



Avaya Global Support Services



2009 Customer Satisfaction Annual Report

Dear Avaya Customer,

Over the past year, Avaya Global Support Services has remained loyal to its commitment to values that hold the customer as central to our success. We are focused on delivering best-in-class support to Avaya customers, and this commitment is evident throughout the entire organization at all levels. The mission of Avaya Global Support Services is to know our customers, anticipate their needs and deliver exceptional service. Every employee continues to engender a personal commitment to customer satisfaction.

Most telling, however, is feedback from you.

Working in conjunction with Walker Information, Inc., a world-class independent satisfaction audit group, we built a program intended to capture your feedback about the delivery of our maintenance services.

This Customer Satisfaction Annual Report is the result of over 144,000 surveys administered in 13 languages from 135 countries around the globe. It tells a story that you helped write and serves as our guidepost for what is working well and what areas need added focus. With the goal of being best-in-class for customer support, we seek to consistently exceed your expectations in all areas. Where we are not performing to your expectations, we have a proactive process for linking feedback to measurable actions with employees; and we are making investments in people and technology, and changing processes to better serve you.

Thank you to those who participated in the satisfaction surveys. Your ideas and feedback help us better understand the challenges you face and the areas in which we can further differentiate ourselves from other technical support organizations. Your feedback will assist Avaya in providing the best-in-class customer support you have come to expect from us.

Thank you for your loyalty. We remain steadfast in our commitment to deliver a consistent, positive customer-focused experience globally.

Sincerely,

A handwritten signature in black ink that reads "Brian Hayward". The signature is written in a cursive, flowing style.

Brian Hayward, Senior Director, Customer Satisfaction
Avaya Global Support Services

2009 Global Support Services Customer Satisfaction Survey Results

Attaining Customer Delight

The Avaya Global Support Services organization is in pursuit of exuberant satisfaction—what we call “Customer Delight.” Delight is a best-in-class standard of satisfaction that is defined by Avaya and others in the industry as satisfaction ratings of eight, nine or 10 on a 10-point scale. In partnership with an industry-recognized independent research firm, Walker Information, Inc., Avaya has developed a systematic and consistent method of quantitatively measuring customer delight to guide our ongoing improvement initiatives.

Methodology

In 2009, over 12,000 surveys were distributed monthly to our customer base spanning a broad range of businesses globally. Customers were surveyed immediately following a maintenance-related customer support event. We also surveyed customers who used our Web-ticketing tool available on our support.avaya.com Web site.

Respondents were surveyed in their local languages, and were asked to rate the support provided by our remote services engineers, on-site engineers, field engineers, customer service engineers and our support Web site on a scale of 1 to 10, with 1 representing “completely dissatisfied” and 10 representing “completely satisfied.”

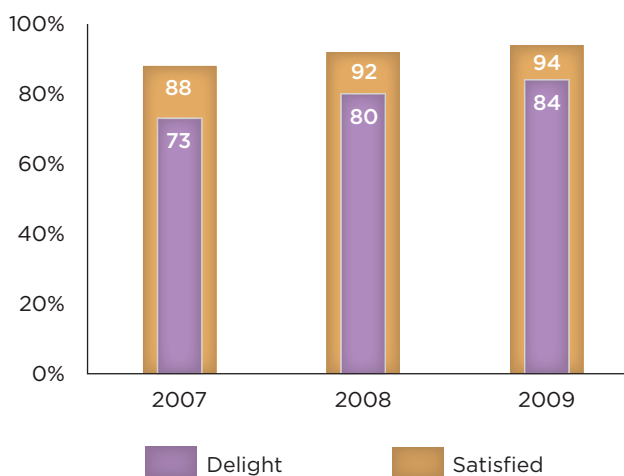
Results

Customers are more delighted than ever.

In the area of maintenance support, overall customer delight with Avaya Global Support Services (GSS) achieved its highest average rating of 84 percent delight in 2009. That is, 84 percent of survey respondents rated Avaya GSS maintenance support as being very satisfactory or completely satisfactory with a score of 8, 9 or 10 on a 10-point scale. When scores of 5, 6 and 7 are included, on average, 94 percent of customers were generally satisfied with their experience.

Our 2009 achievement shows an increase of 15 percent over the last three years, signifying to us that the investments we have made, and continue to make in our people, processes, systems and technology are proving to be valuable to you.

OVERALL CUSTOMER DELIGHT AND SATISFACTION WITH AVAYA MAINTENANCE SUPPORT



Customer Delight is defined as survey respondents rating satisfaction as 8 or above on a 10-point scale, with 1 being completely dissatisfied and 10 being completely satisfied. Customer Satisfaction is demonstrated by ratings of 5 or above on a 10-point scale.

Excelling in areas that matter most.

Avaya has been surveying customers for years, and we know that responsiveness and being knowledgeable and professional in our interactions with you are what you care about the most. Delight ratings on our technical and professional performance for 2009 were strong, with professionalism rating the highest. Speed of response, effectiveness in case hand-off and speed of resolution have shown the greatest improvement over the last three years.

Indeed, speed of response and restoration are strong focus areas, and we closely monitor our performance. In 2009, average rates of restoration were as follows:

- **86 percent of major cases were restored within four hours**, an 8 percent improvement over 2008.
- **33 percent improvement in average time to restore.**

These top-rate results exemplify our commitment to outstanding customer service and our ability to deliver on our promises.

Service Qualities	2009 % Delight	% change over three years
Speed of Response to Your Request	81%	+14%
Effective Management of Case Hand-offs	81%	+11%
Technical Skills of Remote Support Staff	86%	+11%
Professionalism in Handling Your Issue	87%	+8%
Clarity of Communication of Remote Support Staff	85%	+8%
Keeping You Informed of Status Until Resolution	82%	+6%
Effectiveness of Resolution	85%	+11%
Speed of Resolving Your Issue	82%	+12%

Results reflect percent of respondents who are at least very satisfied and answered 8 or greater on a scale of 1 to 10, with 1 being completely dissatisfied and 10 being completely satisfied.

“Avaya has always been excellent in providing customer service and support. Any issue I have ever had has always been resolved quickly. The customer reps have wonderful attitudes. They know their product and evidently like what they do—it comes through when you talk with them.”

—Donna Elia, Office Manager,
Rosedale-Bolivar County
Port Commission

“The service was fast and very efficient, and the technician diagnosed and solved the problem immediately.”

—Janice Avary, Property Manager,
El Lago Condo Association

2009 Satisfaction Initiatives

Aligning with customer priorities

Avaya Global Support Services provides a continuum of support services like no other provider in the industry. Our goal is to help you use these services to optimize your efficiency and your satisfaction with Avaya. To reach this goal, we operate 26 Global Delivery Support centers, in 13 languages, around the globe. Our diverse team of technical experts uses advanced remote technology and tools to provide and communicate prompt resolution to you.

In 2009, we introduced new features such as streamlined Interactive Voice Response (IVR) prompts and extended many Web-based tools directly to you. Other capabilities we introduced helped to increase visibility into your network health, to broaden and streamline access to information and to improve time to resolution.

Based upon your feedback, we were able to deliver higher levels of service in areas that mattered most to you via specific initiatives:

- **Speak to an expert sooner.** We increased the number of front-line technical experts worldwide so that the first person a customer speaks to has the technical knowledge either to resolve the problem immediately or to know enough about the issue to get the right expert on the case.
- **Get more accurate answers with more knowledgeable technicians.** In support of this front-line service improvement, we increased the amount of training required of all technical teams. Our technical teams invested close to 74,000 hours of technical training in 2009, which is nearly three times the amount of training provided three years ago.
- **Reach a resolution more quickly.** To improve the speed with which cases are assigned and resolved, Avaya invested in its own technology—Avaya Auto Case Push (ACP) solution—and realized a 50 percent improvement in speed to assign cases to the best engineer at the right time, based on availability, expertise, location, language and more.
- **Access knowledge on a self-service basis to reduce rediscovery.** A host of enhancements to our Web presence and tools in 2009 have given you access to more knowledge at your fingertips. Examples of these enhancements include a faster Search engine, exposure to InSite Knowledge Management application, launch of the Proactive HealthCheck tool and access to the proactive Case Status Alert tool.

“I was able to navigate the Support Service Line Call Tree with ease, and my call was routed immediately to the technician. [He] had great attention to detail and resolved my issue efficiently and in a very timely manner. [He] addressed all of my questions. Job Well Done!!!!”

—Craig Mary, Communications Engineer,
a leading global investment management organization

Looking Forward to 2010

Ensuring continued delight

To sustain our record of delighting customers, we will remain consistently focused on goals of improving responsiveness and resolution. We plan to deploy even more advanced tools and applications in 2010. Enhanced functionality for our technical teams should provide even more satisfying outcomes for you, our valued customers.

“I was notified of a problem that I was not aware of and a resolution was determined and a fix scheduled before I was contacted. This was handled very well. Impressive service.”

—Bill Glover, Principal Project Engineer,
PPG Industries, Inc.

The Avaya Global Support Services Difference

Guided by unwavering focus on customer satisfaction

Distinguishing characteristics of Avaya Global Support Services organization include:

Global Infrastructure and Scale

Twenty-six Avaya Global Delivery Support centers provide a level of availability and access to experts that is unmatched in the industry. Four strategically-located backbone centers in the United States, Argentina, Hungary and India, surrounded by far-reaching support locations, provide around-the-clock support for customers and partners.

All of these centers perform approximately 6.7 million transactions each year—the equivalent of over 26,000 transactions per business day.

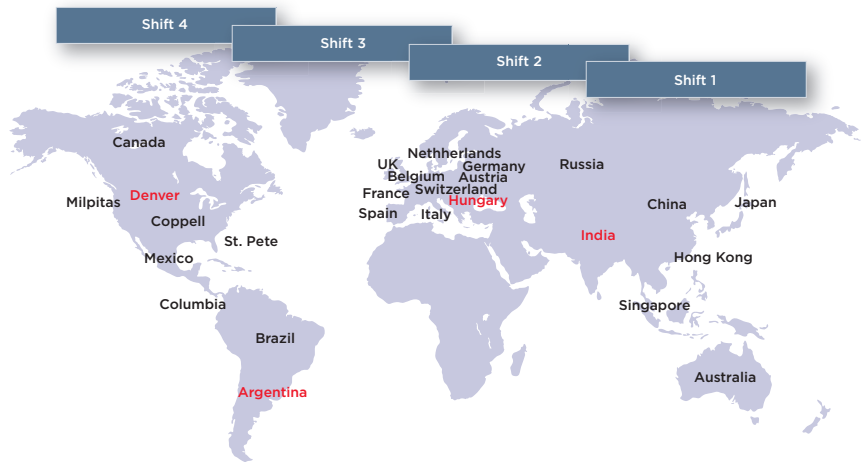
Best-in-Class Support Service Platforms

Avaya has developed a world-class remote monitoring and management platform that relies on a combination of Avaya EXPERT SystemsSM Diagnostic Tools, a robust artificial intelligence knowledge base and remote technicians and engineers.

Avaya resolves 99 percent of alarms on Avaya AuraTM Communication Manager, Avaya DEFINITY[®] systems, Call Center and Messaging Solutions remotely. Problem diagnosis begins within 90 seconds of receiving an alarm notification. The remaining one percent of alarms are resolved through an on-site technician visit. In addition, remote monitoring and management capabilities for the data network provide real-time analysis of the entire converged environment.

AVAYA GLOBAL SUPPORT SERVICES FOOTPRINT

Providing a four-shift, follow-the-sun support model



Key Facts and Figures

- 5,800 services professionals
- 20 million Avaya ports
- 26 Global Delivery Support centers
- 3,000+ partners supported worldwide
- 6.7 million transactions per year
- 6,000 industry certifications

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—Bill Glover, Principal Project Engineer, PPG Industries, Inc.

IMPROVING RESULTS WHILE YOU WERE SLEEPING:

In 2009, the number of alarms resolved automatically and remotely by EXPERT Systems averaged 63 percent—a 9 percent improvement over 2008 that can be credited to the continual refinement of the system's intelligence database.

Comprehensive Web-based Customer Tools

We have heard from you about your desire to use the Web as a self-service tool to get the information you need quickly and easily while having the ability to self-diagnose and resolve technical problems. In response, we have gone to great lengths to provide and maintain not only a powerful and easy-to-use knowledge base containing answers to frequently searched topics, but also a robust set of tools and services that are available on-demand to help you troubleshoot, diagnose and even resolve issues before they cause problems. Then, when you need to call on the Avaya service team, these online tools enable our service representatives to update you in real-time as we make progress on your case.

Web-based tools at a Glance

Avaya support or maintenance customers have access to these tools and more as free entitlements.

- **InSite Knowledge Management** provides you with access to the same troubleshooting database used by Avaya engineers.
- **HealthCheck** is a self-running diagnostic tool that can identify potential problems, allowing you the ability to fix issues before they cause an outage.
- **Customized Case Status Alerts**, proactively update you and your staff as we make progress on your case.

We are proud of the progress we have made in improving service delivery via our Global Delivery

Support Centers and in extending valuable tools to you via the Web. We also welcome your direct feedback and suggestions for continued improvement. You may contact us by email at csatrept2009@avaya.com.

“**[The Avaya representative] stayed focused on my case and was able to find the answer using the knowledge base relatively quickly given the complexity of the problem.**”

—Clint Bingham, IP Voice Engineer,
Verizon Services Corp.

Industry Certifications and Awards

Information that incites action

We aim to ensure that our service actions and technologies are measuring up to high standards. By seeking certification with select programs, such as J.D. Power and Associates in North America and the Service Support Professionals Association (SSPA) worldwide, Avaya demonstrates its commitment to superior service and support.

J.D. Power and Associates

Avaya received the J.D. Power and Associates certification in Technology Service and Support, which reflects attainment of benchmark scores for satisfaction among customers, as verified through survey results and audit. Areas that were measured and certified include core service and support, assisted support, non-assisted support (Web-based support) and field support.

Avaya performed among the top 20 percent of companies evaluated by J.D. Power and Associates offering technology support and received recognition for providing “An Outstanding Customer Service Experience.”

J.D. Power and Associates Certified Technology Service and Support ProgramSM, developed in conjunction with SSPA. For more information, visit www.jdpower.com or thesspa.com.



Service and Support Professionals Association (SSPA)



Avaya Global Support Services is a member

of SSPA and competed with nearly 300 technology and service-focused companies for one of the

association's STAR Awards for Best Practices. Avaya was recognized as the 2009 winner of the STAR Award for Best Knowledge Management Practices.

The STAR Award for Best Knowledge Management Practices

is presented to a company whose knowledge management strategy includes repeatable, effective processes for capturing, publishing and maintaining content in order to solve customer problems in a consistent and efficient manner.

About Avaya Global Support Services

Providing world-class remote monitoring, diagnostics and trouble resolution

Avaya Global Support Services offers a continuum of value-added services that reduce risk, provide significant savings and improve performance.

- **Software Support** provides you with 24/7 trouble support, diagnosis and resolution for major outages, helping to achieve highly reliable communications for your employees and customers.
- **Software Support Plus Upgrades (SSU)** provides Software Support plus access to all major software updates and a three, four or five-year subscription to all major software upgrades.
- **Hardware Maintenance** provides 24/7 proactive and preventive alarming, delivering remote trouble resolution of these alarms 99 percent of the time.
- **Support Packages** have been created for customers with existing Avaya Aura Communication Manager-based solutions (versions 4.0 and earlier) as well as the rest of our portfolio, and allow you to choose the level of support required for your unique business needs.
- **Proactive IP Support** represents a significant advancement in Avaya's ability to support your communications because it monitors both the voice and data networks to provide the best diagnostic and resolution capabilities.
- **Remote Managed Services for IP Telephony** builds on Proactive IP Support to provide fault management and performance monitoring for quality-of-services issues, such as latency, jitter and loss. With this service, Avaya engineers monitor performance indicators, report on results, and provide recommendations on how to optimize your communications networks.
- **Software Release Management** provides for the identification and implementation of service packs and product update notices, saving you valuable time to work on other critical business needs.

For more information about these Global Support Services, please visit www.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.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

INTELLIGENT COMMUNICATIONS

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The Avaya.com logo features the text "avaya.com" in a white, lowercase, sans-serif font, centered within a solid red rectangular background.