

Avaya Global Support Services Recognized by Key Industry Organizations

At Avaya, our focus is on delivering unique value to our customers. We achieve that through a deep commitment to customer satisfaction and by helping customers realize the full value of their technology investment through superior maintenance.

Avaya is proud to say we have received industry recognition from two prestigious organizations for our support services:

J.D. Power and Associates



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TSIA is the organization that J.D. Power and Associates partners with to conduct their in-depth certification evaluation process.

By receiving the TSIA Excellence in Service Operations award in 2009 and 2010, Avaya was awarded the J.D. Power and Associates' Certified Technology Service and Support ProgramSM for providing an "Outstanding Customer Service Experience." This certification acknowledges Avaya's excellence in delivering outstanding service and support in North America. It is one of the highest recognitions a technology company can receive. Avaya is the only communications company currently holding this level of industry recognized certification and has received this prestigious award two years in a row.

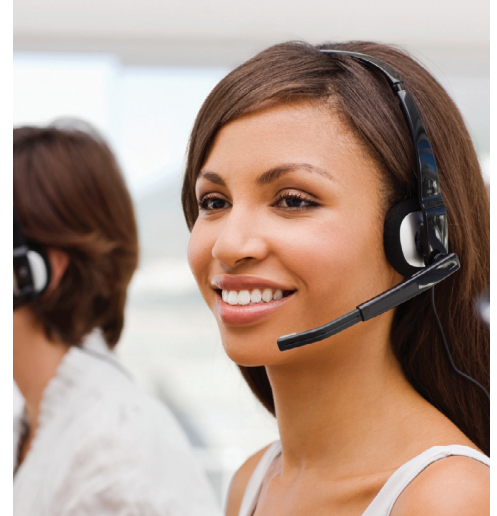
Technology Service Industry Association



- **Seven STAR Awards** – TSIA's prestigious STAR Awards recognize technology companies who display exceptional leadership, innovation, and commitment in both Service Excellence and in developing and implementing Best Practices. Avaya has received STAR awards for:
 - ◇ 2010 – Excellence in Continual Improvement
 - ◇ 2010 – Excellence in Mission Critical Support, Software
 - ◇ 2010 – Best Customer Commitment
 - ◇ 2010 – Best Service Delivery Optimization
 - ◇ 2009 & 2010 – Best Knowledge Management Practices
 - ◇ 2000 – Best Automation Vendor



- **Induction into the TSIA Hall of Fame** for winning five or more STAR awards.



J.D. Power and Associates and TSIA – a powerful combination

J.D. Power and Associates is a global marketing information company that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. The Technology Services Industry Association is the largest and most influential industry trade group for technology service professionals.

The Certified Technology Service & Support ProgramSM – jointly developed by J.D. Power and Associates and TSIA – evaluates overall customer satisfaction and helps consumers and enterprise customers identify vendors that have demonstrated excellence in customer service among companies offering support services for technology.

To achieve certification in the Technology Service & Support program, an organization must perform within the top 20 percent of customer satisfaction scores among companies nationwide that offer technology support. This is achieved by passing an on-site audit of support policies and procedures, including the following:

- Assisted support (Remote)
- Unassisted support (Web)
- Field support
- Core service and support (Marketing, Finance, Offers, HR, Sales, etc)

J.D. Power and Associates also included an extensive technology industry benchmark in customer satisfaction results through their own survey to 10,000 Avaya customers who have recently experienced support from Avaya Global Services.

J.D. Power and Associates evaluated Avaya on its assisted service using phone and e-mail communications, non-assisted Web knowledgebase and self-help service programs, as well as its on-site field service. Customer satisfaction data was collected from customers of Avaya to evaluate core, assisted, unassisted (Web), and field support.

Avaya's performance in these areas earned recognition by J.D. Power and Associates for providing "An Outstanding Customer Service Experience" in 2009 and 2010.

TSIA Awards and Recognition

Avaya Global Support Services is proud of the industry recognition we earned from TSIA, including:



- **Excellence in Continual Improvement**, recognizing outstanding processes and tool that result in ongoing improvement of support service and customer satisfaction
- **Excellence in Mission Critical Support**, Software, acknowledging best-in-class support service for software solutions that are critically important to customer operations
- **The Customer Commitment Award**, recognizing organizational commitment, alignment and focus around gathering and responding to customer feedback, issues and requests, including using voice-of-the-customer input to improve support operations and offerings.
- **Best Knowledge Management Practices**, presented to a company whose knowledge management capability includes repeatable, effective processes for capturing, publishing and maintaining content to solve customer problems in a consistent and efficient manner.
- **Best Service Delivery Optimization**, acknowledging successfully improving support delivery operations through the use of outsourcing, consistent global processes, service technology development or deployment, and/or a quality improvement methodology such as Six Sigma and ISO 9000 to optimize and improve efficiency.

Learn more

To learn more about J.D. Power and Associates' 2010 Certified Technology Service & Support ProgramSM, developed in conjunction with TSIA, visit www.jdpower.com or www.tsia.com.

To learn more about Avaya Global Support Services and other contact your Avaya Client Executive or visit avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.

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INTELLIGENT COMMUNICATIONS

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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