

Customer Experience IS the battleground

END CUSTOMERS ARE CHANGING



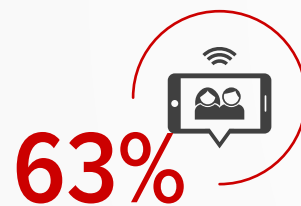
81% expect organizations to deliver different channels to meet their needs (Avaya-BT) *

* Sources: The Autonomous Customer 2015, Commissioned by BT and Avaya, 2015

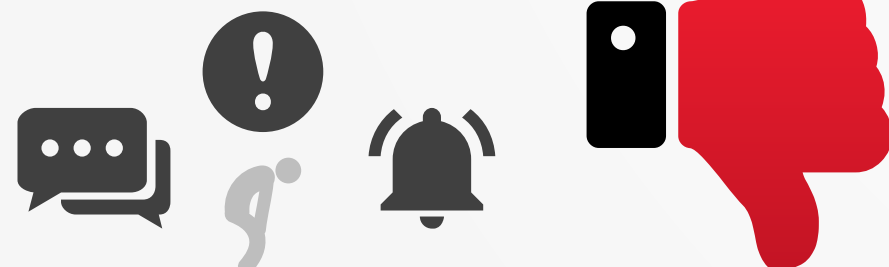
52% of customers are less likely to engage with a company because of a bad mobile experience (WOW) *

More consumers (1 in 4) are choosing social media for customer service (Avaya-BT) *

63% would like to use video chat to communicate with organizations (Avaya-BT) *



62% of consumers say they find dealing with customer service issues exhausting *



GOING MOBILE

Research from Oracle reveals that millennials are using iPhone and Android applications for a wide range of activities, from playing games to transferring money *



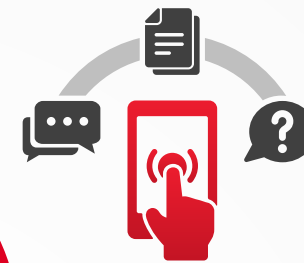
* Research from Oracle

* Research from Gartner



By 2020 a customer will manage 85% of the relationship with an enterprise without interacting with a human *

71% say they appreciate the ability to raise complaints or issues to a business via an app *



* Research from Oracle

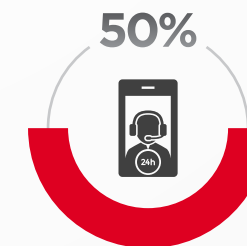
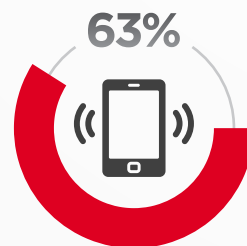
* Research from SAP



90% of people move between different devices *



MAKE IT EASY, MAKE IT PERSONAL



The need for omnichannel is spiraling: 63% want to seamlessly move from social media service to a phone call, 53% want sales and service through facebook, 50% want to switch from webchat to video chat *

CUSTOMER EXPERIENCE IS THE BATTLEGROUND



For 2016,

89%

of companies will compete primarily based on customer experience – up significantly from the previous two years *

* Research from Oracle

* Research from SAP

For 2020,

CUSTOMER EXPERIENCE

will overtake price and product as key brand differentiator *



4 in 5 say agents should be instantly familiar with my contact history *



*(Avaya-BT autonomous customer study)

To stay relevant, businesses must embark on digital business transformation to keep up with the speed of their customers.