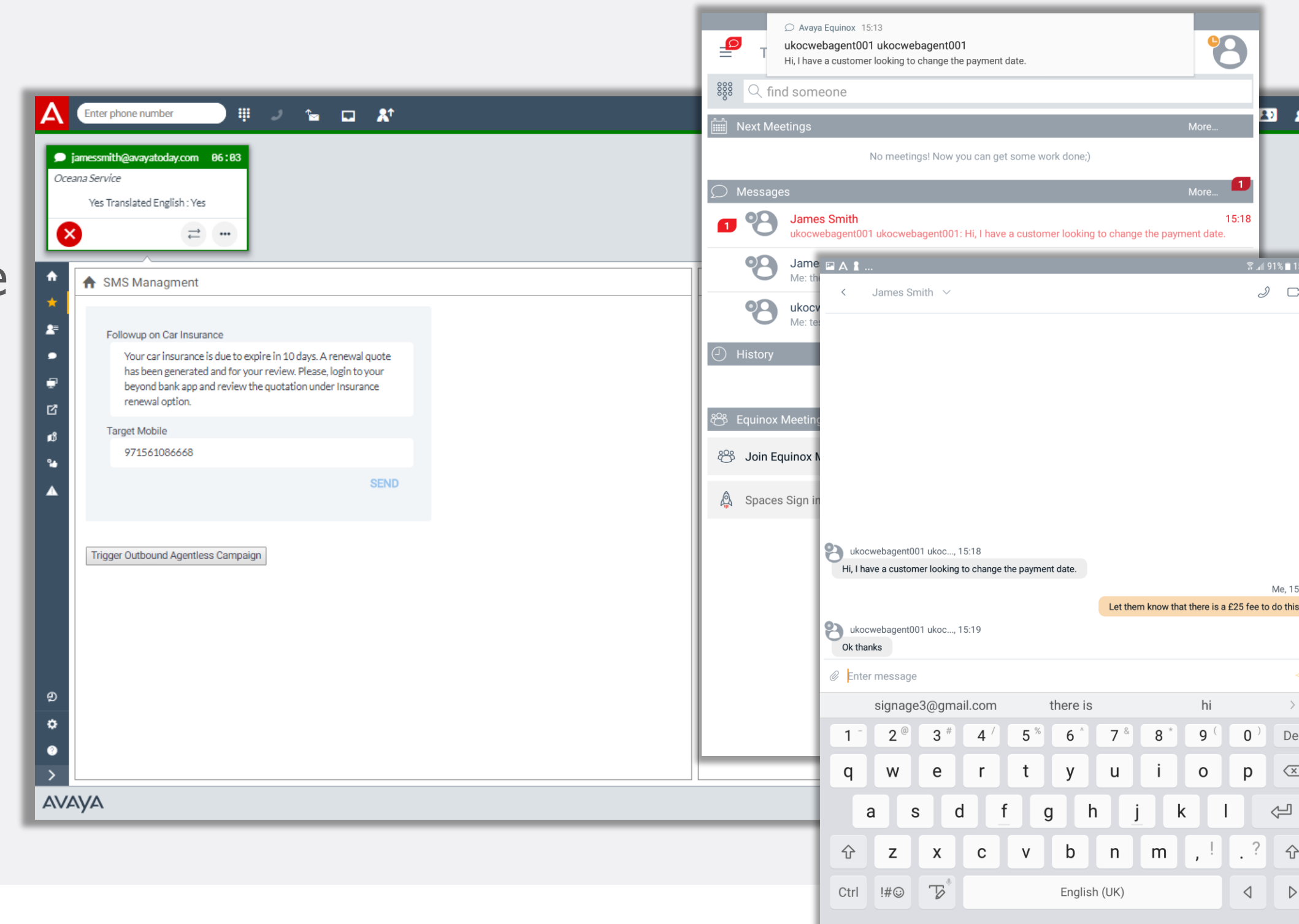

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Converged Platform

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
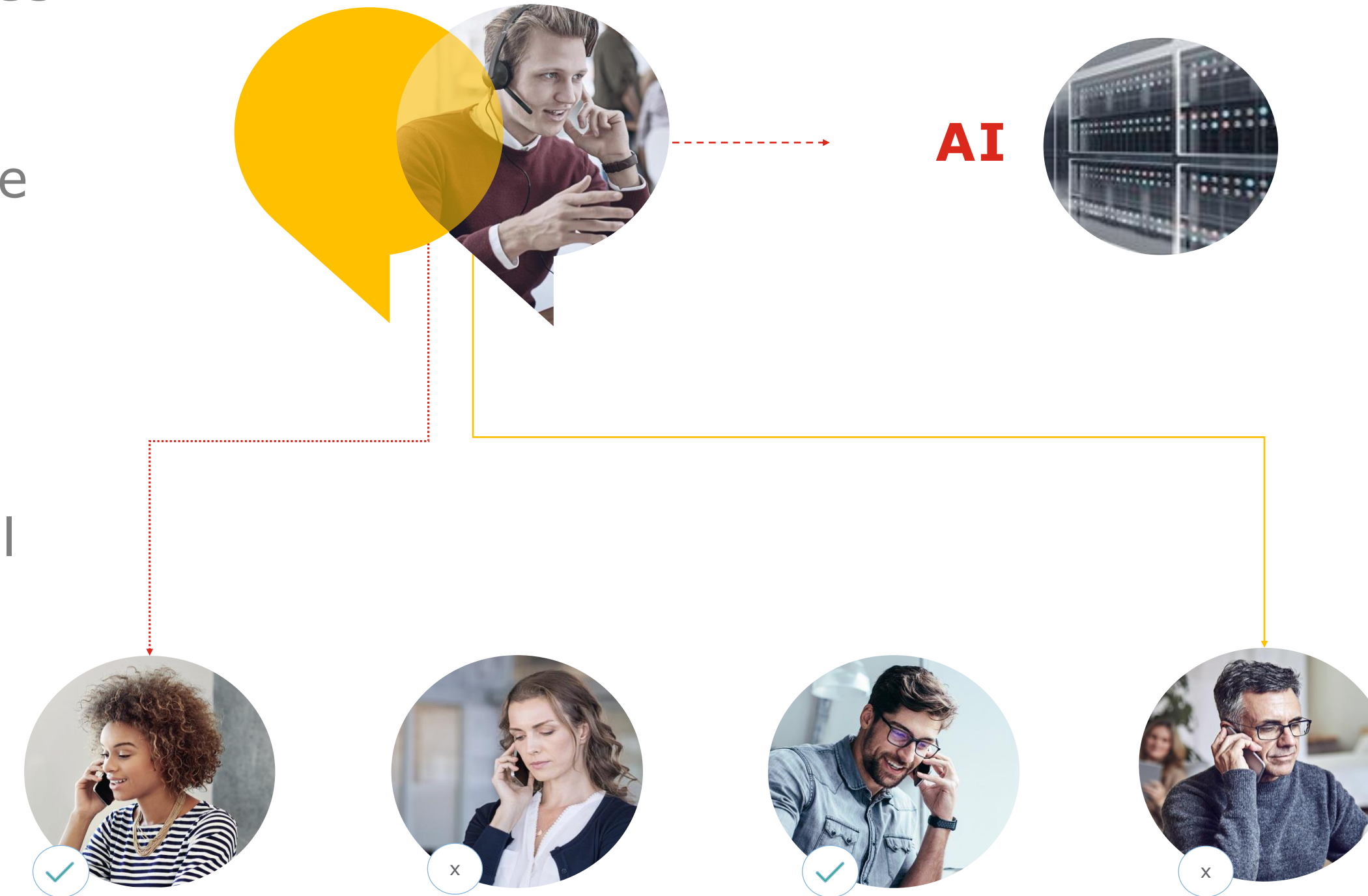
- Real time notification

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

AI

Transform

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

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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

Bringing this all together

Today's Experiences
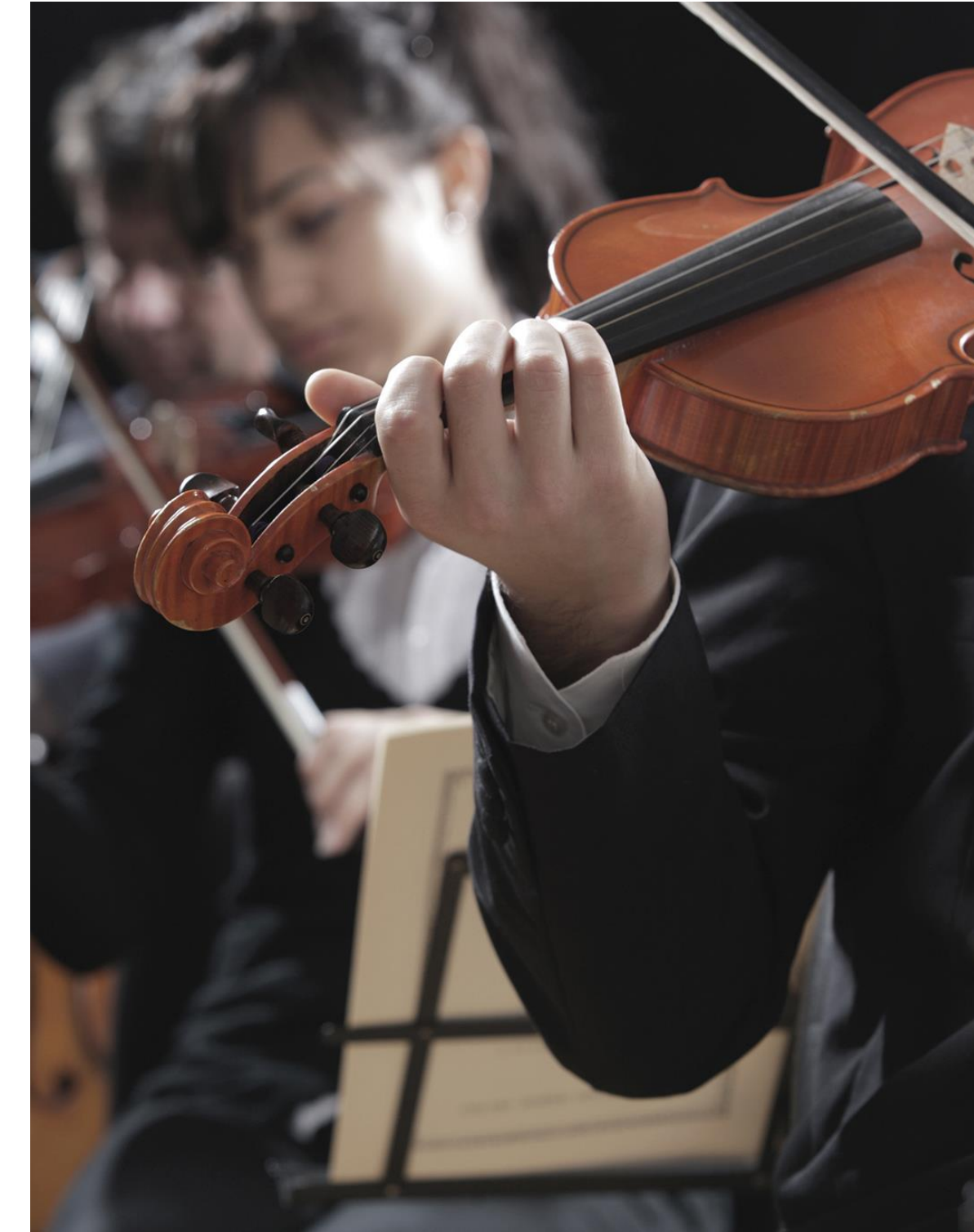
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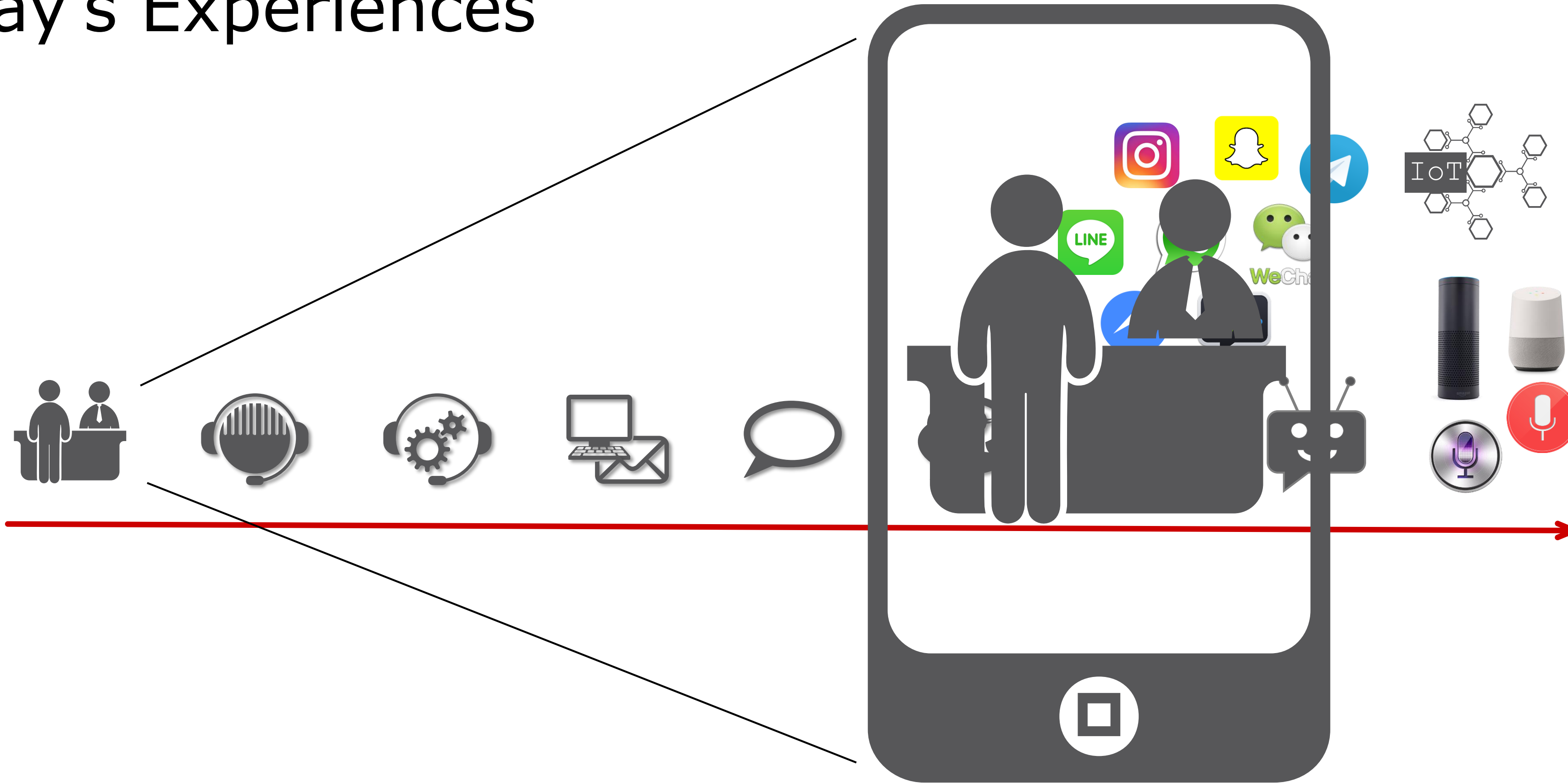
More information

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