



The Power of We™

# Avaya Industry Recognition



AVAYA INC.  
NORTH AMERICA

## To our clients and partners:

All of us at Avaya are proud that J.D. Power and Associates and TSIA have again recognized our company for excellence in customer service and support in North America in 2012. For the fourth consecutive year, Avaya has achieved certification for “An Outstanding Customer Service Experience” from the prestigious J.D. Power and Associates Certified Technology Service & Support (CTSS) program.<sup>1</sup>

I am often asked what value this and other industry award programs really provide to Avaya clients and partners. First, the external benchmarking programs tell us what we are doing well. But just as important, they reveal what we can do better. We use these benchmarking efforts to continuously improve our services so we can deliver unparalleled value for our clients.

Please take a few moments to read about the rigor of the CTSS program certification, as well as how Avaya uses insights from this process and other recognition programs to innovate and continue providing superior service to our clients.

### Mohamad Ali

Avaya Senior Vice President and President of Avaya Client Services

<sup>1</sup>For more information on the J.D. Power and Associates 2012 Certified Technology Service and Support Program<sup>SM</sup>, please visit [www.jdpower.com](http://www.jdpower.com) or [www.tsia.com](http://www.tsia.com).



## The importance of certification

At Avaya we believe that meeting client and partner expectations means having a clear vision of how we compare to our industry and our competitors. Achieving certification from the J.D. Power and Associates Certified Technology Service & Support (CTSS) for “An Outstanding Customer Service Experience” for four consecutive years underscores our commitment to serving the communications and collaboration needs of our clients. It is an accomplishment that reinforces our strategy, approach and expertise in delivering superior client experiences and support.

Jointly developed by J.D. Power and Associates and the Technology Services Industry Association (TSIA), the CTSS program is one of the technology industry’s highest recognitions. The program evaluates overall customer satisfaction to help customers and businesses identify vendors that demonstrate excellence among companies offering technology support services. Certification encompasses core services, as well as assisted, non-assisted (Web) and field support. Achieving certification places Avaya in the top 20 percent of the telecom equipment industry, as determined by J.D. Power and Associates’ technology industry benchmark customer satisfaction research.

As part of the CTSS program certification, we have also received the TSIA Excellence in Service Operations Support award in North America for the fourth consecutive year. The award recognizes outstanding service operations across all aspects of Avaya’s customer support business. TSIA and 50 leading technology companies developed this comprehensive program that includes more than 300 best-practice criteria. This in-depth aspect of the certification process involves an on-site assessment by J.D. Power and Associates and TSIA auditors, addressing hundreds of detailed criteria. This on-site assessment is a weeklong, independent audit to verify our processes, policies, offers and programs that drive customer excellence.

In the next phase of the program, customer research is completed through an independent J.D. Power and Associates survey of our customers. The results of the survey compare service and support performance against industry benchmarks.

Certification is valid for one year. While the certification process directly addresses customer experience and support processes, attainment also requires us to demonstrate that we have the service offers, financial integrity, human resource practices, sales and other infrastructure in place to support an industry-leading service

and support organization. It is an exhaustive on-site assessment, audit and research benchmarking process.

## Realizing the value of certification

Avaya uses information and leading practices from the CTSS program, other industry assessments, client and partner input, and focus groups to develop action plans each year for improving client experience. Initiatives we have undertaken in the past year that reflect this feedback and analysis include:

- **Solution-focused delivery** — directing clients to the person who has the right knowledge and background to help quickly.
- **Emergency recovery organization** — world-class outage recovery services for our global clients' mission-critical networks.
- **Improved ticketing system** — better service ticket routing and assignment capabilities and tighter integration with Avaya client service teams.
- **Center of Diagnostic Sciences** — enhanced support by bringing together highly talented technologists from services, products, research, IT and sales to develop advanced diagnostic tools, skills and methodologies.

- **Skill development for support personnel** — initiatives such as collaboration with product development teams.

- **Support for Avaya authorized partners** — providing the technologies, systems and processes that partners need to deliver top-quality services.

- **Client Choice Awards** — an easy-to-use tool for clients and partners to rate Avaya employee performance.

Initiatives such as these demonstrate our commitment at Avaya to meet the three criteria that distinguish world-class support services: unwavering focus on the client, quality service delivery and constant innovation.

## Recapping a proud record

Avaya is honored that two prestigious organizations — J.D. Power and Associates and TSIA — have recognized our commitment to delivering a superior customer experience.

We also have been honored with nine TSIA STAR Awards. STAR Awards recognize client support excellence in technology services, as well as technology companies that display exceptional leadership, innovation and commitment to delivering world-class service support. Avaya has received STAR awards for:

### 2011

Excellence in Mission Critical Support, Software

Excellence in Remote Diagnostics for Hardware Service

### 2010

Excellence in Continual Improvement  
Excellence in Mission Critical Support, Software

Best Customer Commitment

Best Service Delivery Optimization

Best Knowledge Management Practices

### 2009

Best Knowledge Management Practices

### 2000

Best Automation Vendor

Avaya was inducted into the TSIA Hall of Fame in 2010 for winning five or more STAR awards.

## Learn more

To learn more and to obtain additional information such as white papers and case studies about Avaya Global Support Services, please contact your Avaya Account Manager or Authorized Partner or visit us at [www.avaya.com/services](http://www.avaya.com/services).

## About Avaya

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

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