Avaya Automated Chat
Delivering a Better Online Experience

Avaya helps your customers get the online service they need quickly and cost effectively, freeing your agents to focus on the most important issues. So customer satisfaction can go up as your costs go down.

With Avaya Automated Chat, customers can have better online experiences and agents can be more productive. So everyone is better served.

Customer loyalty is more important than ever to forward-looking companies. But delivering a superior customer experience can be difficult, and not every online customer care technology can provide the foundation that you need for service excellence. At the same time, contact center complexity is growing. Each new vendor requires support and may not integrate well with existing technologies or business processes. And agents are burdened with learning, retaining and accessing increasingly complex information. But the most crucial problem is customer dissatisfaction.

Demand for online self-service is growing. In a recent survey conducted by Avaya and BT¹, the data shows a 23% increase in the use of web chat in the US and UK since 2010. Some 45% of consumers prefer to deal with organizations over the internet rather than by phone. Indicating a further shift to online servicing, 43% prefer using email/websites when dealing with complex questions, and 68% would like web chat offered while they’re on the internet.

Avaya Automated Chat provides dramatic advantages over current chat systems because it can deliver fast, accurate answers in a number of ways: through an automated system, or a live agent, or both. All of which helps agents deliver a responsive, personalized customer experience—each and every time. And the system can grow with your business using the intelligence derived from the day-to-day operations, allowing the solution to become more effective over time. Simply put, Avaya Automated Chat enables your company to differentiate through superior service — while helping cut the cost and complexity of customer engagement.

¹The Autonomous Customer, Avaya and BT (British Telecom) 2013.
With Avaya Automated Chat customer experiences can be enhanced:

- **Faster, better answers** to customer questions using natural language
- **Accelerated conversations** that are more productive for both sides

**And your company can benefit:**

- **Reduced training costs** due to agent coaching
- **Agility** to add new programs and information quickly and easily
- **Improved operational efficiency** without adding additional headcount

**Avaya Automated Chat: Transform Customer Care into a Competitive Advantage**

Avaya Automated Chat understands the meaning and context of typed comments, and its patented system of natural language processing and high-value answer base will deliver accurate responses faster. It arms your agents so that they can answer questions accurately, intelligently, and instantly, making online service more consistent, resulting in a better customer experience. Avaya is the first company to focus the full force of online technologies — context-based natural-language processing, integration with a variety of knowledge management systems, online communities, and more — with a single goal: revolutionizing the cost and quality of web customer service.

Avaya Automated Chat is a groundbreaking technology in that it combines automated responses and live agent assistance into a powerful customer service tool. The intelligence provided in the conversation engine focuses on clarifying the customer needs more quickly and delivering a more accurate response. Or if required, by escalating the conversation automatically to a skilled live agent if:

- the automated engine is no longer confident that it has the appropriate response
- the customer indicates the need to speak with a live agent
- the engine senses customer frustration or dissatisfaction

Avaya Automated Chat also provides continuity when an agent joins the conversation by delivering the full chat transcript to the agent. After a live agent is engaged, the system becomes a coaching tool offering suggested responses to live agents. Agents can accept the suggestion or a portion of the suggestion, or craft their own ad-hoc response. The entire interaction is fluid, rapid and consistent with your business rules and brand guidelines. The result: your company can deliver a more consistent, productive, and satisfying customer experience each and every time. You can transform the contact center from a cost center into a competitive advantage.
For businesses that are looking for agent productivity and coaching tools, Avaya offers a similar knowledge engine tool called the Avaya Answer Desk. This optional license allows non-chat agents to interact with the automation engine to quickly get answers for their non-chat customer contacts. And with the same great Automated Chat conversation and knowledge engine, businesses who want to improve agent productivity can utilize this Web based agent tool to enhance customer service on any channel.

Avaya Automated Chat can be readily integrated with existing CRM systems to maximize your investment and enhance Avaya Automated Chat’s powerful capabilities. And the expertise of Avaya professional services staff helps ensure that systems will be up and running quickly.

Avaya offers integration with world class Customer Relationship Management (CRM), co-browsing, and knowledge management solutions. In addition to the solutions listed below, Avaya can offer custom integration to meet the requirements of any business.

**Avaya’s world-class product and service offerings include:**

- **Implementation:** A highly efficient implementation strategy with rapid deployment and excellent results from day one
- **Pricing:** Flexible pricing model that is charged per month, on a per agent and a per concurrent session basis
- **Hosting options:** Avaya software as a service is hosted from an Avaya data center so there’s no footprint required. Either way it’s an enterprise-ready solution that scales to meet your needs.

Avaya Automated Chat gives businesses the best of both worlds.

*Automation when you want it, a live agent when you don’t.*

Using automation to handle routine customer inquiries can not only make customers happy to receive fast and accurate information, but can also improve agent productivity. An even more impressive feature is the seamless blending of automated and live agent assistance. Because customer satisfaction levels can drop when they can’t connect with a live agent, Avaya Automated Chat’s patented automatic escalation feature can make that a non-issue. It’s a win, win situation — customers are happier and better served, while agents and businesses can do more without increasing expenses.

*It’s Like Chat. Only it Works.*

How do your customers know you’re using Avaya Automated Chat? Suddenly they’re getting the right answers, quickly, every time.

**Fast, Flexible Deployment Options.**

The Avaya Automated Chat solution offers a simple deployment model and well-structured application programming interfaces (API’s) that enable it to work well with existing customer service systems. It can be deployed incrementally, starting with a live chat-only solution, and adding automation at a later point, optimizing existing contact center processes.
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.

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