

**Avaya Intelligent  
Xperiences™**

# Avaya IX™ Contact Center



**You can't  
discuss digital  
transformation  
or customer  
experience  
without the  
contact center.**

Innovations like self-service automation, seamless omni-channel, smart routing, customer journey analysis and predictive analytics have irrevocably changed this area of business, enabling organizations to improve costs and profits while delivering more intelligent experiences that matter.

As the first and often only point of interaction customers have with a brand, companies have no choice but to adapt their contact center(s) to capitalize on bigger and better opportunities. Consider that one-third of contact center organizations have already invested in robotics and process automation, according to Deloitte. The majority (63%) are planning to invest in the expansion of their employee training programs with more advanced workforce engagement.

At this point, only 3% of companies consider revenue to be a primary focus for their contact center compared to customer experience. Contact center organizations are facing a critical point at which they must choose to either disrupt via digitization or fade into obsolescence. From a one-purpose, "phony only" facility to a connected core of customer experience with an estimated market valuation of \$480 billion by 2024, the right choice seems abundantly clear.

Experiences matter, and that means the contact center matters.

The Avaya IX Contact Center portfolio represents the first of its kind, carefully designed to improve key measures of customer satisfaction and operational performance with voice and digital engagement for customers, desktop augmentation for employees, and advanced

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workforce engagement for managers. Organizations can effectively tailor customer interactions, better handle complex calls, increase first contact resolution and average revenue per contact, better predict customer needs, meet a greater number of quality SLAs, drive measurable efficiency gains and, of course, create more meaningful human connections.

### **Voice: The 'New' Conversational User Interface**

Though customer care has evolved from voice-only call centers, voice and voice-based apps are undeniably important to the future of customer experience. By 2023, Gartner predicts that customers will prefer to use speech interfaces to initiate 70% of self-service interactions, up from 40% in 2019. Overall, 40% of people still want to talk to a human for emotional or complex interactions like filing a complaint or returning a product. Digital leaders recognize voice as a key driver of business revenue, operational improvement and customer satisfaction.

Using the voice capabilities of Avaya IX Contact Center, companies can leverage self-service automation to provide customers with fast and efficient self-service across the channels they prefer with the option to seamlessly escalate to an agent if needed (all context of the conversation will be handed off to easily continue the interaction).

Companies can also elevate traditional IVR to conversational speech applications that drive more personalized, profitable outcomes. In this way, you could take the machine learning and natural language processing (NLP) technology behind a personal virtual assistant solution (i.e. Amazon Alexa, Google Home) and use it to build customer service automation platforms similar to traditional voice IVR.

Applying machine learning around voice conversations also helps improve personalization with a better understanding of key issues customers are communicating about. These interaction insights, combined with intelligent inbound and outbound capabilities, can help organizations capitalize on new contact center revenue streams through targeted cross-selling, up-selling, and other special promotions or discounts.

Imagine, for example, being able to analyze every voice-based interaction to identify customers at risk of churn to proactively provide personalized retention offers. This same approach can be used for customers who are ready to make a purchase or who are looking for a new product, service or add-on.

### **Digital: Spanning Channels and Preferences**

Digital channels like email, Web chat, SMS and social have opened new doors of opportunity but also raised the stakes. Today, digital channels account for 43% of global contact center interactions, with the average customer service team now working with 9 non-voice channels. Research from Deloitte shows that 46% of contact centers in the financial services industry plan to have video chat capabilities by the end of 2019. In the energy and resource industry, social media has grown by over 120% as a service channel in the last two years.



## Digital channels account for 43% of global contact center interactions.

Organizations need to bridge the gap between next-gen digital channels and a frictionless contact center experience. Avaya IX Contact Center is designed for just this, helping brands turn the contact center into a critical strategic asset that drives loyalty and lasting relationships.

A consolidated desktop view of customer information and streamlined management of digital channels and devices turns every interaction into a simple but powerful experience. Agents can seamlessly follow customers as they change channels without loss of context, being able to continue the conversation and share screens of information, Web links, documents, video and any other pertinent data with customers.

Customer journey analysis elevates omni-channel to deliver truly incredible contact center experiences. Consider a retailer: while on the phone, an agent could share a screenshot of a shoe in size 8—via email, SMS or any other preferred channel—that looks similar to one a customer has been consistently searching for on the company's website. Or, perhaps a video that shows how a multi-faceted clothing item can be worn in different ways.

### Agent Desktop: Weapon of Mass Production

Even the best agent will be stifled by ineffective workplace tools. This is a problem, considering that the majority (67%) of agents use 3-5 different applications during one customer interaction according to Regalix. Or, that 62% of contact center managers struggle with integrating systems to provide better agent visualization, according to Deloitte. This problem quickly becomes one related to costs and profitability, with research from Gartner showing that agent screen jumping costs a typical contact center \$1.57 million a year in lost productivity.

## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

The open foundation of Avaya IX Contact Center enables organizations to easily add to their existing contact center environment to minimize the need for agents to navigate multiple screens of information or systems to get an answer or make a change. In this way, an agent being asked a simple question about billing can get quick access to information via pop-up applications or extended capabilities without having to leave their main screen or needlessly transfer the customer to the billing department.

Advanced desktop analytics also gives agents visibility into what customers want or need before they know themselves. Consider an auto manufacturer: by consistently analyzing customer conversations, the company could begin to accurately predict when cars would need to be serviced including the breakdown rate of specific parts. With that information, agents could better anticipate the nature of interactions and recommend service or maintenance plans before an issue occurs.

## Workforce Engagement: A Smarter Fit

Today's modern workforce is drastically different than when the contact center first started. Agents want greater flexibility, more personalized training, and deeper engagement using the same kind of tools in the workplace as they do at home. Avaya IX Contact Center offers a 360-degree workforce engagement strategy built on consumer-grade tools, automated coaching, voice analytics and much more.

For example, in the same way you could analyze voice interactions to better understand the types of experiences customers are having across communication channels, you can gain a better understanding of where agents are stumbling with things like limitations in applications, procedures or policies. You can also gain insight into employee sentiment and concerns in the same way you would benefit from understanding that of the customer (you can even create an Employee Net Promoter Score).

Organizations need to prioritize the experience their employees need for more effectively serving customers. This includes many of the same technologies consumers prefer for engaging and interacting such as process automation, virtual assistants and mobile-centricity. Virtual assistants, for example, can provide automated assistance for agents to reduce handle time, increase accuracy, maintain compliance and stay more immersed and fulfilled in their roles. In terms of compliance, a virtual assistant could monitor calls for internal and external violations by detecting irregularities like missed identity verifications or disclosure failures. This kind of solution can also siphon off repetitive or tedious interactions so that when an agent does handle an interaction it's more stimulating and interesting in nature.

In today's rapidly changing era, the contact center remains a cornerstone of meaningful experiences. No matter where a company is along its cloud or digital journey, Avaya can help usher its contact center into the future.

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