



# AVAYA

The Power of We™

## Customer Experience Management

Transform your customer experience, achieve your business goals

### A rapidly changing environment

In just a few years, the realm of customer service and support has changed dramatically for many businesses. With the growth of online and mobile communications and use of social media throughout the “customer journey,” customers increasingly want businesses to respond to them whenever, wherever and however they want to initiate contact.

This rapidly changing environment is forcing organizations to evolve their **customer experience management** processes in general—and contact center capabilities specifically. Not only do organizations feel that they need to aggressively adopt new channels, they also recognize the need to adopt solutions that help them anticipate customer needs and situations and respond as accurately and consistently as possible. In such an environment, more than new technology is required. Companies also recognize the benefits of select changes to their customer-facing processes, as well as employee training and performance measurement. Avaya offers an approach that can ease this burden.

### The Avaya 360-Degree Customer Experience

The Avaya 360-Degree Customer Experience is our approach to serving end users through personalized, highly automated interactions and management, including Short Message Service (SMS), e-mail, mobile, video and, of course, voice. This approach allows our clients to extend their reach across the entire research, buying and support cycle regardless of how customers want to interact.

It also puts the customer at the heart of the business processes, and it spans media and devices, as well as enterprise roles, organizational boundaries and resources. It’s about monitoring, understanding and being aware of each customer’s unique situation, needs and preferences. And it’s about leveraging that knowledge to dynamically orchestrate a consistent customer experience across every touch point by bringing the right resources into each interaction at the right time.

You can then focus on managing the customer experience more effectively instead of merely reacting to customer demands.

At Avaya, we define customer experience management as the discipline of managing and treating customer relationships as assets. The goal is to transform your satisfied customers into loyal customers, and loyal customers into advocates of your brand.

## The path to improved customer experience

Adopting the Avaya 360 Degree Customer Experience approach doesn't mean starting over with your current customer experience processes or contact center infrastructure. Instead, Avaya has defined the Avaya Customer Experience Framework (Figure 1) to help you understand the technologies and other resources needed to deliver an aware and persistent customer experience.

The Avaya Customer Experience Framework has five elements:

**Interaction.** The interaction layer is all about how you connect with your end customers across your enterprise over their preferred media and modes, such as Web, social, mobile, voice, chat and video. It also includes the agent desktop experience where the delivery of customer inquiries and information is streamlined, both for agents and enterprise workers. It facilitates collaboration across all the resources you want to be involved in delivering the customer experience.

**Experience.** The experience layer helps your organization make the best decisions possible on customer treatment based on customer preferences and your business goals. It links real-time awareness of customer needs with business information from back-office systems, business policies and resource availability. In this way, your operations can dynamically determine the next

best action to take and the optimum resource to address customer needs at the right time based on the customer experience your organization wants to deliver.

**Performance.** This layer involves collecting, consolidating and analyzing data to gauge customer experience and business performance across all media and modes to capture the true voice of the customer no matter what type of communication. This layer also includes reporting and analytics tools for improving contact center workforce management, skills, efficiency and effectiveness.

**Design.** This layer is about leveraging open-standards tools to create and manage applications and workflows that integrate into back-office processes, third-party applications and databases — all of which revolve around the specific customer

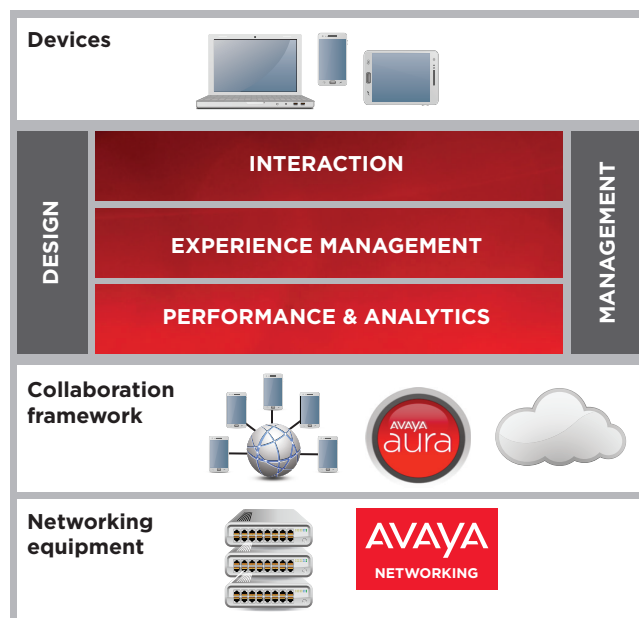
experience and business outcomes your organization wants to achieve.

**Management.** This is where you leverage the tools and resources to achieve centralized administration and control of your contact center platforms, applications and resources, as well as the ability to identify potential issues and perform root-cause analysis to prevent system outages and performance degradation.

Using the Avaya Customer Experience Framework, you can:

- **Create new, powerful customer experiences,** adding new tools and capabilities that complement your existing infrastructure and help you address new business requirements and customer experience opportunities as they arise. You choose when and how to leverage our resources as a way to evolve your desired customer experience.

Figure 1. Avaya Customer Experience Framework



- **Preserve existing investments** in unified communications and contact center technologies, so regardless of your starting point you can adopt new technologies that add immediate value while minimizing impacts to your systems and organizational infrastructure.
- **Leverage a common, open, connected platform** to ease consolidation of your existing Avaya technologies, support integration with your other enterprise technologies, and enable a view of the customer experience enterprisewide.

Regardless of the foundation you have in place, we can help you build additional value with Avaya solutions on top of your existing investments.

## Make your vision a reality

Whatever approach you take to improve the customer experience, Avaya has the people, technology and resources necessary to take you from here to there. Through the experience gained in thousands of projects, and by following proven methodologies and best practices, we have achieved outstanding results for unified communications, collaboration and contact center clients around the world: business growth, improved customer experience and network simplification.

Avaya Customer Experience Management solutions draw on more than two decades of Avaya

best practices and global leadership in unified communications, collaboration and contact centers. Our skills include a range of Avaya expertise from strategic design and road mapping to platform and system architecture, implementation and ongoing support, and highly flexible managed services should you need them.

Our team of experts helps you optimize:

- Business operational and performance management
- Agent-assisted operations assessment and improvement
- Automated experience management
- Performance and analytics
- Social media services

Avaya has Professional Services and Global Support Services to ensure your contact center and customer experience approach achieves optimal business results.

**Avaya Professional Services** helps you accelerate business performance and deliver improved customer experience through strategic and technical consulting, as well as deployment and customization services. Whether you are deploying new contact center solutions or optimizing existing capabilities, you can rely on Avaya Professional Services for:

- **Enablement** — planning, designing, developing and integrating technology that helps you capture full value from your investment.

Other Avaya Customer Experience Framework capabilities include:

- Web customer service
- Mobile customer service
- Social media management
- Workforce management
- Performance management
- Multichannel contact center
- Interactive voice response and speech recognition
- Outbound and predictive dialing

- **Optimization** — managing your road map from traditional digital communications to newer Session Initiation Protocol (SIP)-enabled technologies, leveraging existing investments and avoiding costly rip-and-replace scenarios.
- **Innovation** — taking advantage of the right technologies to become more accessible, customer friendly and profitable.

**Avaya Global Support Services** provides strategic communications technology support that helps you optimize your operational performance and systems uptime. Our dedicated, award-winning services support teams leverage the latest tools and technologies to help you mitigate risks and optimize operations availability.

Through Avaya Global Support Services, you can be confident that uptime is maximized and your contact

## Learn more

To learn more about Avaya Customer Experience Management, please contact your Avaya Account Manager or Avaya Authorized Partner or visit [avaya.com](http://avaya.com).

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information, please visit [www.avaya.com](http://www.avaya.com).

center is backed by global support capabilities with deep expertise if an outage does occur.

## Best-in-class managed services — have them your way

Avaya **Customer Experience Management solutions** are designed to help you provide superior customer service through your call center applications. Our solutions are available to support a variety of deployment models, including premise-based, private cloud, public cloud and hybrid cloud options.

Whether your organization is a global leader in your industry or a growth-oriented small or mid-sized business, Avaya has a range of Managed Services solutions and the necessary expertise to help you elevate your customer experience to the next level. No matter what operating model your organization prefers — Capex or Opex — or where on the spectrum of delivery options you want to be, from on-premise to managed services to hybrid or cloud-based communications, Avaya has a solution and approach that can align with your objectives.

**Avaya Managed Services** are prepackaged, market-ready, flexible offers and custom solutions with models that can be mixed and matched within a contact center deployment. We offer operating expense (Opex) and private cloud options,

and we help you achieve long-term cost savings in terms of total cost of ownership. Our globally consistent, IT Infrastructure Library® (ITIL)-aligned, multivendor contact center managed services are available through two portfolios:

- **Communications Managed Services** — standard, repeatable and packaged offers that can meet various support service levels, with the option to add on services that provide maximum availability and performance in your environment. You retain ultimate control over your communications environment while leaving the day-to-day operations to Avaya.
- **Communications Outsourcing Solutions (COS)** — customized offers to meet your most complex requirements. COS simplifies the operation of large, complex, multivendor environments and significantly reduces your organization's pain points in the areas of resources, tools, solution performance and cost. COS includes private cloud solutions, either custom designed and built or delivered through Communications Outsourcing Solutions Express, a standardized family of rate-carded private cloud offers.

Through Avaya Managed Services, we help you solve real business problems by making communications management as simple as it can be. Our proactive methodology leads to continuous service improvement, performance optimization and improved employee productivity.

