

# EXPERIENCE AVAYA

Paris

## Human Centric Intelligent Experiences

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#Ideas2Inspire



# Modular Approach to CX Innovation



Technology



People



Process

**DRIVE BUSINESS OUTCOME**

# Modular Approach to CX Innovation

**MODERNIZE**



**Platform  
for Growth**

**ENHANCE**



**Layer for  
Capability**

**TRANSFORM**



**Digitally Transform  
the Customer Journey**



ENHANCE

# Avaya IX Digital Contact Center

## Enhance Business Outcomes

### DRIVE REVENUE THROUGH CONTACT CENTRE

- Outbound
- Oceana – Customer Journey

### ENHANCE EFFICIENCY AND PRODUCTIVITY

- Workspaces
- Back Office IM & Presence
- Knowledge Management
- Automated QM
- Gamification

### IMPROVE CUSTOMER EXPERIENCE

- Digital Basic
- ID & V / Speech Applications
- Automated Notifications
- Visual IVR
- Oceana – Customer Journey
- Call Back

### PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE

- Speech / Text Analytics
- Voice of the Customer
- Contact Recording & Quality Management
- Oceana – Customer Journey



ENHANCE

# 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)

The screenshot displays the Avaya CC Desktop interface. At the top, there is a search bar for phone numbers and a user profile for Harry Watson. Below this, a conference widget for 'Oceana Service' is visible. The main workspace is divided into three sections: 'Customer Details' for Thomas Jones (tjones@gmail.com, 1-920-522-2163), 'Interaction Details' showing user-to-user info and channel type, and 'Knowledge' which provides a recommendation for an Adjustable Rate Mortgage (ARM) and a 'Ready to Begin Application?' prompt with 'Say This' and 'Do This' options. The bottom status bar shows 'AVAYA' branding, communication icons, and agent/station IDs (6006816 and 6000016) with a 'READY' indicator.



ENHANCE

# 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

The screenshot displays the Avaya workspace interface. At the top, there is a search bar for phone numbers and a user profile for Harry Watson. Below this is a conference window for 'Oceana Service' with a duration of 01:54. The main interface is divided into three sections: 'Customer Details' for Thomas Jones (Email: tjones@gmail.com, Phone: 1-920-522-2163), 'Interaction Details' showing user-to-user info and channel type (Voice), and a 'Knowledge' section. The Knowledge section features a recommendation for an Adjustable Rate Mortgage (ARM) and a 'Ready to Begin Application?' prompt with 'Say This' and 'Do This' options. The 'Do This' option includes instructions to open the recommendation and another 'Say This' prompt. At the bottom, there is a 'Done' button and a status bar with agent ID 6006816 and station ID 6000016, along with a 'READY' indicator.



ENHANCE

# 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

SCREENPOP TRANSFER DIRECTOR

Customer Name  
Contact Name  
Phone Number  
Preferred Language  
Interaction Type  
Contact Method ID  
Service Tag  
Transfer Count

Notepad 0 / 250

COPY TO CLIPBOARD

SCREENPOP TRANSFER DIRECTOR

Service Tag SEARCH

BUID  
Is Active  
Item Num  
Service Level  
Product Line  
Local Channel  
Days Since Shipped

Reason CONFIRM DESTINATION

Reason Wrong Service Tag CONFIRM DESTINATION

DESTINATION: DCEC DEMO SKILL 3

Transfer Type  
Blind Transfer TRANSFER



# Avaya API for WhatsApp



TOMORROW - GA



ENHANCE





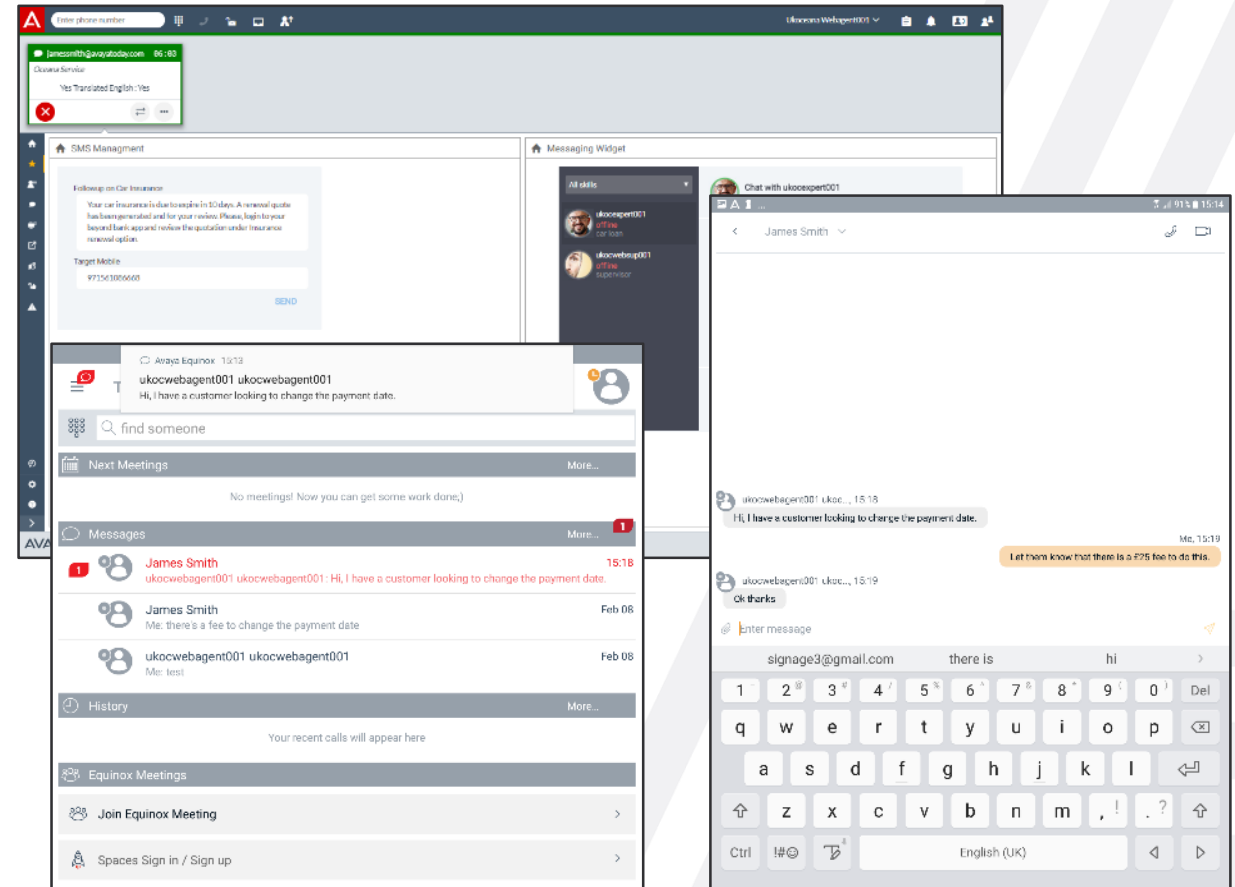


ENHANCE

# 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





TRANSFORM

# Avaya IX Digital Contact Center

## Transform to Digital

### DRIVE REVENUE THROUGH CONTACT CENTRE

- Outbound
- Behavioural pairing

### ENHANCE EFFICIENCY AND PRODUCTIVITY

- Robotic Process Automation
- Case Management
- Knowledge Management

### IMPROVE CUSTOMER EXPERIENCE

- Oceana – Full Omnichannel
- Virtual Assistant
- Chat Bot

### PROVIDE CX ACTIONABLE INSIGHT AND INTELLIGENCE

- Sentiment Analysis
- Avaya Analytics
- Voice of the Customer



TRANSFORM

# Sentiment Analysis

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

Enter phone number

Aeoceana Websup001

No active interactions

Supervisor Sentiment Analysis

Web_Agent 2	Gitex-Customer	Customer	rate, not, good, angry	VOICE	10 Oct 2018 12:42:36	
Web_Agent 2	Gitex-Customer	Customer	rate, not, good, angry	VOICE	10 Oct 2018 12:41:37	
<a href="#">show old</a>	Web_Agent 2	Gitex-Customer	Customer	rate, not, good, angry	VOICE	10 Oct 2018 12:37:03
	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I am very angry	WEBCHAT	10 Oct 2018 12:19:39
	Gitex-Agent	Gitex-Customer	Agent	low words	VOICE	10 Oct 2018 11:53:13
	aeoceana webagent001	Sara Smith 123456789	CUSTOMER	I am not satisfied with the service	WEBCHAT	08 Oct 2018 17:21:27
<a href="#">show old</a>	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I am not satisfied	WEBCHAT	08 Oct 2018 16:15:44
<a href="#">show old</a>	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	not good	WEBCHAT	08 Oct 2018 10:01:56
<a href="#">show old</a>	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	it's bad	WEBCHAT	08 Oct 2018 01:13:35
<a href="#">show old</a>	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I'm still waiting	WEBCHAT	08 Oct 2018 01:13:17
	Gitex-Agent	Gitex-Customer	Agent	low words	VOICE	07 Oct 2018 19:06:09
	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I am not satisfied with the service	WEBCHAT	07 Oct 2018 10:46:32
<a href="#">show old</a>	aeoceana webagent001	amr abbas	AGENT	bad	WEBCHAT	06 Oct 2018 20:33:00
	Ahmed Agent	Ahmed Customer	Ahmed Sender	This is manually bad message	WEBCHAT	06 Oct 2018 20:31:15
	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I am not happy with the rate	WEBCHAT	06 Oct 2018 17:00:05
	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	Very Bad service	WEBCHAT	06 Oct 2018 16:09:33
<a href="#">show old</a>	aeoceana webagent002	Peter Pan 123456789	CUSTOMER	I am very angry	WEBCHAT	06 Oct 2018 13:34:38
	aeoceana webagent001	Customer Two	AGENT	bad	WEBCHAT	18 Sep 2018 11:40:07
	aeoceana webagent001	Sara Smith 123456789	CUSTOMER	bad service	WEBCHAT	23 Oct 2018 13:29:13

**SUPERVISOR**

AVAYA  
Waiting for www.avaya.com...

Agent ID: 19711119  
Station ID: 29711009  
READY (00:11)

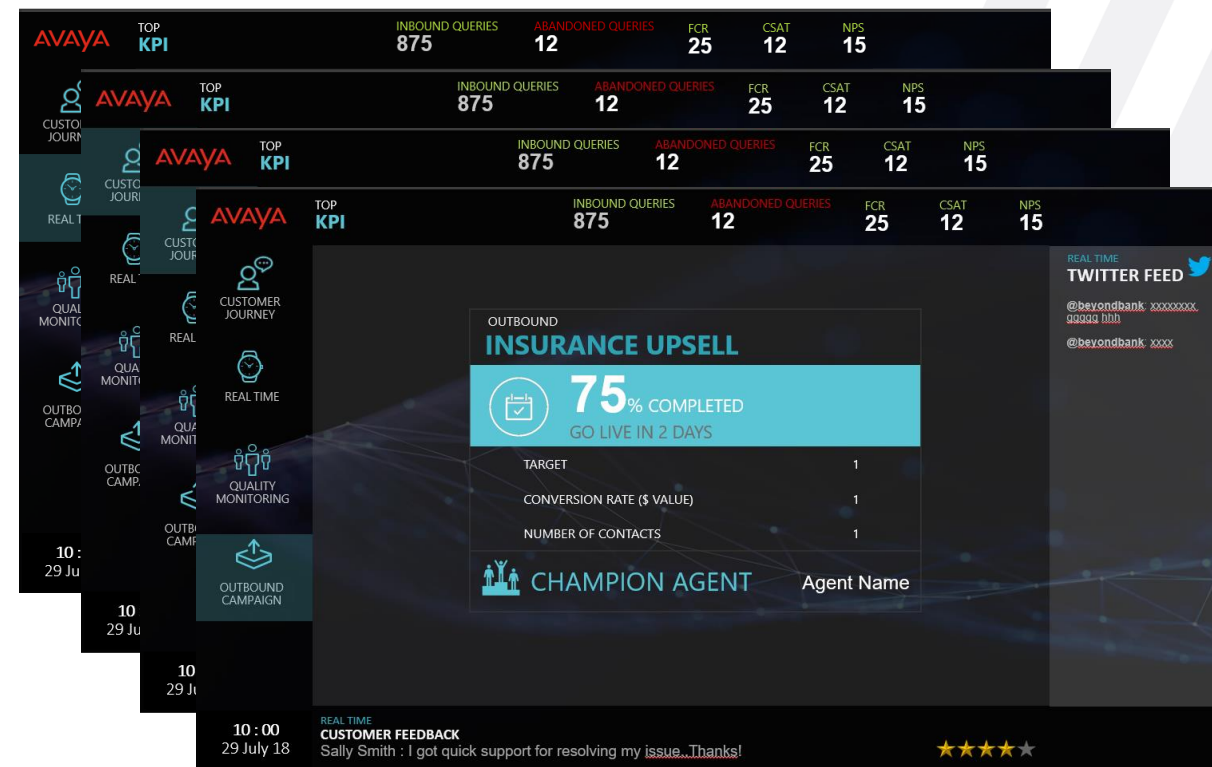


TRANSFORM

# 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



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An aerial view of Paris, France, featuring the Eiffel Tower in the foreground on the left. The background shows a dense urban landscape with numerous buildings, including several modern skyscrapers in the La Défense district. The sky is blue with light clouds. A large, semi-transparent, stylized 'A' logo is overlaid on the left side of the image.

# EXPERIENCE AVAYA

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Paris