

# 3 BUILDING BLOCKS for Extraordinary Customer Experience

Today's consumer is more discerning and demanding than ever. To deliver an extraordinary experience, organizations must focus the contact center on the customers' needs and ensure the entire enterprise supports this mission.

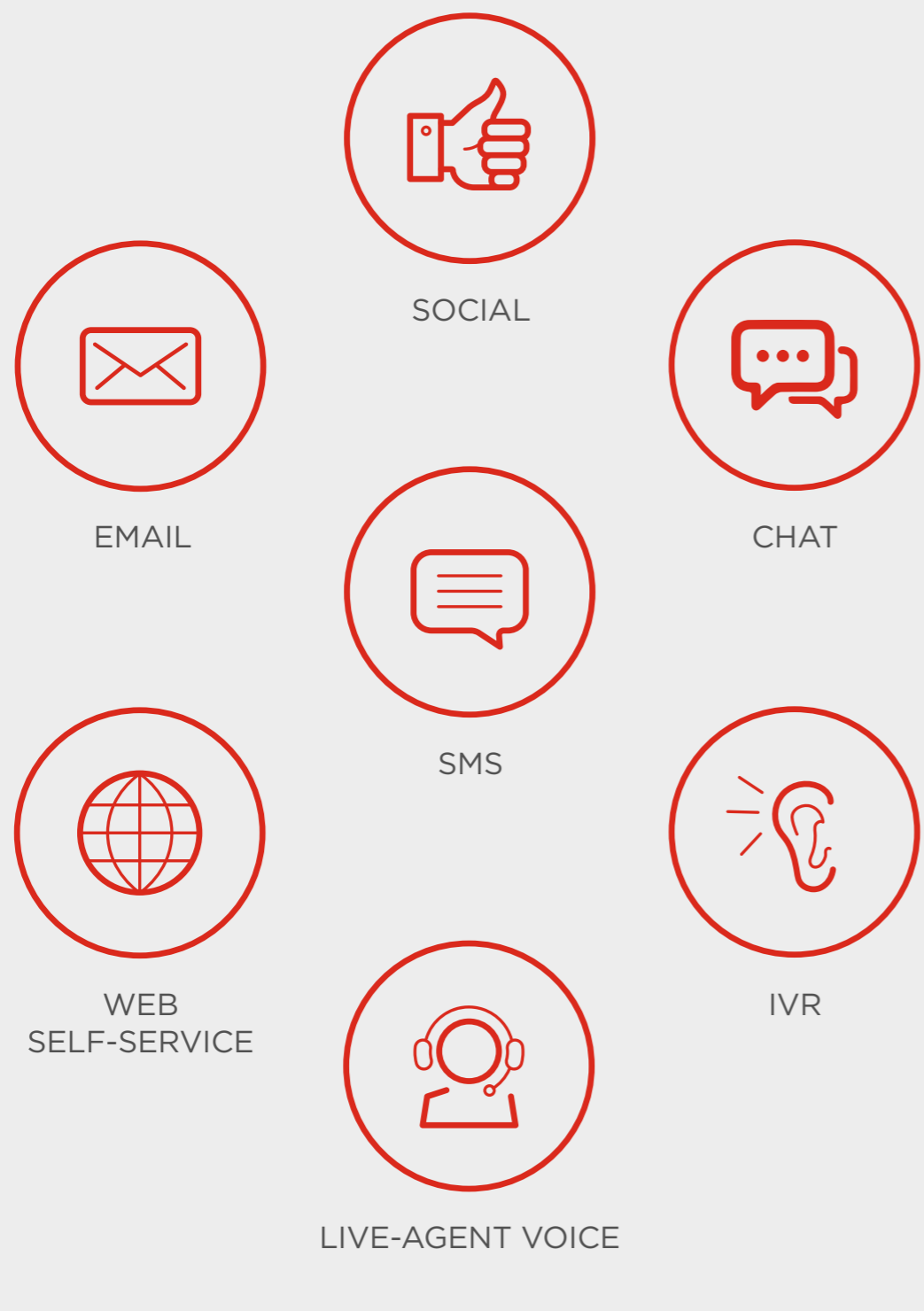


## 3 Crucial Elements That Make Up the CUSTOMER-CENTRIC CONTACT CENTER

### 1 Achieve **OMNICHANNEL**

The omnichannel contact center empowers your customers. They can interact with your organization in any channel and on any device. No matter what they choose, they get a relevant, timely and personalized experience.

TO DELIVER A TRUE OMNICHANNEL EXPERIENCE, THESE CORE SERVICES MUST BE IN PLACE FOR THE CONSUMER



IN ADDITION, ORGANIZATIONS WITH AN EYE ON TOMORROW ARE EMBRACING THE LATEST CAPABILITIES



#### MOBILE FIRST STRATEGY

The idea of a customer exclusively using a mobile device is becoming more and more likely, and organizations intend to adapt to that reality over the next two years.

-- 2017 CCW Executive Report

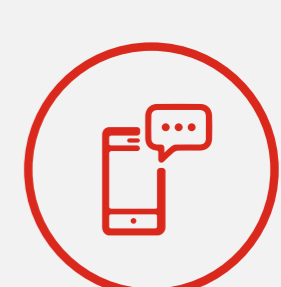
**91%** of organizations plan to prioritize investment **into interaction analytics (multi/omnichannel)** over the next two years  
*2017 CCW Executive Report*

### 2 Gain a **360-DEGREE VIEW**

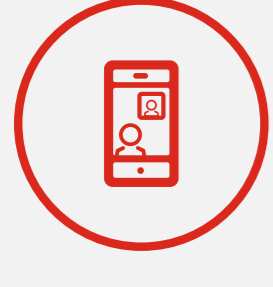
The best way to improve customer interactions is to truly understand your customers and anticipate their needs. Innovative technologies exist to help you form a comprehensive customer view.



**SOCIAL MEDIA**  
Successful companies treat social media as a critical channel for customer interaction and retention



**PERSISTENT CHAT**  
This technology creates a contextual record that enables personalized, consistent interactions whenever the customer interacts



**MOBILE CUSTOMER CARE**  
Gain a competitive edge with the ability to integrate mobile interactions with the rest of the contact center.



**TEXT ANALYTICS**  
Modern solutions recognize language, then respond and analyze to capture insights from new kinds of data

More than 1/3 of organizations say that social media increases revenues. Yet only **41%** of companies feel they deliver exceptional customer experience via social media

### 3 Select the **PERFECT VENDOR**

The best experiences are supported by the best partnerships. Look for a vendor with deep experience and a clear, achievable roadmap for the future. Your vendor checklist should include:



**OMNICHANNEL OPTIONS**  
Make sure your vendor is up to the task.



**CUSTOMER JOURNEY MAPPING**  
Look for a vendor with intuitive tools to help you assess customer journeys.



**ADVANCED ANALYTICS**  
Real-time analytics and historical insights for every experience are essential for your new platform



**SIMPLE APPLICATION INTEGRATION**  
New additions to the contact center must be simple, so you can meet changing needs quickly

Contact us to find out how Avaya Oceana empowers organizations **to create exceptional customer experience every step of the way.**  
*Call us: US&Canada 1.866.GO.AVAYA or Worldwide (908) 953-6000*

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