"

2 in 10 customers will walk away after a single bad experience. 6 in 10 will walk away after several bad experiences.

- Ipsos research commissioned by Avaya

CX Challenges

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3

IT Leaders Face Common Challenges

Workload and Performance

Staffing

Tools

Strategic

Driving Increased Business Momentum Requires *Innovation without Disruption*

Customer Experience Expectations Have Increased

More In The Last Decade Than Any Previous

| Shop | Eat | Travel | Fitness | Social | Learning | Work |

YOUR BRAND = YOUR CX

Addressing New CX Expectations Requires Significant Innovation

Voice

Digital

Intelligent Routing

Preview Dialing

Bring Your Own Channel

Self Service Automation

Unified Communications as a Service

Customer Journey

Composable Workspaces

Workflow Automation

CRM Integration

Real-Time Insights and Reporting

Quality Management

Screen Recording

Conversational AI

Call Recording

Business Operations Administration

#CX

Every Enterprise Has Unique CX Needs

Fortune 100 **Property and Casualty Insurance**

Problem Solved

Deliver common experience across independent agencies

Fortune 100 **Financial Data Services**

Problem Solved

Incompliant management failover process for Workforce Management platform
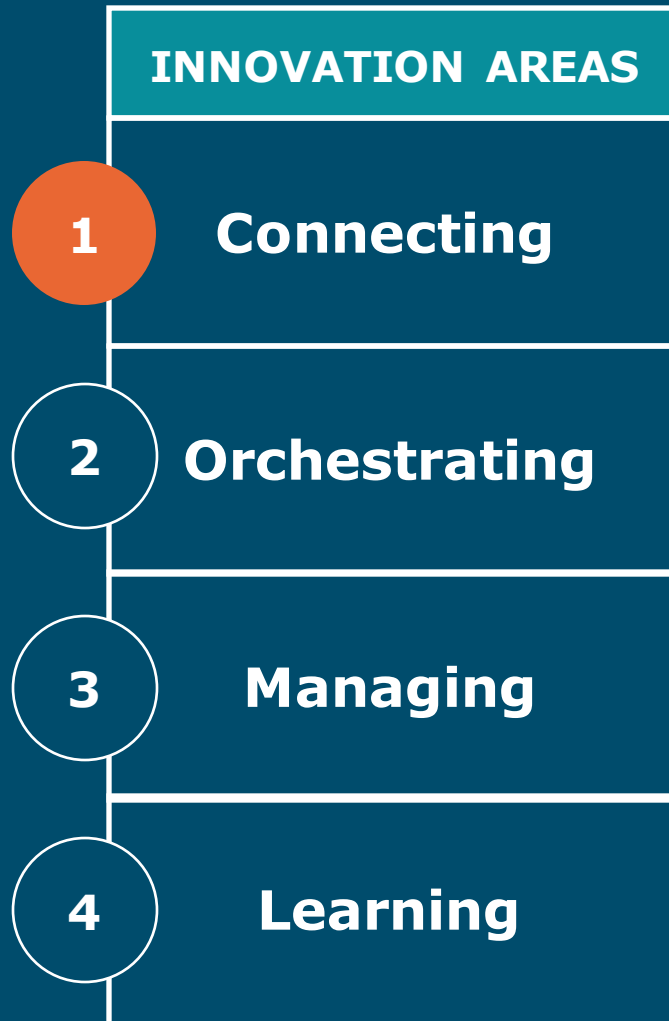
Fortune 100 **Diversified Outsourcing Services**

Problem Solved

Digital transformation mandate, including adding AI, virtual agent and biometrics capabilities

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Innovating the Customer Experience

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INNOVATION AREAS

1 **Connecting**

2 **Orchestrating**
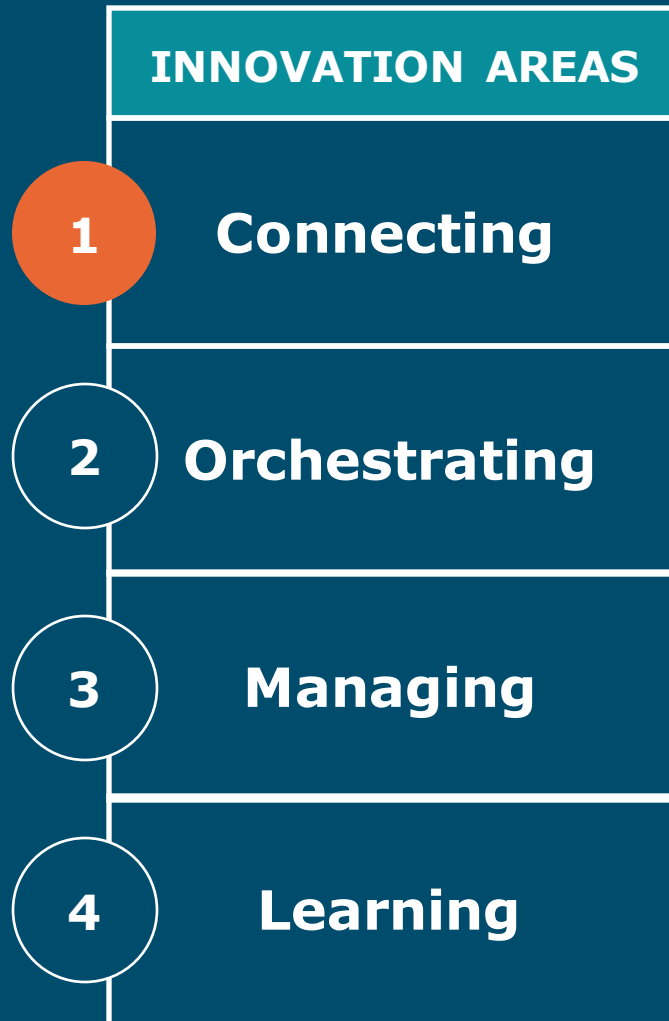
3 **Managing**

4 **Learning**

Deliver *Effortless Flow* for Momentum

TODAY

- Be Channel Agnostic

- Provide Intelligent Self-Service

- Use Conversational AI

- Deliver Proactive Communications
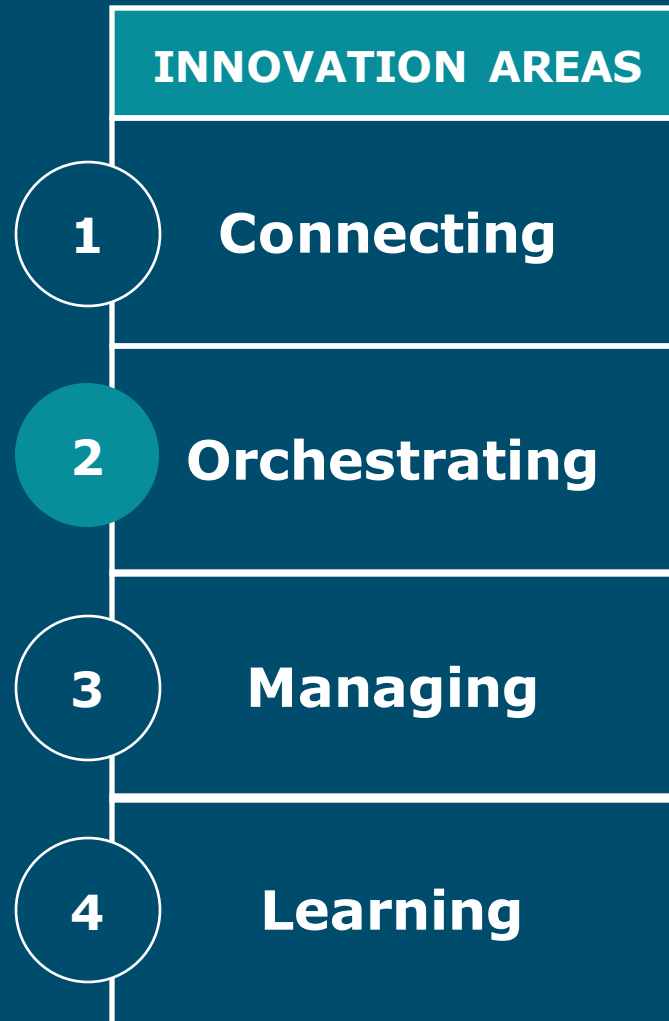
INNOVATION AREAS
1 Connecting
2 Orchestrating
3 Managing
4 Learning

Deliver *Effortless Flow* for Momentum

WHAT'S NEXT

- Augmented Reality
- Consumer Messaging Apps
- Video Contact Center

INNOVATION AREAS

1. **Connecting**
2. **Orchestrating**
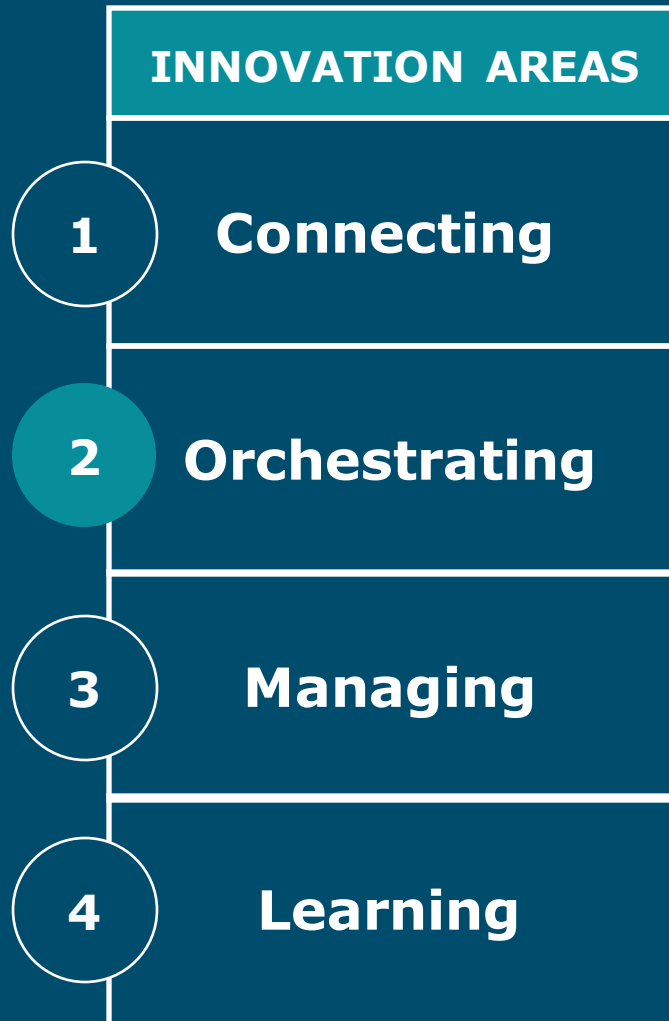3. **Managing**
4. **Learning**

Create Powerful *EX + CX + VX Workspaces* for Momentum

TODAY

- Intelligent Workspaces
- AI-Enabled Chatbots
- Attribute Routing
- Customer Journey
- CRM Integrations

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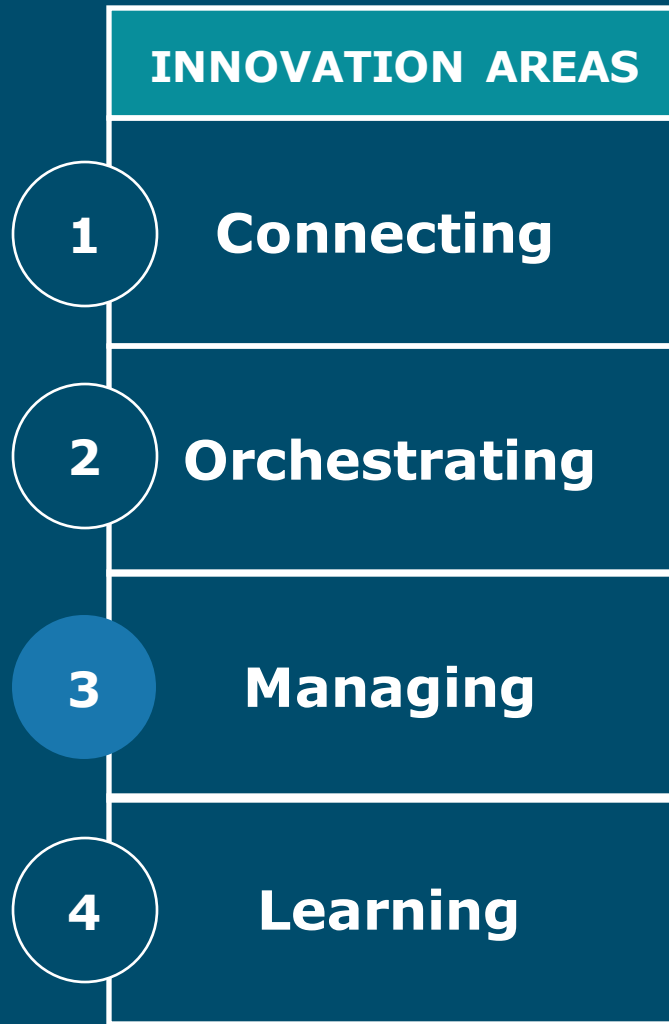| INNOVATION AREAS	
1	**Connecting**
2	**Orchestrating**
3	**Managing**
4	**Learning**

Create Powerful *EX + CX + VX Workspaces* for Momentum

WHAT'S NEXT

- Multiexperience

- Virtual Reality

- Metaverse

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INNOVATION AREAS

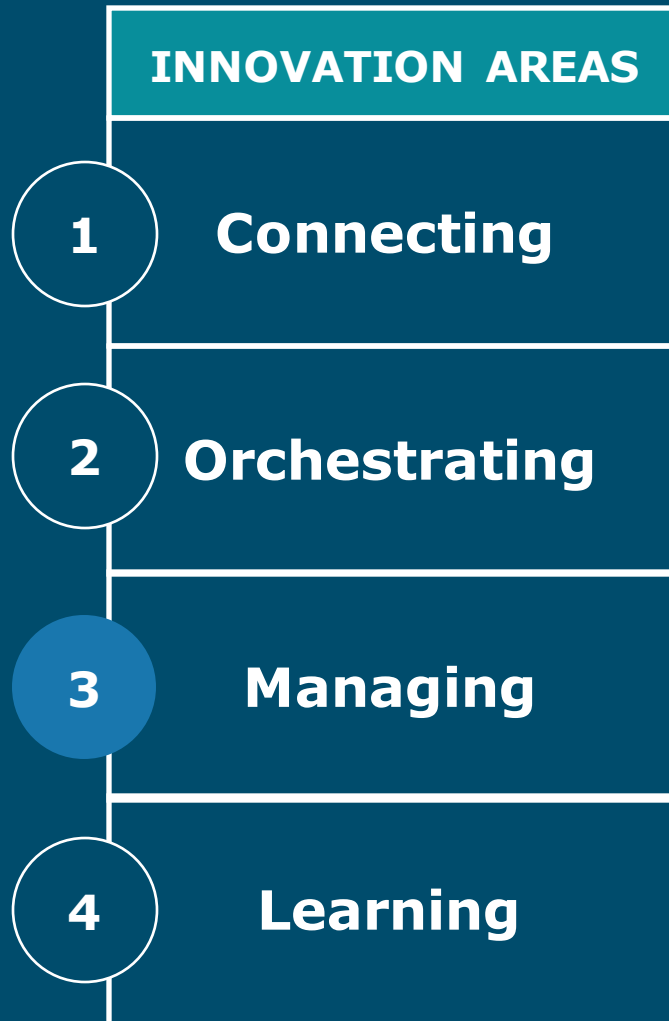| 1	Connecting
2	Orchestrating
3	Managing
4	Learning

Maximize the *Employee Experience* for Momentum

TODAY

- Hybrid Work Solutions

- Workforce Engagement Management (WEM)

- Call / Screen Recording

- Quality Management

- Administration

INNOVATION AREAS	
1	**Connecting**
2	**Orchestrating**
3	**Managing**
4	**Learning**

Maximize the *Employee Experience* for Momentum

WHAT'S NEXT

- Anywhere Field Service Management

- Field Service Workforce Optimization

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INNOVATION AREAS
1 **Connecting**
2 **Orchestrating**
3 **Managing**
4 **Learning**
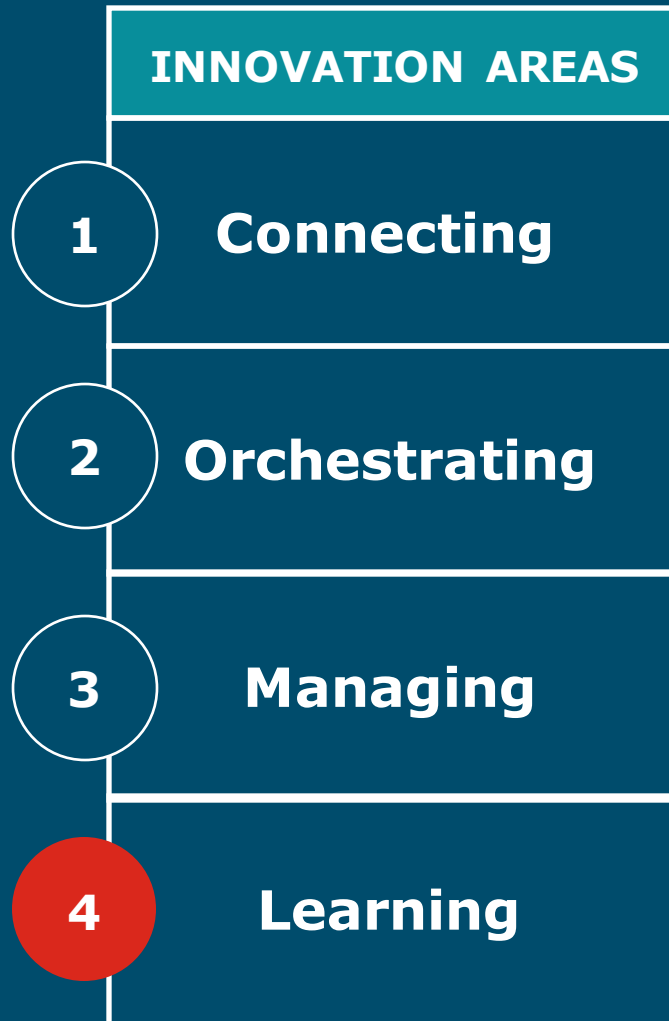
Gather Insights and *Improve Everything* for Momentum
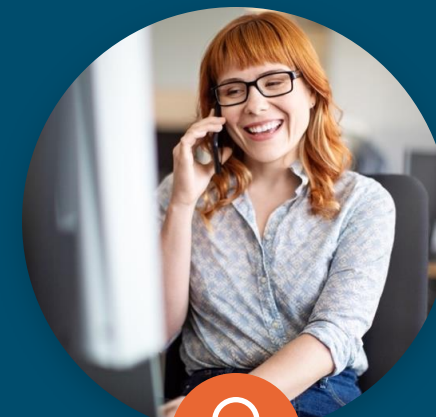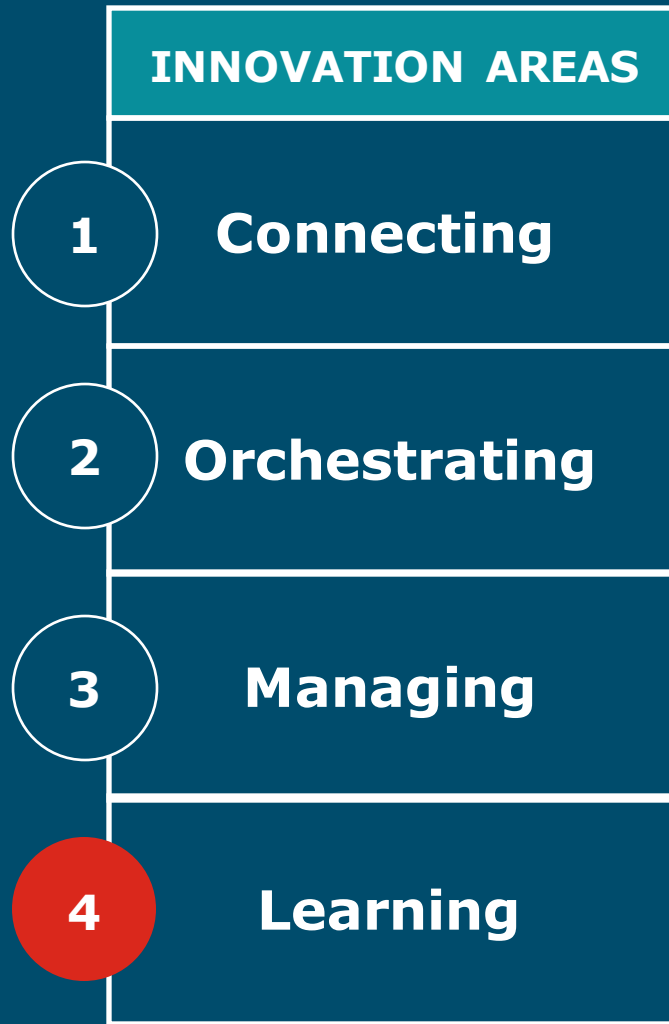
TODAY

- Customer Service Analytics

- Customer Journey Analytics

- Social Connections

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INNOVATION AREAS

1 **Connecting**

2 **Orchestrating**

3 **Managing**

4 **Learning**

Gather Insights and *Improve Everything* for Momentum

WHAT'S NEXT

- Customer Data Platforms

- Knowledge Management for Customer Service

- Customer Technology Platform
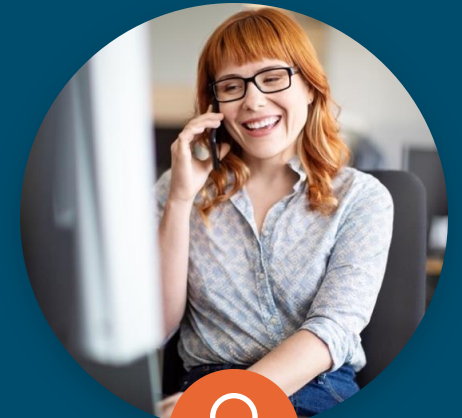
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Research Indicates Only About Half of Virtual Interactions are Successful!

45%
n=1,200

Has **interacted** with a Virtual Agent

26%
n=1,200

Had their **issues/ concern resolved** by the Virtual Agent (on last interaction)

n=539

Based on their last interaction with a Virtual Agent, **1-in-3 would recommend** that business to others
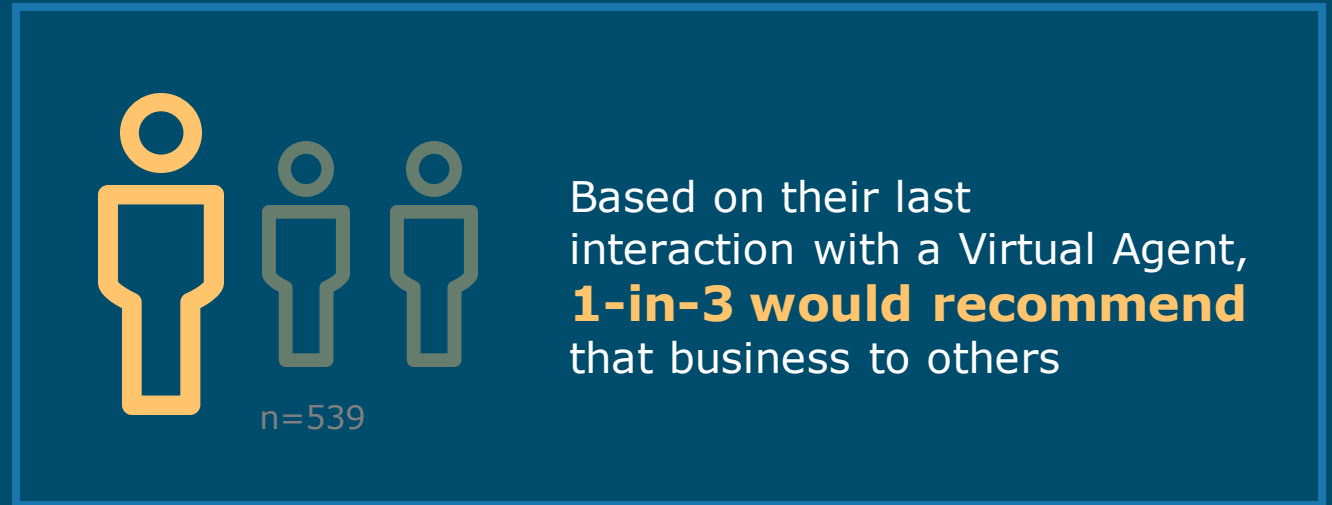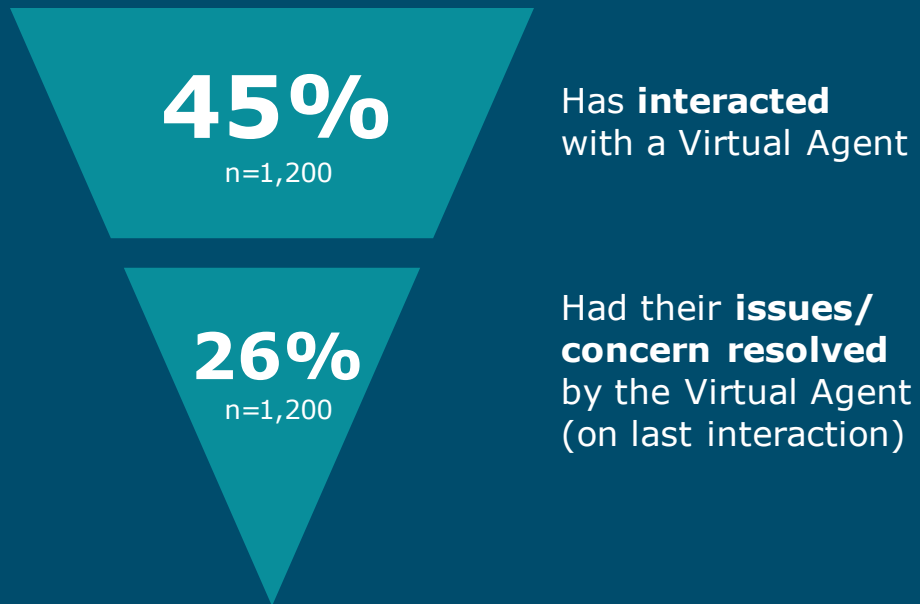
What's Missing?

AVAYA EXPERIENCE BUILDERS™ RESEARCH

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AI Takes Experiences to a Whole New Level
"Augmentation" Approach is Critical!

EMPLOYEE

AI TECHNOLOGY

CUSTOMER

Smarter Collaboration
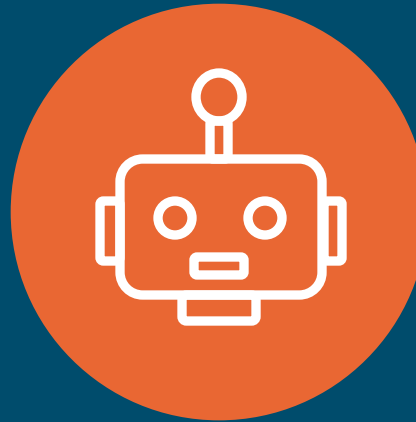
Self-Compose Experiences

Always On

When Augmented with AI Technology, Humans CAN be everywhere!

The Holistic Customer Journey Opportunity

1 Customer researches products on website or app; **interacts with virtual employee using web chat**

Customer purchases products; is **immediately sent order info (multiple channels)** and **proactively sent additional value info**

2 Contacts company to inquire about product and shipping details – could be **voice or digital channel**

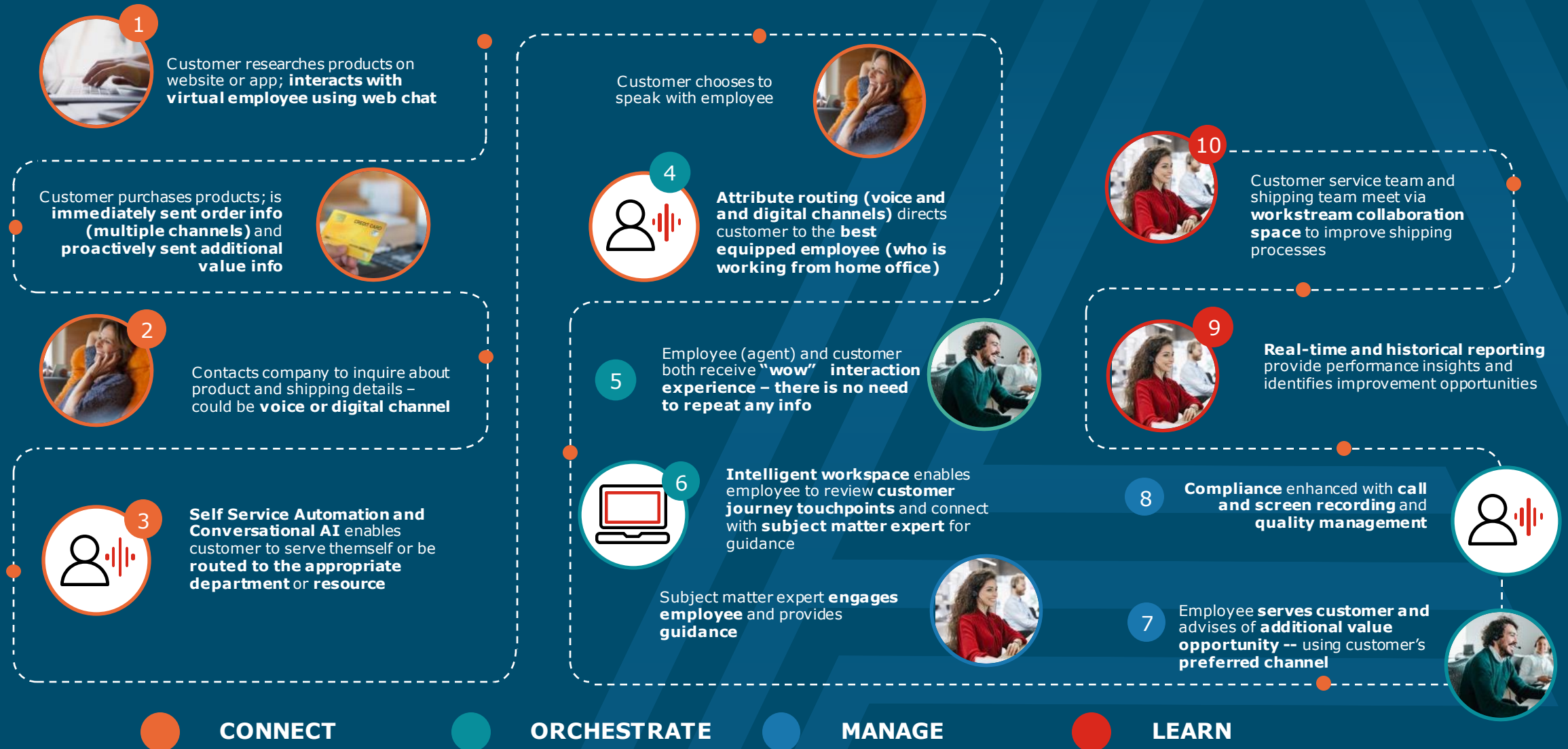**3** **Self Service Automation and Conversational AI** enables customer to serve themself or be **routed to the appropriate department** or **resource**

Customer chooses to speak with employee

4 **Attribute routing (voice and and digital channels)** directs customer to the **best equipped employee (who is working from home office)**

5 Employee (agent) and customer both receive **"wow" interaction experience – there is no need to repeat any info**

6 **Intelligent workspace** enables employee to review **customer journey touchpoints** and connect with **subject matter expert** for guidance

Subject matter expert **engages employee** and provides **guidance**

7 Employee **serves customer and** advises of **additional value opportunity --** using customer's **preferred channel**

8 **Compliance** enhanced with **call and screen recording** and **quality management**

9 **Real-time and historical reporting** provide performance insights and identifies improvement opportunities

10 Customer service team and shipping team meet via **workstream collaboration space** to improve shipping processes

● **CONNECT**   ● **ORCHESTRATE**   ● **MANAGE**   ● **LEARN**

Next Step: Create a CX Innovation Roadmap

Experience Areas

| Connect | Orchestrate | Manage | Learn |

Technology Enablers

CX Platform

Existing → **Hybrid** ← **New**

AVAYA

Please visit our booth for demonstrations

and discussion with our experts!

AVAYA | Experiences That Matter

Thank You

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