Avaya Cloud Office® with Avaya Experience Platform™

Driving revenue, delighting customers and ensuring employees are productive are top of mind objectives for organizations of all sizes across all industries. When organizations have engaged, empowered employees, it has a direct and positive impact on the employee and customer experience and business results.

Avaya Cloud Office and Avaya Experience Platform provide a hassle-free, secure, reliable cloud solution; enabling organizations to create an immersive employee and customer experience that drives employee productivity, business growth and customer loyalty.

Bring Employee and Customer Experience All Together

- Employees, regardless of location, can call, meet, message, stay on task and on schedule with file sharing, task management, in virtual team rooms or one-on-one.

- End customers can interact with organizations across voice and digital channels including web chat, email, and text messaging.

- Break down departmental silos; infuse customer-centric collaboration across the entire organization by empowering every employee, not just the customer service team, to deliver memorable customer experiences.

Create a Culture Built on Customer-Centric Collaboration

Whether your business is large, medium, or small, delivering a memorable customer experience can be a key differentiator.

Without the right culture, one that infuses customer-centric collaboration throughout the entire organization, efforts to deliver a differentiated customer and employee experience could fail to deliver an experience worthy of any brand.

With Avaya's all-in-one app for calling, meeting, messaging, and more, it's as easy to connect with a colleague across the country as a teammate down the hall.

Avaya enables organizations to easily embrace a customer-centric culture by making every employee, not just the customer service team, responsible for customer experience. Imagine the experience improvements organizations can drive by enabling customer service employees to easily reach subject matter experts located in the back office, warehouse, a branch office, or an employee working from home, in the moment when it counts the most, to quickly resolve customer inquiries.

Or placing customers with the best resource within the organization - whoever that happens to be, wherever they are located. Visualize the power routing a customer who is highly likely to cancel their service to a top retention specialist. Or matching a caller located in a nearby suburb to an employee who lives in a neighboring city to help foster a personal brand relationship.

Organizations can always be open for business by enabling customers to complete all or part of their inquiries using self-service automation. AI-powered augmentation can provide real-time prompts and suggestions to employees based on words spoken during the customer interaction. A browser-based desktop gives employees and supervisors the tools and information they need regardless if they are working in the office, at home, or at a branch location.

Eliminate Barriers Holding Employees Back

An organization can't reach peak effectiveness if each department functions as its own island. But separate communications solutions and disparate business apps create barriers and collaboration challenges that make it hard to truly function as a single entity. With Avaya's all-in-one app for calling, meeting, messaging, and more, it's as easy to connect with a colleague across the country as a teammate down the hall. A unified system and consistent user experience improve collaboration and eliminates silos that can develop between departments and branch offices.

With everything employees need always handy on any device, in any location, Avaya cloud-based unified communications simplifies the way businesses communicate and collaborate. Call, meet, message, and more no matter where employees are located. Stay on task and on schedule with file sharing, task management, in virtual team rooms or one-on-one.

And there's no need to pay for separate meeting services. Organizations enjoy unlimited audio and video conferencing for up to 200 video conferencing participants or 1,000 audio participants. Share screens and files with colleagues; integrate with existing conference room systems to create impactful webinar experiences for large audiences.

Easy integration with vendors like Google, Salesforce, Oracle, and Microsoft creates a seamless employee experience that eliminates the need to switch between applications.

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Use built-in reports or custom dashboards to view more than 30 Key Performance Indicators (KPIs) such as utilization, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).

Avaya delivers the 99.999 UC reliability that converged organizations need to move their business forward. Enterprise capabilities like multiple, globally distributed data centers, enterprise single sign-on, and flexible role and permissions for administrators ensure critical business communications remain secure and available.

Key Customer Experience Capabilities

Browser-based Desktop – Improve customer responsiveness, employee productivity and the customer experience by empowering employees to serve customer interactions using an intuitive, customizable desktop. Employees can serve multiple customer interactions simultaneously and receive data from multiple sources, including CRM and business systems, in a consolidated view.

Customer Engagement – Enable customers to effortlessly interact across voice and digital channels (email, web chat, text and social media) while empowering employees to manage all digital interactions through one single, unified desktop.

Attribute Routing – Better matching of customers to employees using business rules, internal and external context, and desired business outcomes can have a dramatic impact on the customer and employee experience. Powerful attribute resource selection capabilities assign the right customer interactions to the right employees.

It's amazing to have an app we can use on our personal cell phone for calling, texting, listening to work voicemails, and joining meetings from anywhere."

—**Michael Disney,** Chief Technology Officer, Lincoln Memorial University

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Advanced market-leading algorithms consider situational contexts (location, weather, time, day, social posts) with customer data (demographic, device preference, contact details, social posts, purchase history, retention risks) and employee attributes (skills, experience, performance, location, language, gender) to match customer inquiries to the right support resources.

Customer Journey Intelligence – Empower employees to anticipate customer needs and personalize the customer experience by understanding where customers have been in their buying journey. Customer Journey provides a timeline view of customer interactions across multiple channels and infuses at the desktop a full-bodied set of information that ensures employees are informed and equipped to proactively serve customer inquiries. The Customer Journey timeline can be sorted on category, time and channel to help employees make informed decisions for each step along the customer's buying journey.

Self-Service Automation – Facilitate an effortless customer experience by enabling customers to complete all or part of their voice inquiry using natural speech or touch tones.

Subject Matter Experts – Empower customer service employees to easily access company subject matter experts, regardless of job title or location, to help solve customer problems or inquiries in the moment while customers are on the line. Easy-to-use tools enable customer service, sales and backoffice employees to call, text, share files and meet via video with a single click.

Call Recording – End-to-end, Advanced Encryption Standard (AES) 256-bit encryption, dual channel recording captures customer contacts in their entirety, including the initial IVR experience, hold time, customer-employee interactions and any transfers and conferences. Supervisors can employ an advanced search engine to easily locate calls using metadata parameters and employees can restrict the capture of sensitive information.

Screen Recording – Capture desktop screen activity to gain a better understanding on how employees use web chat, email, and other business applications to serve customers. Identify opportunities for business and process improvements that increase customer satisfaction, reduce costs, uncover system breakdowns, and expose unauthorized personal activity.

Quality Management – Supervisors and quality assurance personnel can review individual interactions and obtain vital information to evaluate employee performance, identifying performance deviations, skill gaps and deficiencies in service processes that can be addressed through coaching, training, and process improvements.

Business Process Orchestration – Easy-to-use visual task editors enable business users and IT to create channel workflows, manage auto responses, assign text messaging and devise work assignments to fine-tune the experience delivered to both customers and employees.

Aragon Research recognized Avaya as a Market Leader in the Intelligent Video Conferencing Globe, 2022

Avaya is named a Leader in the Aragon Research Globe for Intelligent Contact Centers for 2022

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Self-Serve Administration – Stay in control by configuring Avaya Experience Platform to fit business needs. Easily add new users, move supervisors and employees between groups, scale on demand and assign intelligent attribute routing characteristics without requiring employees to log-out and log-back in.

Reporting – Historical and real-time reporting provides easy-to-read information across interactions to monitor, measure and improve customer experience and employee performance. Employee, channel, and attribute routing performance insights help diagnose and resolve problems with staffing, routing strategy, business processes and more. Share reports, dashboards, and insights across the organization to further improve the entire business. Create or modify reports to meet specific requirements. Any way you choose, it is a snap to keep a pulse on performance and the overall employee and customer experience.

Summary

Achieving business success means developing the right organizational culture, where employees are working together and serving customers as a seamless, integrated entity. Avaya Cloud Office and Avaya Experience Platform provide a hassle-free, secure, always-on cloud solution — enabling organizations to create an immersive employee and customer experience that drives employee productivity, business growth, and customer loyalty.

To learn more about how Avaya can propel your employee and customer experience, contact an Avaya representative or visit us at www.avaya.com.

About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping the future of customer experiences, with innovation and partnerships that deliver game-changing business benefits. Our communications solutions power immersive, personalized, and memorable customer experiences to help organizations achieve their strategic ambitions and desired outcomes. Together, we are committed to helping grow your business by delivering Experiences That Matter.