Deliver Experiences that Matter with a Hassle-free, Always on Contact Center

Customer and employee experience matter more than anything else.

When you have engaged, empowered employees, it has a direct and positive impact on customer experience.

Avaya Experience Platform™ makes it easy for organizations to deliver effortless customer experiences across different channels and devices while helping maximize employee and team performance. Avaya Experience Platform empowers employees with faster, more responsive and always-on customer engagement.

Avaya Experience Platform helps organizations deliver effortless, consistent, and memorable experiences by:

- **Connecting all touchpoints** throughout the entire journey—from voice, email, messaging, chat, social and more.

- **Matching customers with the best employees** using business rules, internal and external context and desired business outcomes.

- **Getting ahead of every interaction** by predicting needs and proactively engaging customers with customer journey intelligence.

- **Personalizing employee experiences** with a modern workspace that easily brings customer insights from different applications and systems into a single pane of glass.

Avaya Experience Platform is designed for how you're working now and in the future.

Deliver the Experience Customers Expect

Customers want to use their smart phone or tablet to interact with organizations across a variety of channels including voice, email, text messaging and social. With Avaya Experience Platform, organizations can deliver the effortless experience that customers expect—across different touchpoints and devices. It's intuitive and proactive, delivering the consistent, personalized service that's needed to build customer loyalty and brand advocacy.

The intuitive, modern employee and supervisor browser-based desktop gives employees the information and tools they need—at their fingertips when they need them, and out of the way when they don't.

Maximize Employee and Team Performance

Avaya Experience Platform provides advanced productivity desktop tools to improve the performance of employees and the contact center. Attribute-based routing intelligently pairs customers with the right resources at the right time. The modern employee and supervisor browser-based desktop gives employees the information and tools they need—at their fingertips when they need them, and out of the way when they don't. The intuitive, unified experience speeds employee adoption with little to no training required.

Always Have What You Need, Your Way

- **Access all capabilities** with no additional hardware or software; get new features as they become available.
- **Scale easily** when needed.
- Extend capacity to **support remote offices and work-at-home employees** without compromise.
- Rest easy with **worry-free deployment**.
- **Layered innovation** enables you to make the most of everything Avaya has to offer, and fast, without sacrificing what you have already.

Key Capabilities

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

Voice – Get all the inbound and outbound voice capabilities to deliver the effortless experience customers expect including auto answer, redirect on no answer, attribute routing, enhanced transfer and full reporting.

AI-Powered Email - Email integrates with common email protocols providing a wide range of support. Incoming emails are inspected using attributes such as the subject and routed to the right employee based on needs of customers and the business. Employees have all the expected capabilities as with a normal desktop email including the use of email templates for expedited and business authorized responses.

Always-On Messaging - Asynchronous messaging provides always-on conversations across time. Help navigate a customer's journey within the conversation by offering form filling, buy now or multiple choices from a selection of items. Persistent conversations give employees context of previous conversations, enabling them to continue the customer engagement from where they ended the last conversation.

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Web Chat – Deliver the simple, intuitive, and fast web chat experience customers expect from web sites and mobile applications. Employees and supervisors have the full set of web chat capabilities such as transferring chat sessions to employees using a team address book and replying with templated phrases and relevant URLs.

Bring Your Own Channel – Keep pace with ever-evolving customer expectations by integrating home-grown and common messaging channels such as What'sApp into a single system.

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

Preview Dialing - Simplify outbound voice communications by presenting customer contacts to employees prior to calls being placed. Employees can click-to-call, cancel the contact, and a timer can be used to automatically dial the contact.

Conversational AI – Own the customer conversation by sending real-time customer sentiment and intent details to employees to create better call outcomes. Populate employee screens with relevant information such as sales scripts, upsell offers, compliance statements, FAQs, or knowledge management content based on words spoken during the interaction.

Voice Recording – A full-time, enterprise recording and archiving solution to enhance industry compliance and support customer engagement management.

Screen Recording – An undetectable back-end process that captures desktop screen activity during customer interactions. Used in the contact center and the back office, it gives organizations a true picture on how well employees use web chat, e-mail and other business applications to serve customers.

Ventana Research named Avaya an Exemplary Vendor in its Agent Management Value Index 2022.

VALUE INDEX
EXEMPLARY VENDOR
Agent Management
Ⅴ VENTANA RESEARCH

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Quality Management – Help make every agent a superstar by easily selecting and evaluating large numbers of interactions across communications channels based on business relevance, employee performance and customer input.

Automated Quality Management – better than manual Quality Management that monitors a percentage of calls based on criteria the organization determines, Automated Quality Management scores 100 percent of calls across all recorded phone interactions, giving organizations even greater insight enabling you to refocus your quality team on other activities that add greater value to the business such as analyzing calls, evaluating compliance, and providing targeted coaching.

Compliance Triggers – Allows recordings to automatically pause and restart of both voice and screen recordings ensuring that confidential information is not recorded.

Application Visualizer – Provides real-time data on the applications agents use during calls helping to ensure the right tools are being used effectively. Managers can compare application usage against scheduled or actual productive work time.

Workforce Management – Simplify the complex task of hiring, forecasting, and scheduling, even with large numbers of employees, complex scheduling periods, and many queues to staffing profiles. Intelligent interviewing features use AI and virtual interviewing to automatically assess an applicant's fit for the role. This unique capability helps elevate candidate quality, accelerate time-to-hire, and enhance employee retention.

CRM Integration – Empower employees to serve voice and digital customer interactions within leading CRM systems such as Salesforce, Microsoft Dynamics 365, and ServiceNow; and gain complete control over each interaction using click-to-dial, alerts, activity logs, and digital interaction transcripts.

Avaya Cloud Office – Break down departmental silos and bring customer and employee experience together by adding Avaya Cloud Office to any subscription. Empower employees, regardless of location, to call, meet, message, stay on task and on schedule with file sharing, task management, in virtual team rooms or one-on-one. And enable customer-facing employees to quickly find subject matter experts located outside of the contact center to quickly resolve customer problems or inquiries during customer interactions.

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

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.

Speech Analytics – Provides historical sophisticated conversational analytics including transcription to automatically identify, group, and organize the words and phrases spoken during calls into themes, helping to reveal rising trends and areas of opportunity or concern.

We couldn't settle when it came to the contact center. We had seen Avaya's recognitions for contact center and customer experience innovation over the years, and we knew they'd be able to take our operations to that next level."

—**Austin Ifedirah,** Founder and CEO at Engagent Health.

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Summary

We live in a world where organizations no longer compete on products and services but instead on the experience they provide to customers. Experiences that are personalized, connected, intuitive and informed are the experiences that are remembered. Avaya Experience Platform helps organizations create those memorable experiences for both customers and employees alike with a hassle-free, always-on cloud contact center.

Put your trust with the industry leader. Everyone at Avaya has a passion for helping customers achieve their customer, employee, and organizational objectives.

Avaya is changing the world one customer at a time.

Unified 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.

Privacy, Compliance, Security – We are transparent about the specific policies, operational practices, and technologies that help you ensure the security, compliance, and privacy of your data across Avaya products and services. We understand that when you use our cloud and other services, you're entrusting us with one of your most valued assets—your data. Visit **Avaya Trust Center** to learn how Avaya keeps customer data private and secure.

Innovation

With customers scrolling, swiping, talking, texting, sharing, and downloading - anywhere, across any device - it's critical for organizations to support dynamic and increasingly complex expectations around customer and employee experience. Avaya Experience Platform enables organizations to quickly and easily innovate using cloud technologies to deliver the exact experience that provides customers more options, faster responses, and a more personalized approach.

With Avaya Experience Platform, you can deploy an AI-based virtual agent over the top of your call handling infrastructure that can engage customers in a conversational way so customers can serve themselves faster and more efficiently. If an interaction needs to elevate to an employee, the virtual agent can intelligently route the customer to the best-suited employee using information collected during the self-service experience. Knowledge Management can also reduce call volumes and handle times by delivering contextual knowledge articles to employees and to customers via self-service options.

Two-factor authentication and voice biometrics can enhance compliance and protect organizations and customers from fraud and liability risks.

To learn more about Avaya Experience Platform visit us at
www.avaya.com/en/products/experience-platform

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 what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at www.avaya.com.

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