EXPERIENCE AVAYA
Paris

Human Centric Intelligent Experiences

Giselle Bou Ghanem

Sales Manager, CX Solutions Sales, MEA & Turkey

#Ideas2Inspire

Modular Approach to CX Innovation

Technology

People

Process

DRIVE BUSINESS OUTCOME

Modular Approach to CX Innovation

MODERNIZE

ENHANCE

TRANSFORM

**Platform
for Growth**

**Layer for
Capability**

**Digitally Transform
the Customer Journey**

Avaya IX Digital Contact Center

ENHANCE

Enhance Business Outcomes

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

Modernize the CC Desktop

Insight, not data, drives action

- **Solution:**
  Workspace for Elite and AACC with Context Store, custom widgets
  - →Foundation for layering business outcomes innovations
  - →Integrated to most CRMs (e.g. salesforce.com)

Guiding Every Agent to be Top Performer

AI empowers, not replaces

- **Solution:**
Oceana Workspace-KM integration for curating and sharing knowledge to ensure right information, to right person, at right time
  - →Created by AI connect partner
  - →Integrated to Verint, eGain and possibly home-grown KM system
  - →Widget technology that can be migrated to full Oceana omni-channel

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 than 8-hrs

Avaya API for WhatsApp

ENHANCE

TOMORROW - GA

EXPERIENCE AVAYA
Paris

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
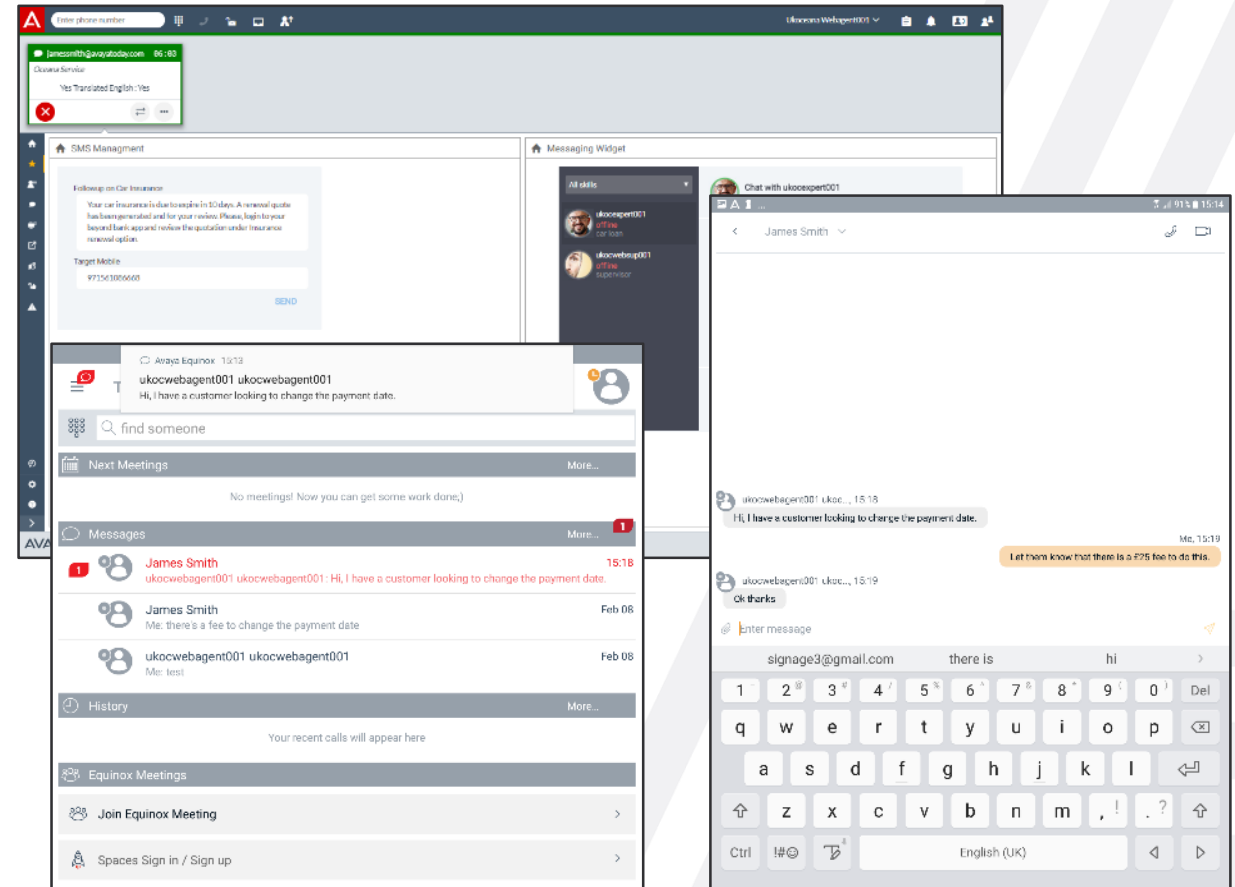
Avaya IX Digital Contact Center

Transform to Digital

DRIVE REVENUE THROUGH CONTACT CENTRE	ENHANCE EFFICIENCY AND PRODUCTIVITY	IMPROVE CUSTOMER EXPERIENCE	PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE
• Outbound • Behavioural pairing	• Robotic Process Automation • Case Management • Knowledge Management	• Oceana – Full Omnichannel • Virtual Assistant • Chat Bot	• Sentiment Analysis • Avaya Analytics • Voice of the Customer

Sentiment Analysis

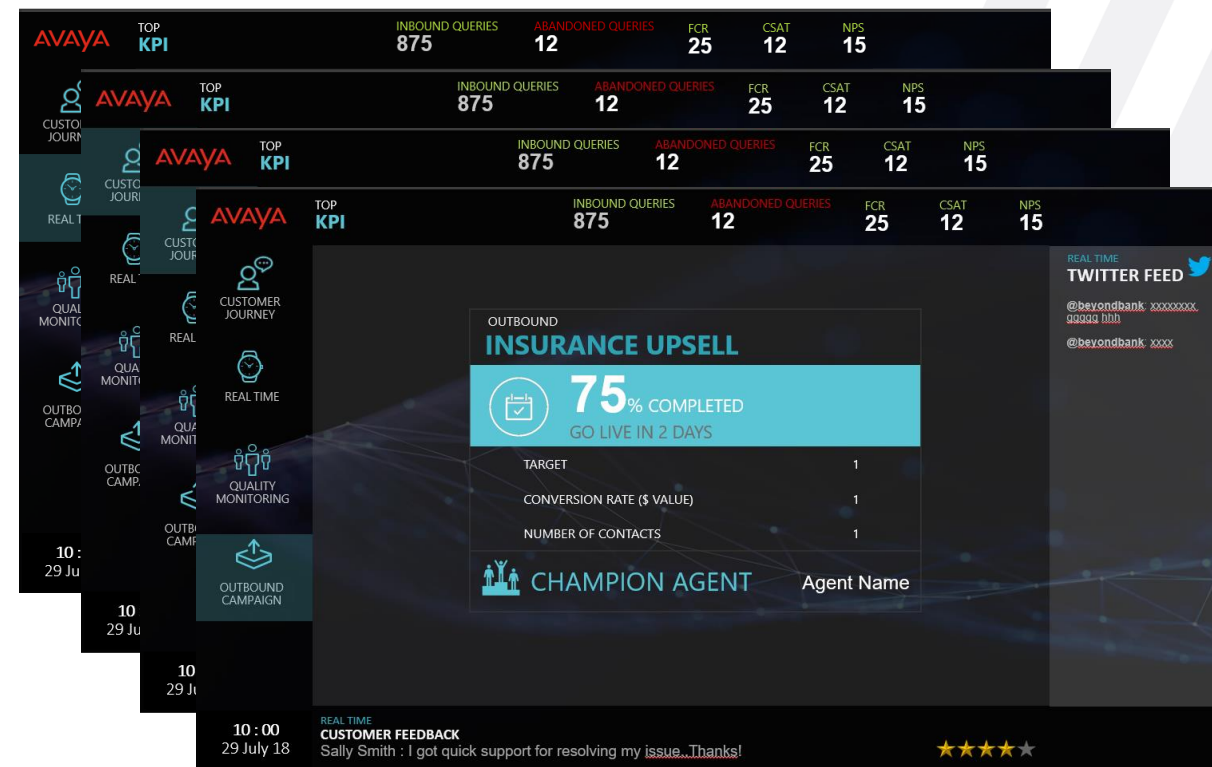**Empower, Enrich, Increase FCR, Reduce AHT, Increase CSAT**

CX Dashboard

Insight, not data, drives action

- **Solution:**
  Open, modular, dashboard delivering real-time business insights, for CX management, through single, unified interface
  - Integrated to CMS, Avaya Analytics and business data

Modular Approach to CX Innovation

MODERNIZE

**Platform
for Growth**

ENHANCE

**Layer for
Capability**

TRANSFORM

**Digitally Transform
the Customer Journey**