

Signals of Connection: What Your Customers Reveal About the Future of Customer Experience

Part of the Avaya Connected Consumer Research Series

We are entering a new era of experience—one where connection is no longer a soft sentiment or vague ideal, but a measurable differentiator that defines how brands grow, how consumers choose, and how loyalty is earned or lost in a single click.

Introduction

In this first report of the Avaya Connected Consumer Research series, we surveyed 510 U.S. consumers from every major region and demographic group to ask a simple question:

"What do you expect when you reach out to a business?"

The answers were anything but simple.

What emerged was a striking pattern of preferences, expectations, and emotional responses that map directly to Avaya's evolving philosophy:

Customer Experience isn't about more channels. It's about deeper connection.

We learned that:

- 83% of consumers say it's extremely or very important to speak to a human when issues arise
- Yet 56% are perfectly satisfied with an AI assistant—if it resolves the problem quickly
- And nearly 74% have abandoned a brand entirely because of a frustrating interaction

This is not a story about automation vs humanity. It is a story of orchestration—where people and intelligent systems must work together to deliver not just faster service, but contextual, empathetic, and enduring experiences. This aligns with the core Avaya vision of transitioning contact centers into Connection Centers—integrated platforms of loyalty, emotion, and intelligence.

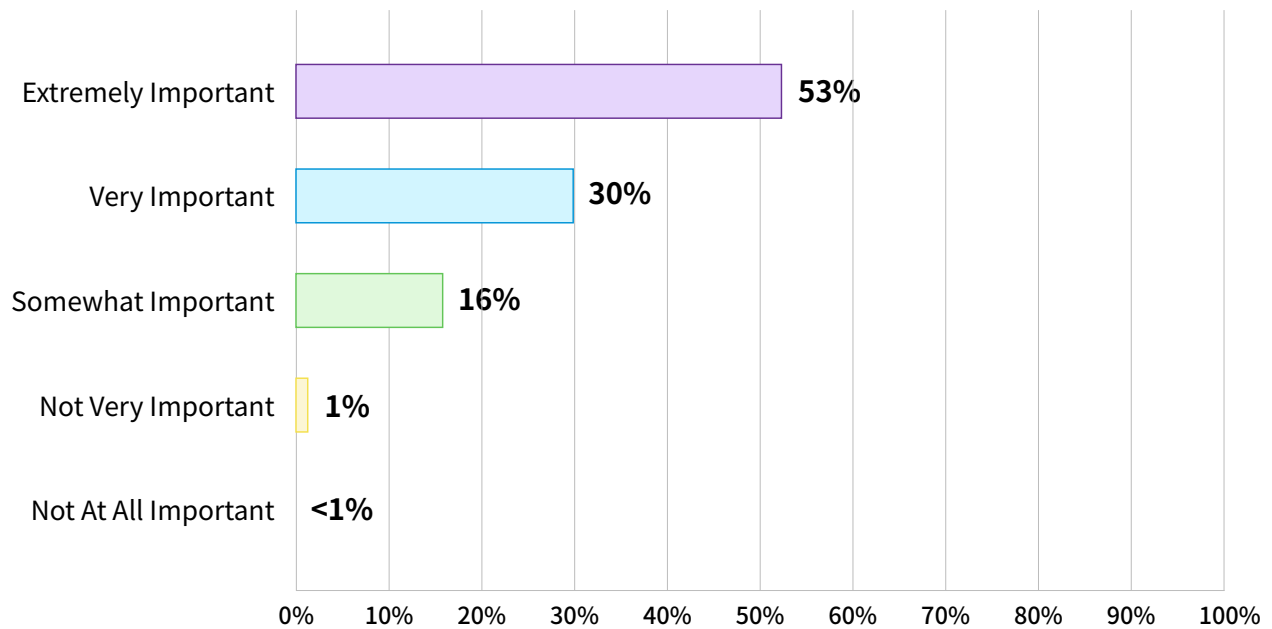
Each survey question in this report will be unpacked not as raw data, but as signals—early indicators of a fundamental shift. From fragmented to unified. From reactive to predictive. From transactional to meaningful.

Welcome to the next chapter in Customer Experience.
Connection starts here.

1: The Human Connection Imperative — Why Voice Still Matters

Question:

When contacting a business with an issue, how important is it to speak with a human agent?



Key Insight

A resounding 83% of U.S. consumers say it is very or extremely important to speak with a human agent when contacting a business with a problem — signaling that, even in an AI-powered world, human connection remains essential.

What It Means for Businesses

Technology has transformed how people connect with brands. But when it comes to resolving real issues, people still want people.

Customers don't just want answers — they want understanding.

This shift reframes what success looks like in the contact center:

- Empathy, not just efficiency, becomes the true differentiator.
- Human interaction isn't a fallback — it's a feature that builds confidence and care.
- Connection centers must go beyond self-service to design emotionally intelligent experiences that start with being heard.

Implications for Building Connection Centers

Opportunity:

- Brands can differentiate by designing experiences that start with listening, empathy, and human care.
- AI can enhance, but not replace, moments of emotional connection.

Risk:

- Over-automation or AI-only service models risk alienating customers in their most vulnerable moments.
- Brands that fail to offer human access risk massive churn.

Action:

- Use AI to prepare human agents with full context and history — so they can respond quickly and with emotional intelligence.
- Train agents to lead with empathy, not scripts.
- Ensure escalation to a live agent is always clear, fast, and seamless.

Final Thought

Human agents are no longer just troubleshooters — they’re trust-builders. In today’s connection centers, the agent becomes the bridge between what a customer feels and what a brand stands for.

Why You Need Avaya Infinity

Framing the Experience:


This research confirms the foundational shift: we are moving from contact centers to connection centers. The most successful brands are those that:

- Equip agents with full context
- Blend AI speed with human care
- Deliver resolution with emotional resonance

Empowering the Connected Mindset:

- A connected mindset sees the agent as more than a responder — they are a guide, advocate, and ally.
- With Avaya Infinity, agents can see the whole story, not just the current ticket.

How the Data Maps to Experience Shifts

From		To
Contact		Connection
Agents reacting		Agents anticipating
Talking to strangers		Talking to someone who knows you
Service scripts		Empathetic conversations

Takeaway for the C-Suite

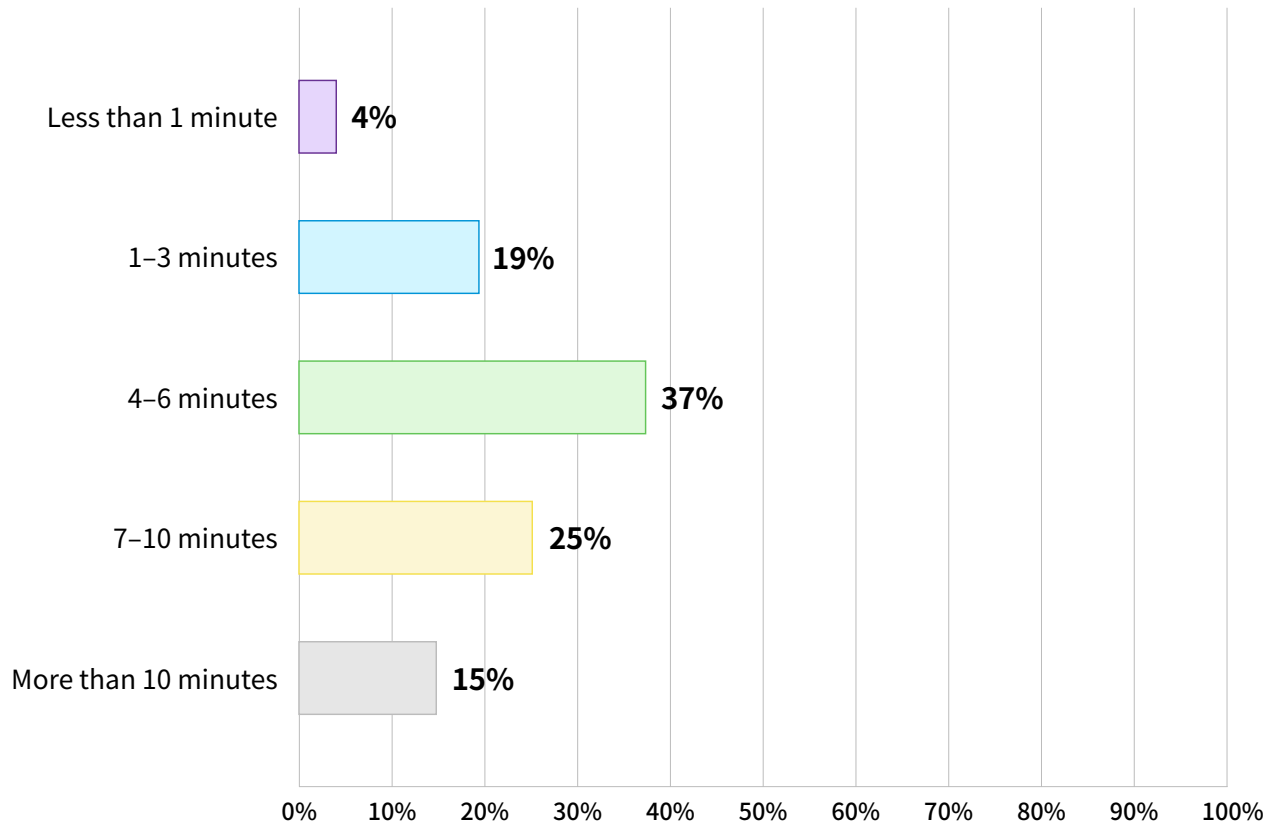
This is more than a service preference — it’s a loyalty signal.

Customers want confidence in resolution and care in interaction. Brands that provide both — at scale — will win trust, loyalty, and mindshare.

2: The Countdown to Disengagement — Speed as a Signal of Respect

Question:

How long are you typically willing to wait for a live agent before becoming frustrated or disengaged?



Key Insight

60% of consumers expect to speak with a live agent in six minutes or less before frustration sets in or they give up. This isn't just about patience—it's about perception. The longer the wait, the faster the relationship erodes.

What It Means for Businesses

There's a visible tipping point in the modern service experience—one that occurs within the first few minutes of a support interaction.

Customers now equate speed with respect, and when help doesn't arrive quickly, connection starts to decay. Even if the issue is eventually resolved, the emotional quality of the experience suffers—and brand loyalty is lost in that gap.

Implications for Building Connection Centers

Opportunity:

- Delivering faster, smarter access to human agents is now a brand differentiator.
- Companies can use intelligent routing to anticipate needs before customers grow impatient.

Risk:

- Every minute in the queue becomes a missed moment to build trust.
- Slow handoffs and fragmented systems not only delay help—they diminish the emotional impact of the resolution.

Action:

- Prioritize proactive routing using AI and real-time customer signals.
- Eliminate repeat questions by transferring full context to the agent instantly.
- Ensure help feels instant, personal, and prepared—not just available.

Final Thought

Resolution may close the ticket, but only responsiveness builds the relationship. The brands that master speed without sacrificing empathy will be the ones that customers remember—and return to.

Why You Need Avaya Infinity

Framing the Experience:


This chapter reinforces the truth that connection has a shelf life. Avaya Infinity is designed to reduce friction while keeping the experience human at every step.

Avaya Infinity helps brands:

- Anticipate and prioritize the right conversations
- Orchestrate seamlessly across all channels
- Empower agents instantly with full customer context

With Infinity, every second of delay is replaced with an opportunity to connect, reassure, and resolve.

How the Data Maps to Experience Shifts

From		To
Waiting in queue		Intelligent prioritization
Repeating details		Instant context transfer
Delayed help		Real-time response
Generic handling		Personalized resolution

Takeaway for the C-Suite

Connection is time-sensitive.

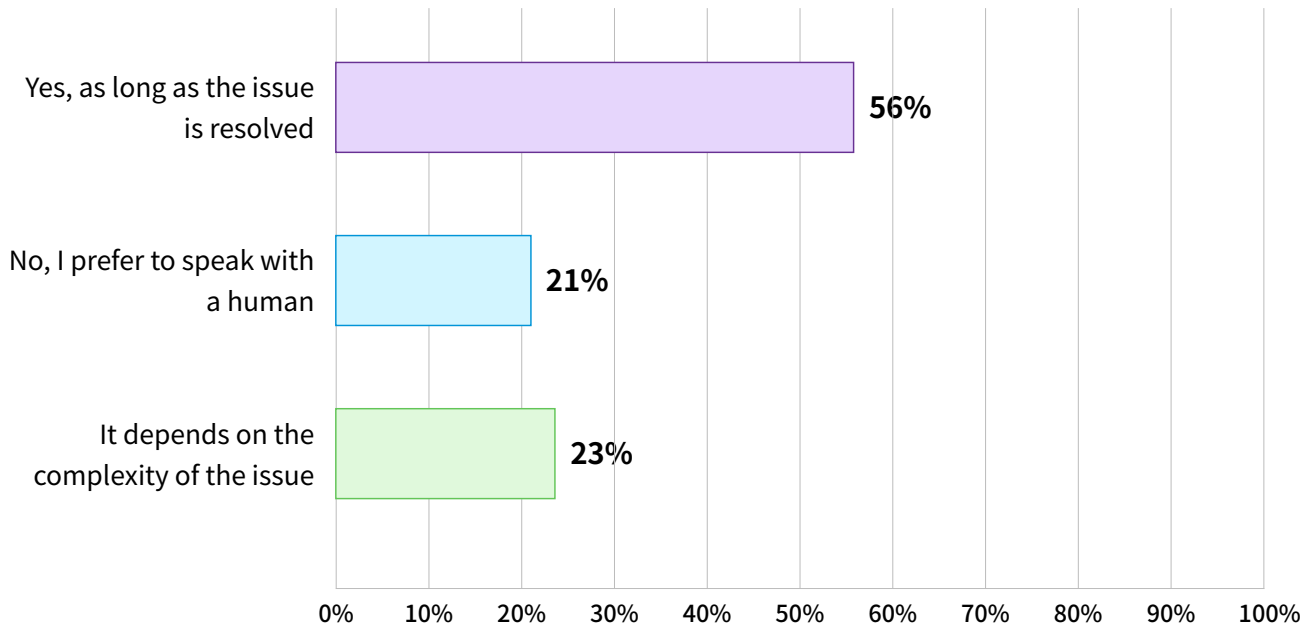
When help comes too late, even the right answer feels wrong.

Avaya Infinity ensures that the moment of need is met with presence, preparation, and precision—shortening the time-to-trust and accelerating emotional loyalty.

3: Satisfaction Without a Voice — When Automation Meets Expectation

Question:

If an automated assistant solves your issue quickly, are you satisfied even if you never speak to a human?



Key Insight

56% of consumers say they're satisfied with fast, automated resolution—even if no human is involved. But a significant 44% still prefer human contact or believe it depends on the issue.

What It Means for Businesses

Consumer expectations are evolving—but not in a straight line.

Many customers no longer view human interaction as necessary if the outcome is fast and effective. But that doesn't mean the human element is irrelevant—it means that automation must meet human standards.

Speed, accuracy, and simplicity now carry emotional weight. In the right context, automation can feel just as satisfying as a personal conversation.

Still, nuance matters. Nearly half of customers want the option to choose, or prefer human help depending on the situation. Automation must be intelligent, flexible, and ready to escalate when needed.

Implications for Building Connection Centers

Opportunity:

- Design AI-powered resolution paths that work so well customers don't feel the need to escalate.
- Reduce friction, boost efficiency, and scale service with trusted digital tools.

Risk:

- One-size-fits-all automation risks alienating customers who need more nuanced help.
- Poorly executed bots or hard-to-escape flows can feel like a wall, not a welcome.

Action:

- Deploy smart self-service tools that are context-aware and integrated.
- Enable seamless handoffs to humans when issues are complex, sensitive, or emotional.
- Let customer needs—not system limits—define the path to resolution.

Final Thought

Customers don't care who helps them—they care how well they're helped.

The winners won't be the brands that automate the most. They'll be the ones who automate with intelligence, empathy, and choice.

Why You Need Avaya Infinity

Framing the Experience:


This insight reinforces Avaya Infinity's core belief: automation and empathy are not opposites—they are partners.

Avaya Infinity helps brands:

- Offer AI that resolves, not redirects.
- Provide instant escalation to a human when the situation demands it.
- Deliver blended experiences that adapt dynamically to the customer's needs.

Infinity doesn't force a binary choice between bot or agent. It supports fluid, intelligent orchestration—ensuring the right resource shows up at the right time, every time.

How the Data Maps to Experience Shifts

From		To
One-size-fits-all automation		Adaptive resolution paths
Human backup as default		AI as trusted front-line
Clunky handoffs		Seamless transitions
Channel silos		Unified interaction journeys

Takeaway for the C-Suite

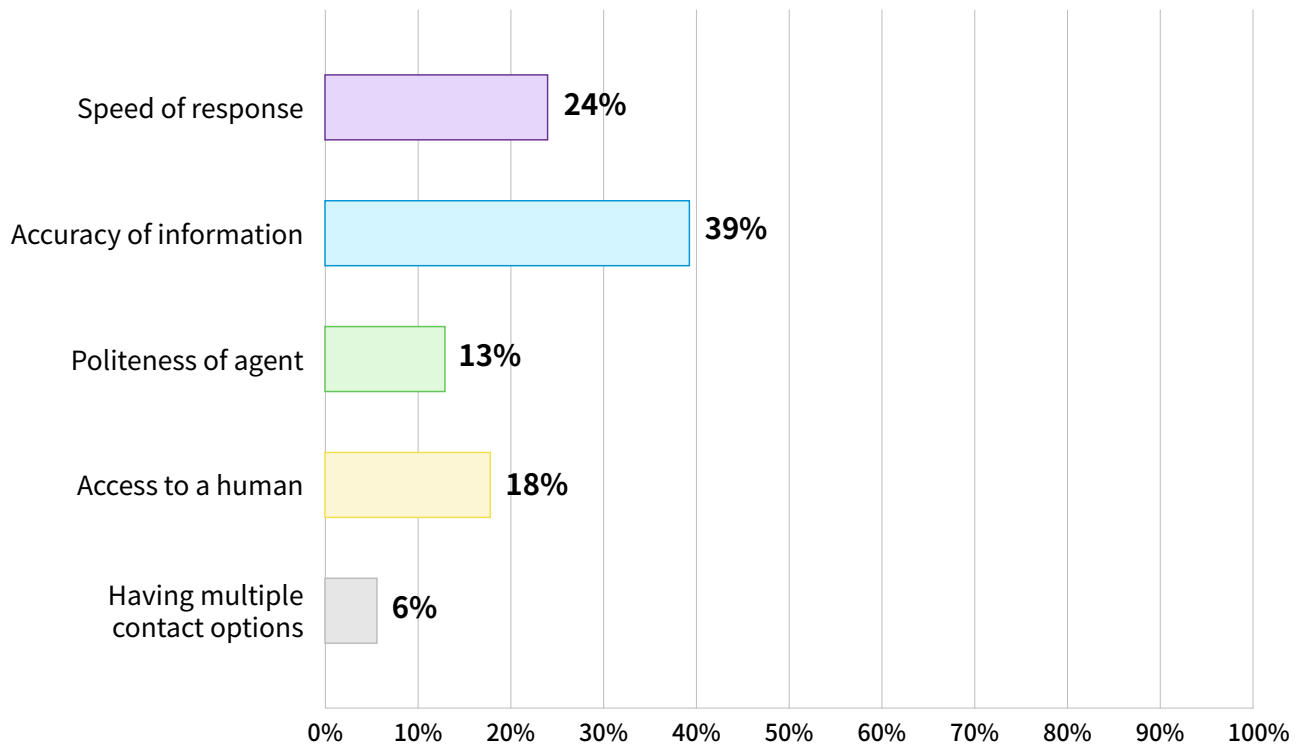
Customers don't care who solves their problem—they care how quickly and effectively it's solved.

Avaya Infinity ensures both: empowering AI to handle the simple, and agents to handle the complex. The result is a fluid, intelligent service experience that meets the new standard of fast, seamless, and satisfying.

4: The Hierarchy of Customer Priorities — Why Getting It Right Comes First

Question:

What matters most when contacting a business?



Key Insight

Accuracy (39%) and speed (24%) top the list of customer priorities. While human access, politeness, and flexibility matter, they take a clear back seat to getting fast, correct answers.

What It Means for Businesses

The emotional tone of a service experience still counts—but it's no longer the primary driver of satisfaction.

Today's consumers define trust through precision and pace.

A friendly voice means little if the information is wrong. A quick reply means nothing if it lacks resolution. Brands that lead with clarity and competence—not just kindness—will be the ones that earn repeat engagement.

This isn't a rejection of human connection. It's a redefinition of what makes that connection meaningful.

Implications for Building Connection Centers

Opportunity:

- Use AI to surface accurate answers in real-time, eliminating lag and guesswork.
- Train both agents and bots to deliver concise, verified, and complete responses from the very first interaction.

Risk:

- Fragmented data, outdated knowledge bases, or long delays between channels erode trust quickly.
- Focusing on friendliness or omnichannel polish without reliable answers leads to disconnection, not loyalty.

Action:

- Build unified knowledge systems that support both speed and substance.
- Integrate context-aware responsiveness across all channels.
- Use automation to guide agents with confidence, not just scripts.

Final Thought

What matters most to customers is no longer just how they're treated—but how effectively their problem is solved. In a world of rising expectations, clarity has become the new courtesy.

Why You Need Avaya Infinity

Framing the Experience:


This insight directly supports Avaya Infinity's core architecture—real-time precision, delivered at scale.

Avaya Infinity helps brands:

- Provide AI-enhanced knowledge surfacing for both bots and agents.
- Accelerate resolution by eliminating data silos and integrating real-time context.
- Deliver speed and accuracy simultaneously—across any channel, in any moment.

Infinity turns every interaction into a show of strength: not just responsive, but reliable.

How the Data Maps to Experience Shifts

From		To
General politeness		Confident clarity
Agent guesswork		Data-driven accuracy
Long resolution loops		Instant resolution clarity
Multichannel confusion		Cohesive, responsive flow

Takeaway for the C-Suite

Empathy without accuracy breaks trust. Speed without clarity breeds frustration.

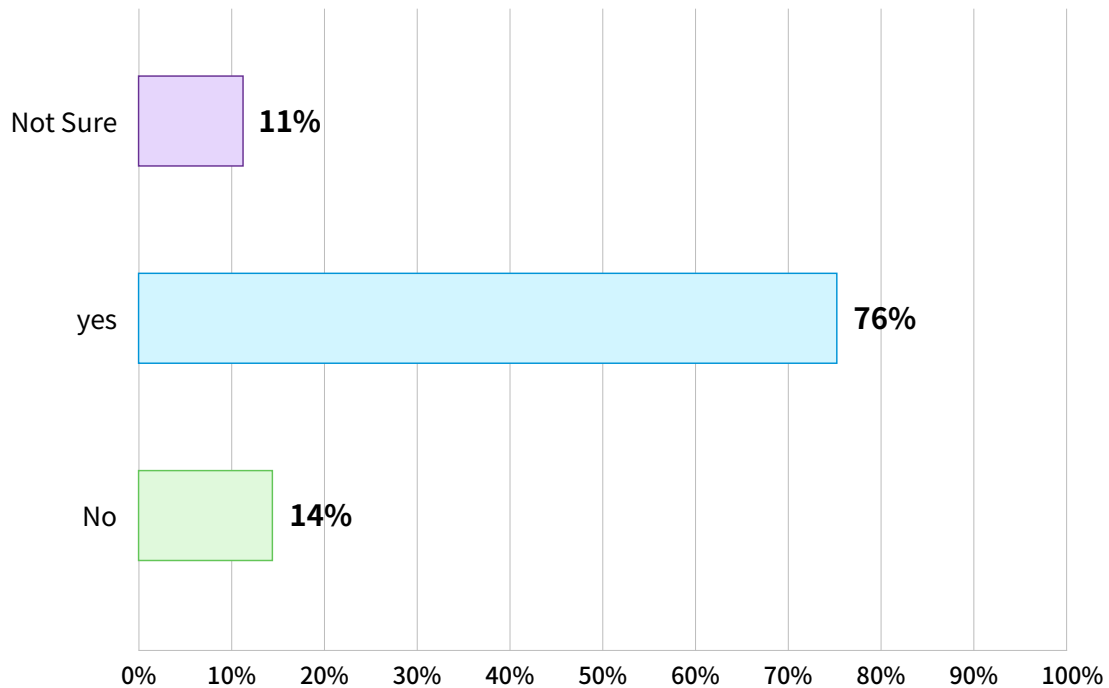
With Avaya Infinity, every agent, every assistant, and every interaction is equipped to deliver the right answer—fast. That's how competence becomes connection.

Accuracy is no longer just a backend function—it's a frontline differentiator.

5: The Loyalty Breaking Point — When Service Becomes the Deciding Factor

Question:

Have you ever chosen one brand over another because of a better customer service experience?



Key Insight

76% of U.S. consumers say they've actively chosen one brand over another based solely on the quality of service.

Customer experience is no longer just about retention—it's a competitive differentiator.

What It Means for Businesses

For today's consumer, the experience is the brand.

Every interaction—before, during, or after a purchase—has the power to shift loyalty. A moment of speed, empathy, or clarity can turn a casual buyer into a committed fan. But a single frustrating experience can quietly end the relationship—for good.

The customer service function has become a public-facing reflection of brand values. And now, it's directly influencing buying behavior.

Implications for Building Connection Centers

Opportunity:

- Treat every service moment as a conversion opportunity, not just a cost center.
- Elevate CX to a growth lever, not just a support layer.

Risk:

- Ignoring CX as a competitive variable means losing customers before sales conversations even begin.
- Consistency gaps across channels create brand trust erosion at scale.

Action:

- Create journey continuity—making every interaction feel familiar, responsive, and connected.
- Use smart orchestration to ensure customers are always routed to the best-fit resource.
- Treat CX as a strategic capability, not just a back-end process.

Final Thought

In today’s market, customers don’t just remember the product—they remember how they were treated. And they act on it.

Why You Need Avaya Infinity

Framing the Experience:


The brands that win loyalty in the AI era are those that make customer experience a strategic asset, not an operational afterthought.

Avaya Infinity helps brands:

- Deliver seamless experiences across every channel—so customers never feel lost.
- Maintain conversation continuity—so every moment builds on the last.
- Route with experience intelligence—so the right help arrives the first time.

Infinity turns the contact center into a proactive driver of brand preference, not just a reactive function.

How the Data Maps to Experience Shifts

From		To
Reactive support		Proactive engagement
One-size-fits-all experiences		Differentiated service journeys
Transactional exchanges		Memorable interactions
Passive contact center		Active brand loyalty driver

Takeaway for the C-Suite

Customer service is no longer invisible. It’s visible, decisive, and measurable.

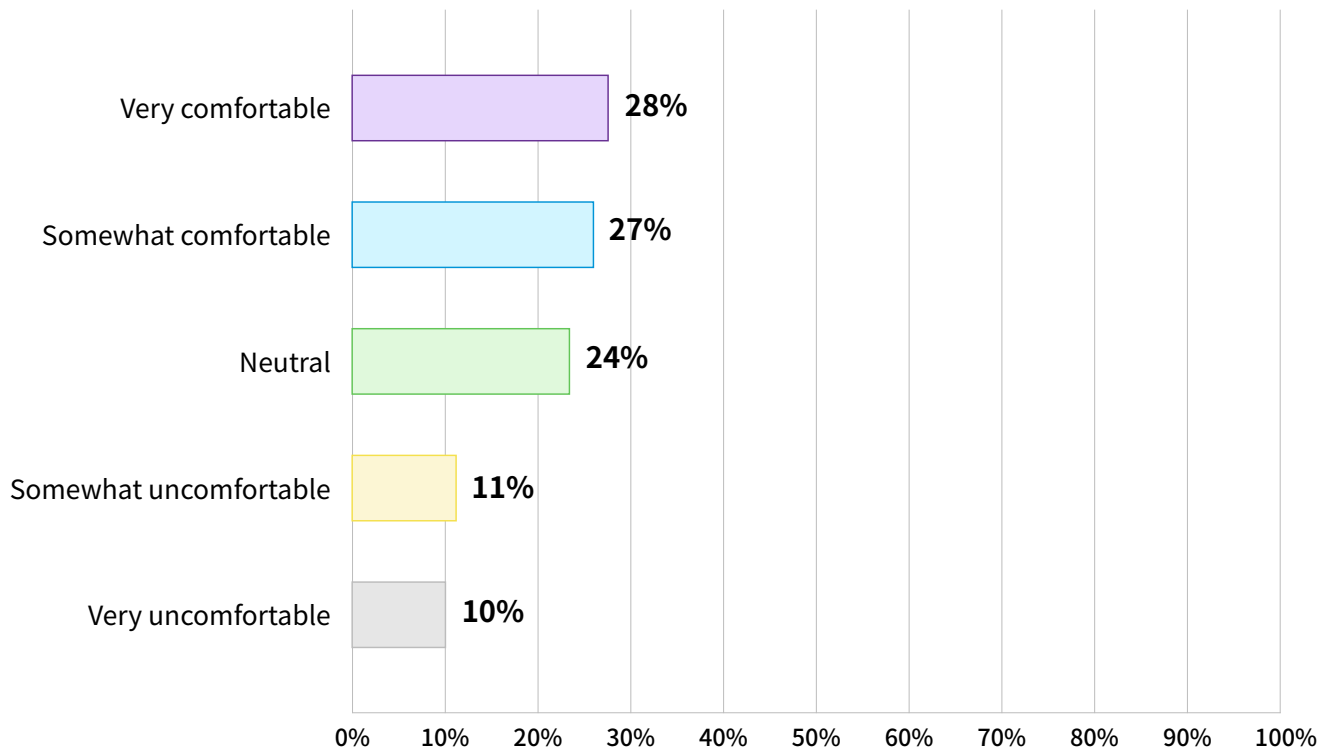
The brands that consumers choose are often the ones that deliver better experiences, not just better products.

Avaya Infinity positions service as the differentiator—building loyalty not by chance, but by design.

6: The Comfort Curve of AI — Earning Trust Through Every Interaction

Question:

How comfortable are you interacting with AI-powered virtual assistants for common issues?



Key Insight

55% of consumers report being either very or somewhat comfortable with AI-powered support. But 21% remain uncomfortable, and another 24% feel neutral—highlighting that trust is growing, but still conditional.

What It Means for Businesses

AI is no longer novel—it's expected. But expectation doesn't guarantee comfort.

Consumers are increasingly open to virtual assistants—especially when tasks are simple, speed is prioritized, and outcomes are reliable.

But there's still a gap between functional readiness and emotional readiness.

The takeaway? It's not just about what your AI can do—it's about how it shows up. Trust must be designed in at every step.

Implications for Building Connection Centers

Opportunity:

- Engage customers with intuitive, human-like AI that builds trust through clarity, tone, and ease of use.
- Scale customer service capacity while still offering seamless human handoffs.

Risk:

- Poorly executed bots—cold, confusing, or clunky—can erode comfort and stall adoption.
- Forcing AI where it's not welcome can turn a cost-saving tool into a brand liability.

Action:

- Use natural language understanding to interpret meaning, not just match keywords.
- Personalize tone and interaction style to reflect your brand and reassure users.
- Design hybrid frameworks that make escalation effortless when human reassurance is needed.

Final Thought

Comfort is not static—it grows with each respectful, successful interaction. Brands must treat AI not just as a capability, but as a relationship-builder.

Why You Need Avaya Infinity

Framing the Experience:

Avaya Infinity is purpose-built to meet consumers wherever they are on the comfort curve—from first-time users to fluent adopters.

Avaya Infinity helps brands:

- Deliver conversational AI that feels fluid, responsive, and natural.
- Empower bots to reflect your tone and personality—not just automation.
- Offer graceful transitions to human support, preserving the connection and reducing frustration.

With Infinity, AI becomes more than a tool—it becomes a trusted part of the journey.

How the Data Maps to Experience Shifts

From	→	To
Basic scripted bots		Conversational AI
Cold automation		Empathetic virtual assistance
Siloed AI		Integrated hybrid support
Channel-specific tools		Unified orchestration engine

Takeaway for the C-Suite

Consumers are ready for AI—but only if it's ready for them.

Avaya Infinity ensures every AI-powered interaction feels useful, human-aligned, and emotionally aware.

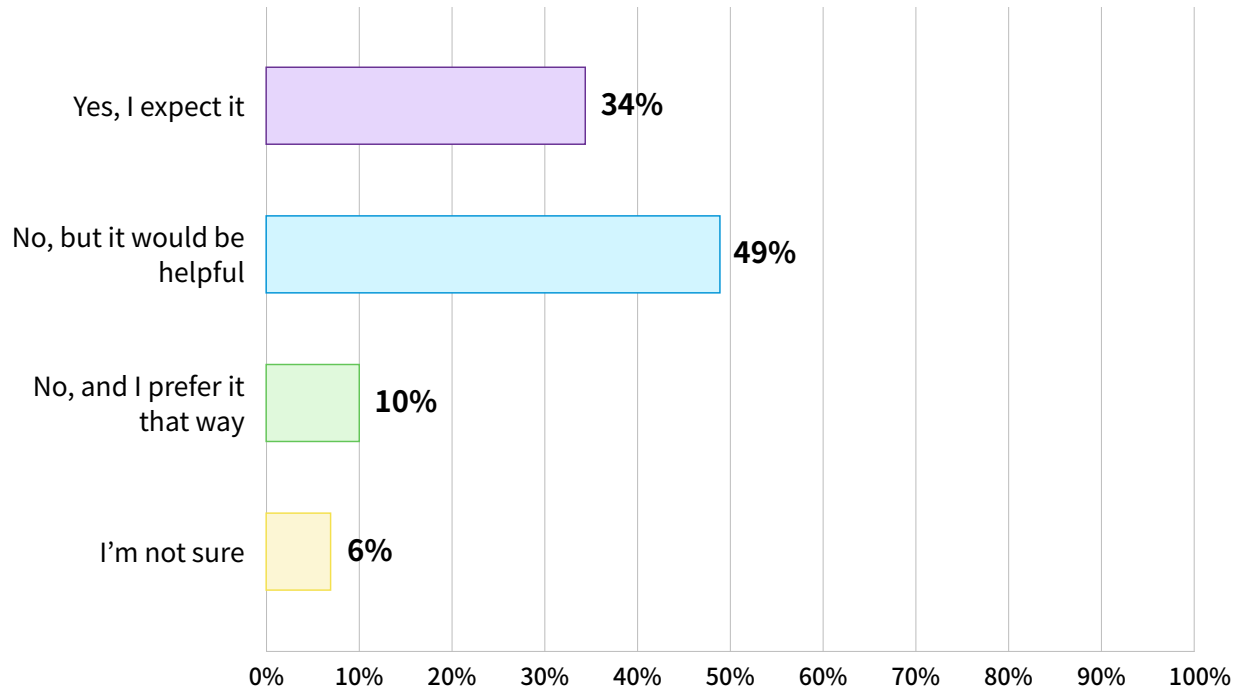
By respecting the boundaries of comfort and delivering genuine value, businesses can scale with integrity—and build loyalty one conversation at a time.

7: Expectation of Memory

Consumer Expectation: Should Human Agents Know Your History?

Question:

Do you expect human support agents to know your history with a company?



Key Insight

83% of consumers either expect agents to know their history—or believe it would be helpful. Only 10% say they prefer not to be known.

What This Reveals

Consumers don't want to start from zero.

They expect the companies they engage with to remember—not just what they purchased, but how they've been treated, what issues have occurred, and what matters most to them.

Memory is now part of the experience. When it's present, interactions feel thoughtful and efficient. When it's absent, trust erodes and frustration builds. The modern customer assumes continuity—and notices its absence immediately.

Strategic Relevance to Avaya Infinity

Avaya Infinity is purpose-built to deliver this expectation of memory across the entire journey—ensuring that every human agent interaction begins with context, not confusion.

Key Capabilities Aligned to the Insight:

- **Persistent Context Layer**

Customer identity, preferences, and interaction history are maintained across sessions and channels—empowering agents to act with full awareness.


- **CRM and System Integrations**

Avaya pulls in data from multiple backend systems so agents can see a 360° view of the customer—without toggling between apps.

- **Interaction Summarization and Handoff**

Interaction Summarization and Handoff Every handoff from virtual assistant to human agent includes full conversation history and resolution attempts—ensuring customers never have to repeat themselves.

Experience Shift at a Glance

From		To
“Can you tell me your issue again?”		“I see what’s going on. Let me help.”
Manual lookup of customer info		Real-time, screen-ready insights
Fragmented records		Unified customer journey memory
Repetition and frustration		Continuity and care

Implications for the Enterprise

- The ability to recall customer history is no longer optional—it’s part of the baseline for modern CX.
- Every time a customer has to explain themselves again, value is lost—and so is brand equity.
- Delivering context-rich experiences isn’t just about systems integration. It’s about showing customers that they’re remembered, respected, and valued.

Executive Takeaway

Customers don’t want to be recognized—they want to be remembered.

Avaya Infinity enables human agents to carry context forward across time, touchpoints, and teams—making every conversation feel connected to the last.

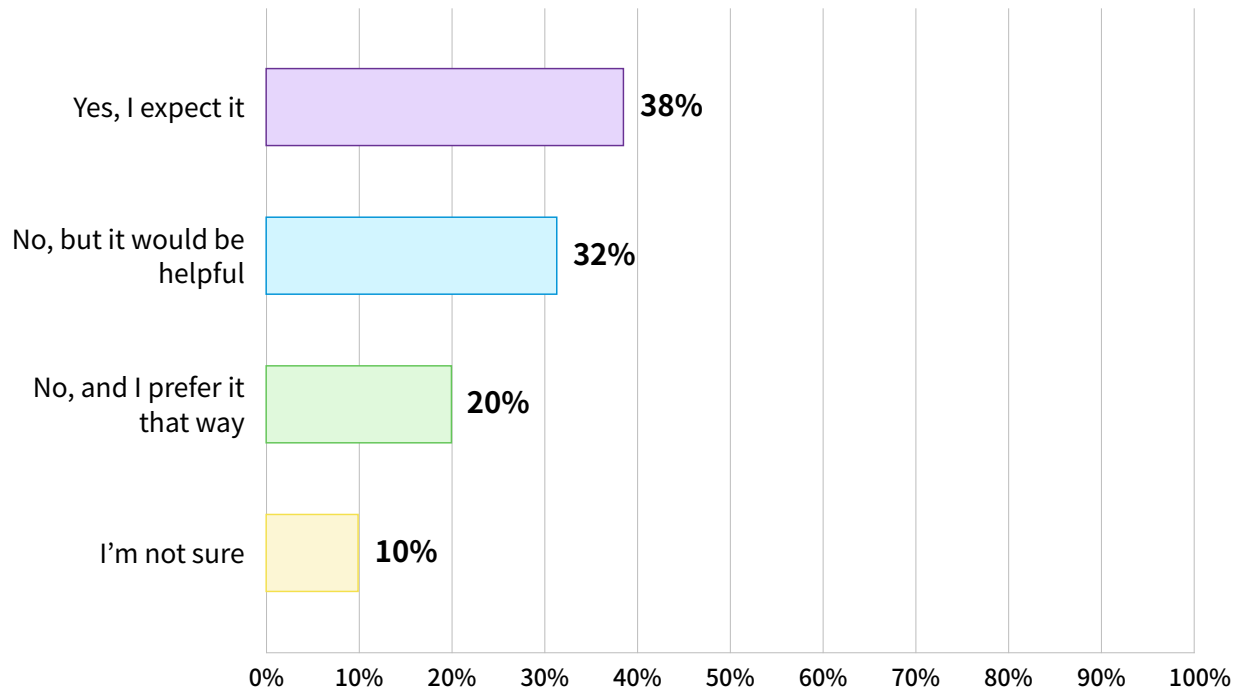
In a world where customers interact across channels and over weeks or months, memory becomes a superpower. Avaya delivers it—at scale.

8: Remember Me, Even If You're Not Human

Consumer Expectation: Should AI Support Agents Know Your History?

Question:

Do you expect AI support agents to know your history with a company?



Key Insight

While expectations are slightly lower for AI than for human agents, 70% of consumers still say they either expect AI to know their history or that it would be helpful.

What This Reveals

The expectation of memory doesn't stop with humans.

Consumers increasingly see AI support agents as an extension of the brand—not a separate tier or experimental add-on.

While the threshold for trust is still higher with human agents (83% expect or want memory), a clear majority (70%) also expect AI to demonstrate situational awareness and continuity.

The message is clear: once a customer shares their story with your brand, they don't want to start over—regardless of whether they're talking to a person or a program.

Implications for Building Connection Centers

Opportunity:

- Engage customers with intuitive, human-like AI that builds trust through clarity, tone, and ease of use.
- Scale customer service capacity while still offering seamless human handoffs.

Risk:

- Poorly executed bots—cold, confusing, or clunky—can erode comfort and stall adoption.
- Forcing AI where it's not welcome can turn a cost-saving tool into a brand liability.

Action:

- Use natural language understanding to interpret meaning, not just match keywords.
- Personalize tone and interaction style to reflect your brand and reassure users.
- Design hybrid frameworks that make escalation effortless when human reassurance is needed.

Key Takeaway

Expectations for AI are growing—but trust is still catching up. Consumers are beginning to demand intelligent, context-aware automation, but they remain cautious when memory is handled by machines.

The opportunity lies in bridging that trust gap with transparent, meaningful, and consistent AI experiences.

Implications for the Enterprise

Consumers are willing to trust AI—if it earns that trust.

AI must no longer operate in isolation. It must pull from the same intelligence layer as human agents to meet rising expectations for continuity and care.

The brands that unify customer memory across people and platforms will deliver not only smarter service—but more human ones.


Why You Need Avaya Infinity

Avaya Infinity closes the AI trust gap with thoughtful orchestration—ensuring that AI agents are not just automated, but aware.

Key Capabilities Aligned to the Insight:

- **Conversational Memory and Persistence:**
AI assistants retain context across sessions and handoffs, creating a continuous experience even as conversations move between channels or time periods.
- **Privacy-Aware Personalization:**
Avaya Infinity enables memory policies that strike a balance—honoring consumer data preferences while maximizing relevance and utility.
- **Unified Data Framework Across Human + AI Agents:**
Both digital and live agents work from the same memory layer—so your customer's experience feels seamless, regardless of who (or what) is helping them.

Experience Shift at a Glance

From		To
Isolated bot sessions		Memory-driven, persistent AI
Cold, repetitive experiences		Context-aware digital interactions
Human-only recall		Human-AI shared memory layer
Distrust in automation		Confidence through consistency

Executive Takeaway

Customers don't just want to be known by people—they want to be known by your system.

Avaya Infinity enables AI to engage with memory, context, and care—creating automation that feels like connection.

This isn't about faster responses. It's about smarter relationships.

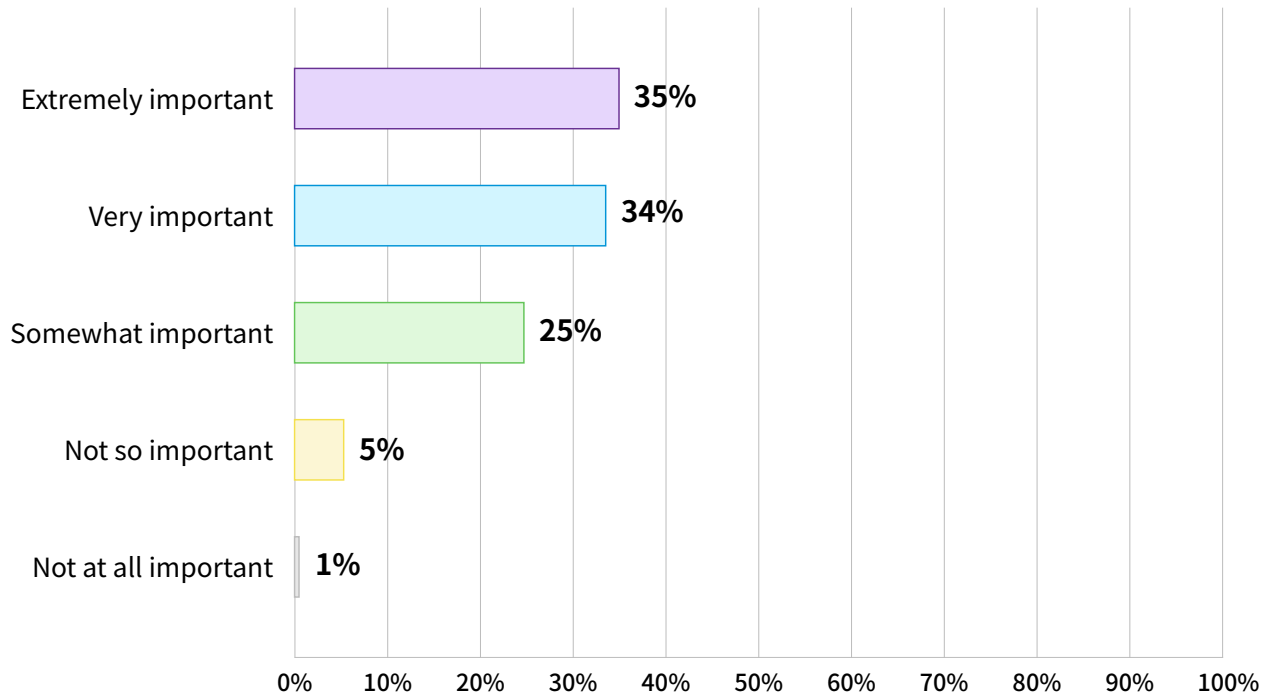
Connection means continuity. Continuity requires memory. And memory must span humans and machines.

9: The Context Expectation

Consumer Expectation: Should Human Agents Know What Happened Before the Handoff?

Question:

When transferred from an AI assistant to a human agent, how important is it that the human agent already knows your context?



Key Insight

94% of consumers believe it is at least somewhat important that agents are already aware of the context when they take over from AI. For 70%, it's very or extremely important.

What This Reveals

There is no tolerance for starting over.

Consumers may be open to beginning their journey with an AI assistant, but when the issue requires escalation, they expect the human agent to pick up right where the machine left off—without missing a beat.

Contextual continuity isn't a luxury. It's the new baseline. Every time a customer has to repeat information they already provided, it signals a broken system—and the emotional cost is high.

Why You Need Avaya Infinity

Avaya Infinity is designed to eliminate these breaks in continuity. The platform doesn't just transfer conversations—it transfers context, intent, and customer sentiment.

Key Capabilities Aligned to the Insight:

- **AI-to-Human Context Transfer**

Agents receive a full, real-time summary of prior AI interactions—including customer inputs, bot responses, attempted resolutions, and emotional sentiment.


- **Live Agent Augmentation**

Avaya provides agents with dynamic guidance and insights based on what the AI has already processed—so they can respond confidently, not blindly.

- **Unified Experience Layer**

Conversations span channels and personas (AI or human) without fragmentation. The context is not passed—it is shared, live and persistent.

Experience Shift at a Glance

From		To
“Let me start over”		“Thanks for your patience—here’s what I see”
Customer frustration at repeats		Agent insight at first hello
Channel or persona fragmentation		Continuity across AI + agent
Siloed interactions		Connected, informed resolution

Implications for the Enterprise

The transition from AI to human is a moment of truth. Poor handoffs create visible frustration and invisible churn.

Consumers don't distinguish between departments, systems, or technologies. They expect one unified brand experience.

To meet this standard, businesses must invest in infrastructure that connects—not just routes—customer journeys.

Executive Takeaway

The handoff is where trust is tested.

Avaya Infinity ensures that transitions between AI and human agents are fluid, informed, and emotionally intelligent. When an agent picks up the thread with context in hand, the experience feels designed—not improvised.

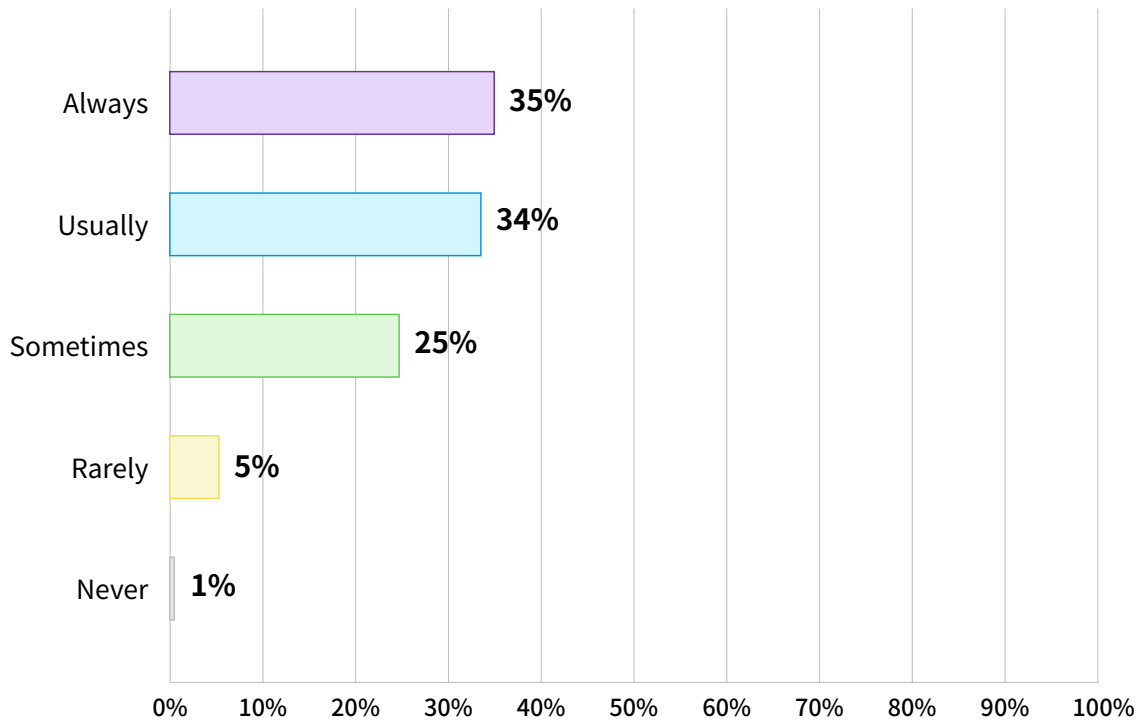
In the eyes of the customer, seamlessness is a sign of respect. And context is no longer optional—it's how connections are kept.

10: The Personalization Perception

Consumer Expectation: Do People Notice When Experiences Are Personalized?

Question:

Do you notice when your experiences feel personalized by the company?



Key Insight

69% of consumers say they always or usually notice personalization. Only 6% say they rarely or never notice.

What This Reveals

Personalization is not invisible. It's noticed—and felt.

Nearly 7 out of 10 consumers are actively aware when a brand personalizes their experience. This debunks the myth that customers don't pay attention to subtle CX enhancements. They do. And when personalization is present, they recognize the difference.

Conversely, when personalization is missing, experiences feel hollow, robotic, or out of sync with expectations. Brands don't just risk underwhelming their audience—they risk eroding perceived value.

Why You Need Avaya Infinity

Avaya Infinity turns personalization into a visible, tangible part of every interaction, helping businesses design experiences that feel unique—because they are.

Key Capabilities Aligned to the Insight:

- **Real-Time Personalization Engine**

Avaya leverages customer data, preferences, and interaction history to shape live experiences—offering tailored responses, offers, and routing decisions in the moment.

- **Behavioral and Contextual Cues**

Infinity can dynamically adapt tone, content, or escalation paths based on customer signals—making personalization not just a database lookup, but an active, evolving dialogue.

- **Omnichannel Memory**

Customers receive personalized treatment regardless of channel, device, or time of day—ensuring brand consistency and connection.

Experience Shift at a Glance

From	→	To
One-size-fits-all interactions		Customized conversations
Anonymous service		Recognized and remembered
Passive tone		Emotionally responsive dialogue
Generic messaging		Individually relevant guidance

Implications for the Enterprise

Personalization is now part of brand perception. It impacts how customers evaluate care, attention, and value.

Failing to personalize may not feel neutral—it may feel lazy, careless, or indifferent.

Organizations must invest in personalization systems that are noticeable, not just technically present.

Executive Takeaway

Personalization isn't just about data. It's about perception.

Avaya Infinity enables organizations to create experiences that don't just function well—they feel right to the customer. And customers know when a brand is making that effort.

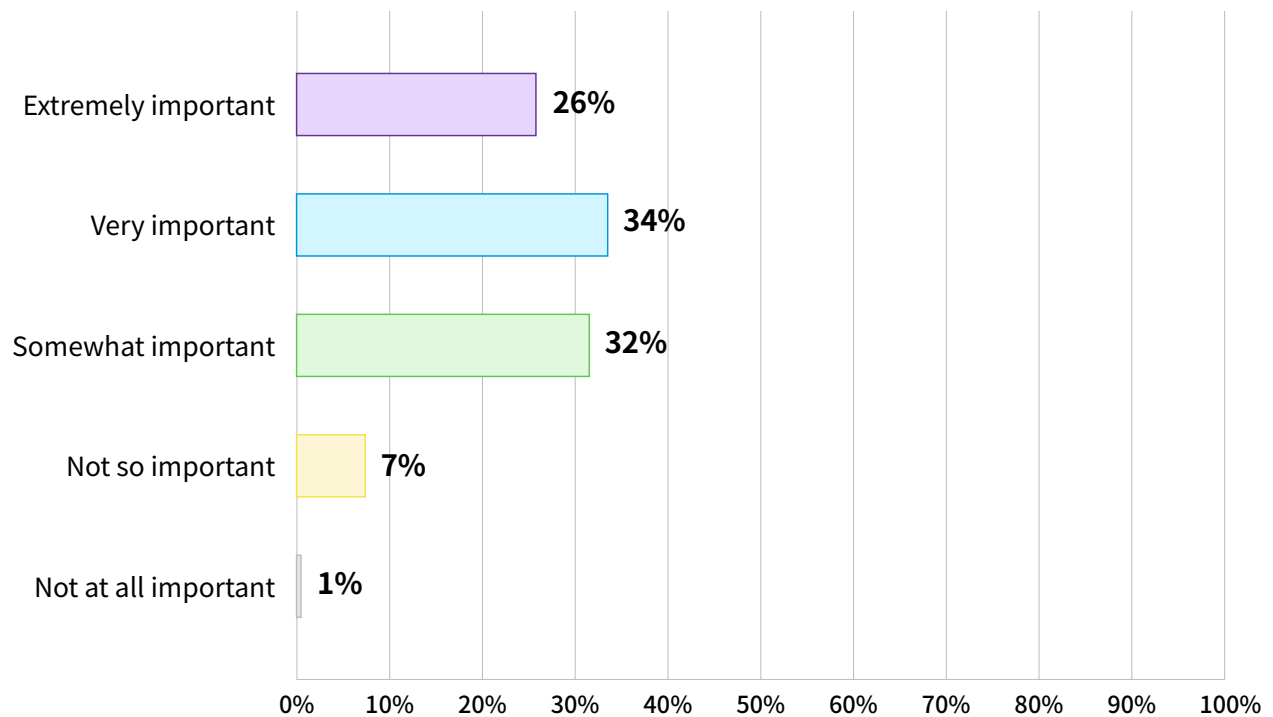
In the new economy of attention and emotion, personalization is currency. When used with intelligence and care, it builds connection, loyalty, and brand distinction.

11: Real-Time Relevance

Consumer Expectation: How Important Is Real-Time Personalization Based on History and Preferences?

Question:

When interacting with a company, how important is real-time personalization based on your history and preferences across systems?



Key Insight

92% of consumers say real-time personalization is at least somewhat important, with 60% rating it very or extremely important.

What This Reveals

Today's consumers are not simply impressed by personalization—they expect it to happen in real time.

Historical data, preferences, past purchases, prior issues—these are no longer static records. They're fuel for immediacy. Customers want the brand to understand where they've been and what they need now—without being asked.

This insight underscores the shift from static CRM strategies to dynamic, in-the-moment orchestration. When a business can respond in real time with relevance, it doesn't just deliver a better experience—it demonstrates emotional and operational intelligence.

Why You Need Avaya Infinity

Avaya Infinity enables real-time personalization across all touchpoints—combining data, AI, and live context to make interactions feel fluid, current, and human.

Key Capabilities Aligned to the Insight:

- **Cross-System Intelligence Layer**

Avaya pulls customer data from CRMs, ticketing systems, interaction history, and behavioral cues into one actionable view—updated in real time.


- **AI-Driven Personalization at Scale**

Whether engaging through a virtual assistant or a live agent, customers receive recommendations, responses, and offers personalized to their intent and history.

- **Context-Aware Workflows**

Avaya enables the automation of responses and routing based on live signals—reducing effort while increasing relevance.

Experience Shift at a Glance

From		To
Static customer records		Dynamic, real-time intelligence
Delayed personalization		In-the-moment adaptive responses
CRM-dependent segmentation		Cross-system behavioral targeting
“Tell us again” experiences		“Here’s what we see” engagement

Implications for the Enterprise

The speed of insight matters. If personalization arrives too late, it feels disconnected or artificial.

Enterprises must move beyond reactive service models to anticipatory experiences, using real-time data as a core CX asset.

This demands not only connected systems—but connected thinking across departments and teams.

Executive Takeaway

Personalization that lags is personalization that fails.

Avaya Infinity gives businesses the tools to act on insight instantly—so customers don’t just feel recognized, they feel understood in the moment that matters.

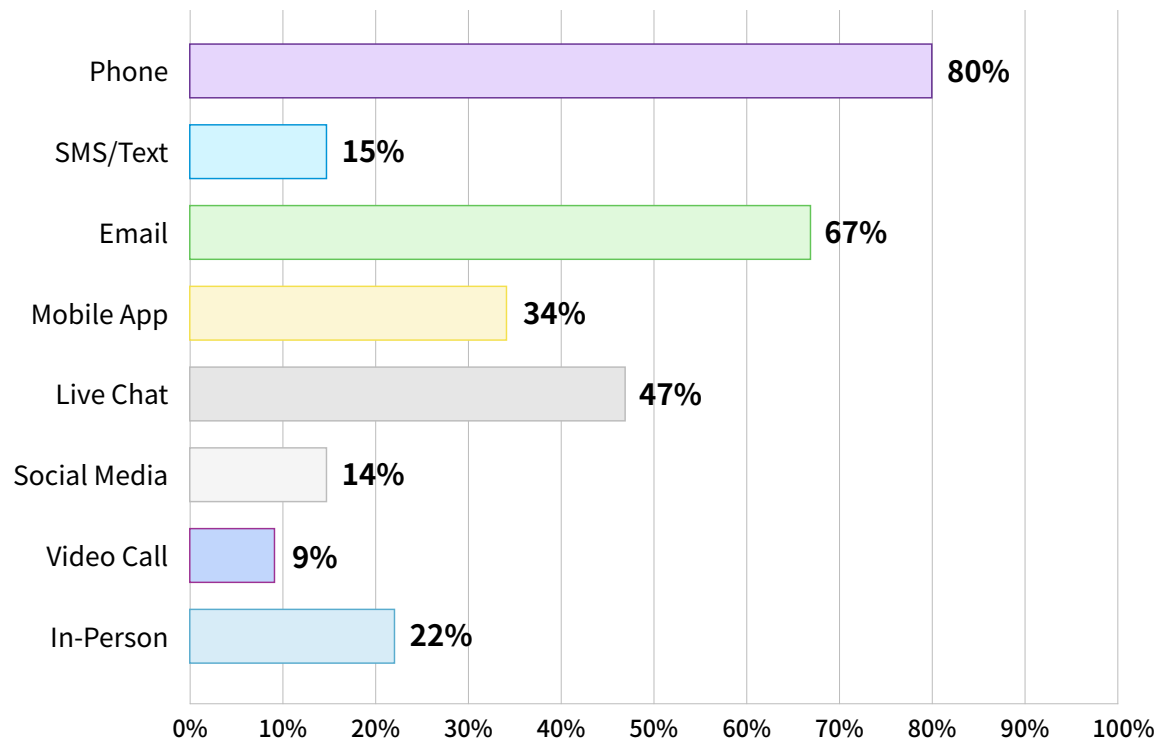
Real-time personalization is the new frontline of relevance. It defines how customers measure care, intelligence, and emotional connection at every touchpoint.

12: The Multichannel Mandate

Consumer Behavior: Which Channels Have You Used to Contact a Business in the Past 6 Months?

Question:

Which channels have you used to contact a business in the past 6 months? **(Multiple responses allowed)**



Key Insight

Consumers are using a wide range of contact channels, with phone (80%), email (67%), and live chat (47%) leading the pack. The average consumer is now multichannel by default.

What This Reveals

The customer journey is no longer linear—and rarely tied to a single channel.

Consumers are using multiple touchpoints across digital and physical environments, often in the same interaction flow. This isn't a niche behavior—it's the new norm. And yet, many businesses still design their customer service operations around siloed systems and outdated workflows.

What today's customer expects is not access to more channels, but a coherent experience across the ones they already use.

Why You Need Avaya Infinity

Avaya Infinity brings true multichannel orchestration—giving consumers the freedom to move between touchpoints while ensuring the experience stays connected and consistent.

Key Capabilities Aligned to the Insight:

- **Unified Communications Layer**

Phone, chat, text, video, email, social, and more—all managed through a single orchestration platform with centralized customer context.


- **Channel Handoff Intelligence**

Avaya detects and manages when customers switch from one channel to another, preserving both context and conversation flow.

- **Agent Workspace Flexibility**

Agents can respond across channels from a unified interface, reducing friction and improving handling time—without forcing the customer to repeat themselves.

Experience Shift at a Glance

From		To
Channel fragmentation		Channel fusion
Customer starts over per channel		Customer journeys that continue
Tech-defined limitations		Customer-defined flexibility
Operational inconsistency		Unified experience management

Implications for the Enterprise

Supporting multichannel communication is not just a technical challenge—it’s a brand challenge.

Disjointed systems create customer confusion, duplicate work, and missed expectations.

Winning organizations are those that design for movement—across platforms, devices, and preferences.

Executive Takeaway

Customers don’t think in channels. They think in outcomes.

Avaya Infinity provides the infrastructure to meet customers wherever they are—and move with them as their needs shift. The brand that keeps the journey connected, regardless of channel, becomes the brand they return to.

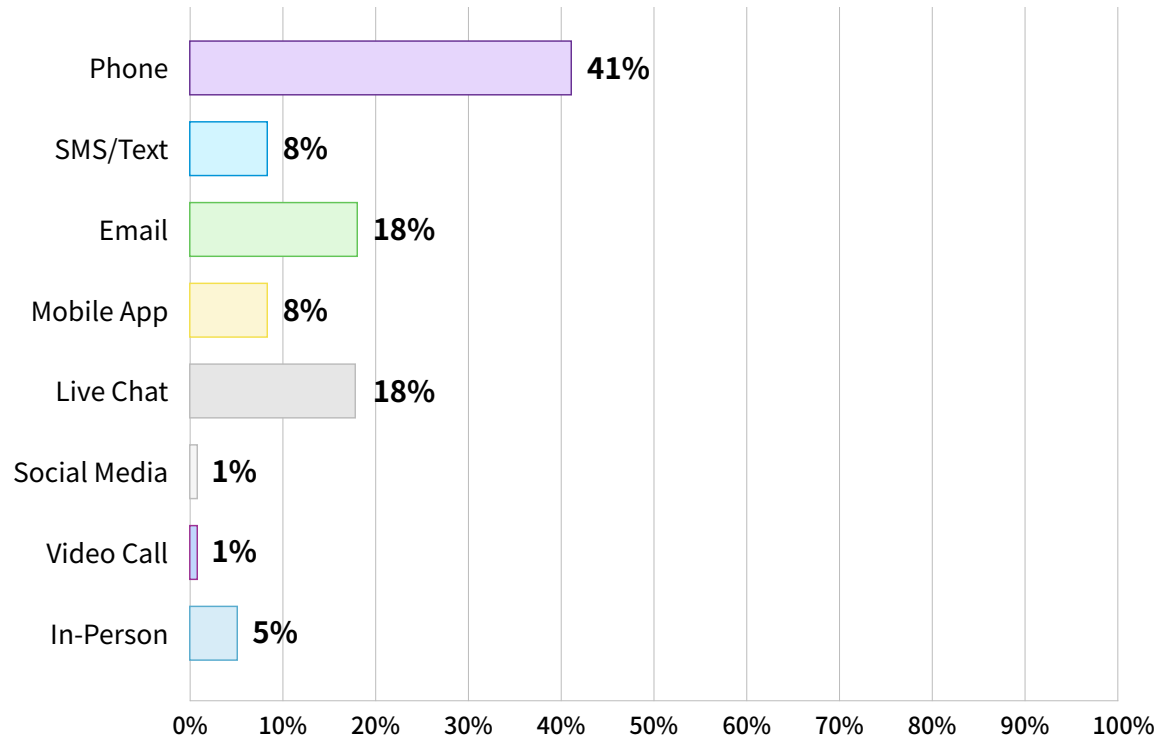
Multichannel isn’t optional. It’s foundational. And Avaya delivers it with the intelligence, cohesion, and care today’s consumers demand.

13: The Preferred Path to Connection

Consumer Preference: What Is Your Primary Channel When Contacting a Business?

Question:

In general, which channel do you prefer to use when contacting a business?



Key Insight

Phone remains the most preferred channel by a wide margin, favored by 41% of consumers, followed by live chat (18%) and email (18%). SMS, mobile apps, video, and social media rank far lower—despite high usage.

What This Reveals

When it comes to preference—not just availability—voice still dominates.

Even in a digitally saturated world, customers continue to gravitate toward real-time, human-powered voice conversations when it matters most. While multichannel behavior is widespread (as seen in Chapter 12), preference data shows that clarity, speed, and reassurance remain strongest over the phone.

Live chat and email follow closely, offering convenience without sacrificing responsiveness. Meanwhile, newer channels like social, mobile apps, and video are still viewed as supplemental—not primary.

Why You Need Avaya Infinity

Avaya Infinity is engineered to honor customer preferences while flexibly orchestrating across all channels. It recognizes that voice is not fading—it’s evolving, and must be supported with the same intelligence and context as digital touchpoints.

Key Capabilities Aligned to the Insight:

- **Cloud Voice + AI-Enhanced Call Handling**

Avaya continues to innovate voice, pairing it with real-time AI, speech analytics, and intelligent routing—making every phone call smarter.


- **Live Chat and Email Personalization**

Infinity optimizes high-preference digital channels with live agent augmentation, predictive text suggestions, and personalized customer data.

- **Preference-Driven Routing**

Avaya captures and respects preferred channels in customer profiles, dynamically adjusting how engagement is initiated and followed up.

Experience Shift at a Glance

From		To
Static channel design		Preference-aware orchestration
“We offer it all”		“We honor how you want to engage”
Channel silos		Unified, personalized access
Voice as legacy		Voice as emotionally intelligent

Implications for the Enterprise

Just because customers use many channels doesn't mean they trust them equally.

Voice is still the default for urgency, emotion, and resolution—especially when confidence matters.

Enterprises must invest in elevating voice, not just maintaining it, while building complementary digital journeys that feel just as responsive.

Executive Takeaway

The phone isn’t going away. It’s becoming more powerful.

Avaya Infinity treats channel preference not as a constraint, but as an opportunity to build trust. It empowers brands to meet consumers how and where they prefer—without compromise, without fragmentation.

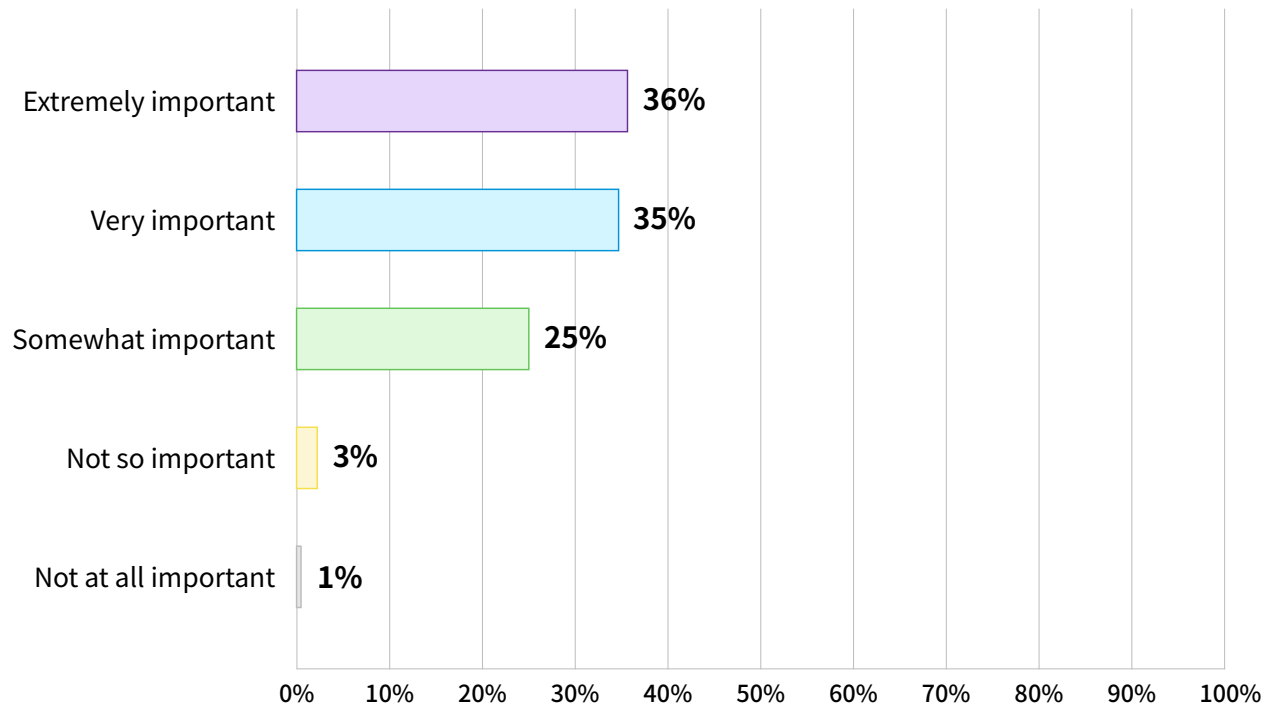
Customer experience begins with listening—and that often still happens on the phone.

14: The No-Repetition Rule

Consumer Expectation: Seamless Channel Switching Without Starting Over

Question:

How important is it that you can switch between channels without repeating information?



Key Insight

A striking 96% of consumers say it is at least somewhat important to switch channels without repeating themselves—with 71% saying it's very or extremely important.

What This Reveals

Customers want to move. But they don't want to repeat.

Today's consumer journey often spans multiple touchpoints—starting in a mobile app, continuing via chat, and ending on a phone call. Yet what frustrates them most isn't the shift in channels—it's the break in context that often comes with it.

Repetition feels like being dropped. It breaks trust, slows resolution, and undermines the sense of connection. This insight makes one thing clear: unified memory isn't a luxury—it's a necessity.

Why You Need Avaya Infinity

Avaya Infinity is built for channel mobility. It enables customers to move freely across voice, chat, digital, and in-person channels without ever having to start over.

Key Capabilities Aligned to the Insight:

- **Persistent Context Engine**

Customer data, conversation history, and intent are preserved across all channels—ensuring each touchpoint picks up exactly where the last left off.


- **Real-Time Cross-Channel Orchestration**

Avaya enables dynamic routing and synchronization between agents, bots, and departments to maintain continuity through every transfer or escalation.

- **Agent & Bot Shared Workspaces**

Human and AI agents access the same conversation thread, so context is never lost during transitions—whether mid-session or across time.

Experience Shift at a Glance

From		To
“Let me explain again...”		“Thanks for continuing the conversation”
Disjointed service moments		Unified customer journeys
Channel restarts		Memory-based transitions
Channel loyalty		Journey flexibility

Implications for the Enterprise

Channel flexibility without continuity creates more harm than good.

To build trust, brands must invest not only in omnichannel presence—but in true orchestration across those channels.

The future of CX is not multichannel—it’s context-rich fluidity, and most enterprises aren’t there yet.

Executive Takeaway

Customers are willing to move—but only if the conversation moves with them.

Avaya Infinity eliminates the frustration of repetition by enabling every agent, assistant, and system to stay in sync. This capability doesn’t just save time—it builds confidence, loyalty, and emotional connection.

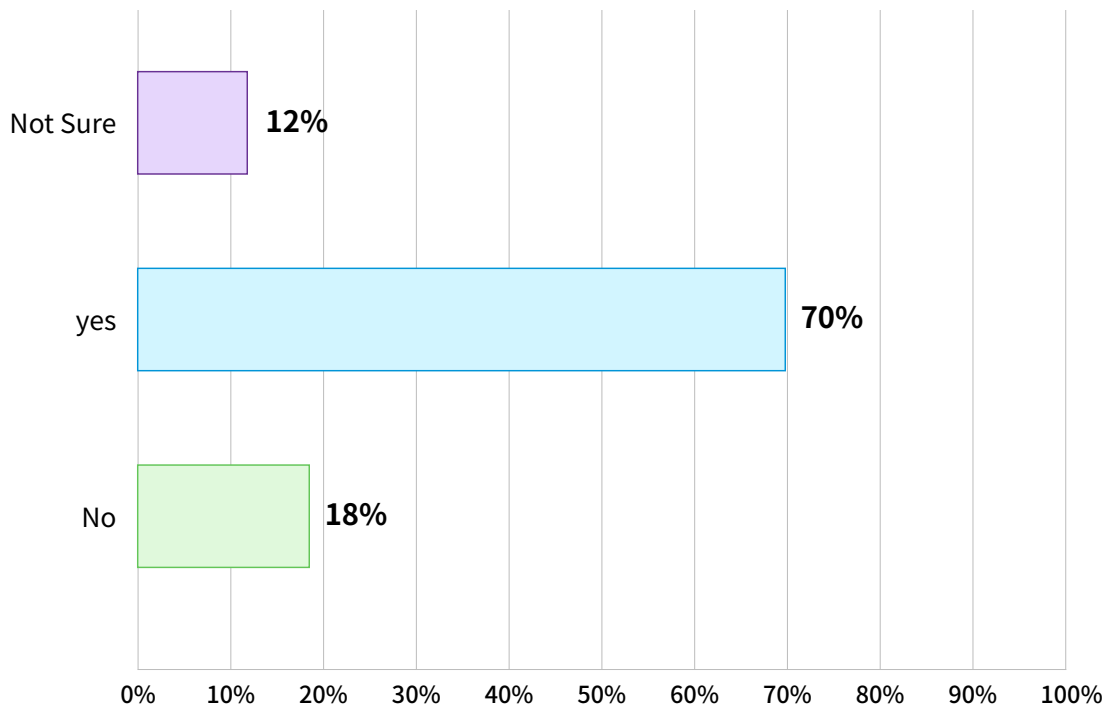
In a world of constant movement, brands that stay in step with the customer will lead the race.

15: Silent Abandonment

Consumer Behavior: Do People Quit When Channel Switching Fails?

Question:

Have you ever abandoned a customer service interaction due to difficulty switching channels?



Key Insight

70% of consumers say they have abandoned an interaction due to difficulty switching between channels. Only 18% said definitively no.

What This Reveals

The damage doesn't always come with a complaint.

Customers who experience friction while trying to switch channels often walk away without warning. This isn't loud churn—it's silent abandonment. And it's more common than most businesses realize.

This finding reinforces the urgency of seamless channel orchestration (as seen in Chapter 14). When brands fail to maintain continuity, customers don't wait—they leave. And in many cases, they never return.

Why You Need Avaya Infinity

Avaya Infinity minimizes abandonment risk by providing a continuity-first experience design, ensuring that channel-switching is smooth, contextual, and supported by shared memory.

Key Capabilities Aligned to the Insight:

- **Omnichannel Synchronization**

Whether customers move from chat to voice or from app to agent, Avaya ensures continuity of context, data, and tone—without starting over.

- **Conversation Thread Persistence**

All interactions are logged and passed across channels and teams, so customers can re-engage without losing their place.

- **Smart Journey Alerts**

Avaya flags dropped sessions or unresolved interactions—giving businesses a chance to re-engage proactively before customers disappear for good.

Experience Shift at a Glance

From	To
Disrupted journeys	Fluid transitions
Abandonment without insight	Proactive re-engagement
Channel-based silos	Orchestrated experience layer
Missed connections	Preserved continuity

Implications for the Enterprise

The true cost of poor channel transitions is invisible churn. Customers leave without saying why—and without giving brands a second chance.

Businesses that track only feedback-based metrics may miss this abandonment entirely.

A continuity-first experience strategy is now essential for reducing churn and improving journey completion.

Executive Takeaway

Every abandoned conversation is a lost opportunity—often undetected.

Avaya Infinity helps organizations detect the moments where drop-off risk is highest and provides the infrastructure to keep interactions moving forward. When businesses treat continuity as a core design principle, customers stay engaged longer—and outcomes improve.

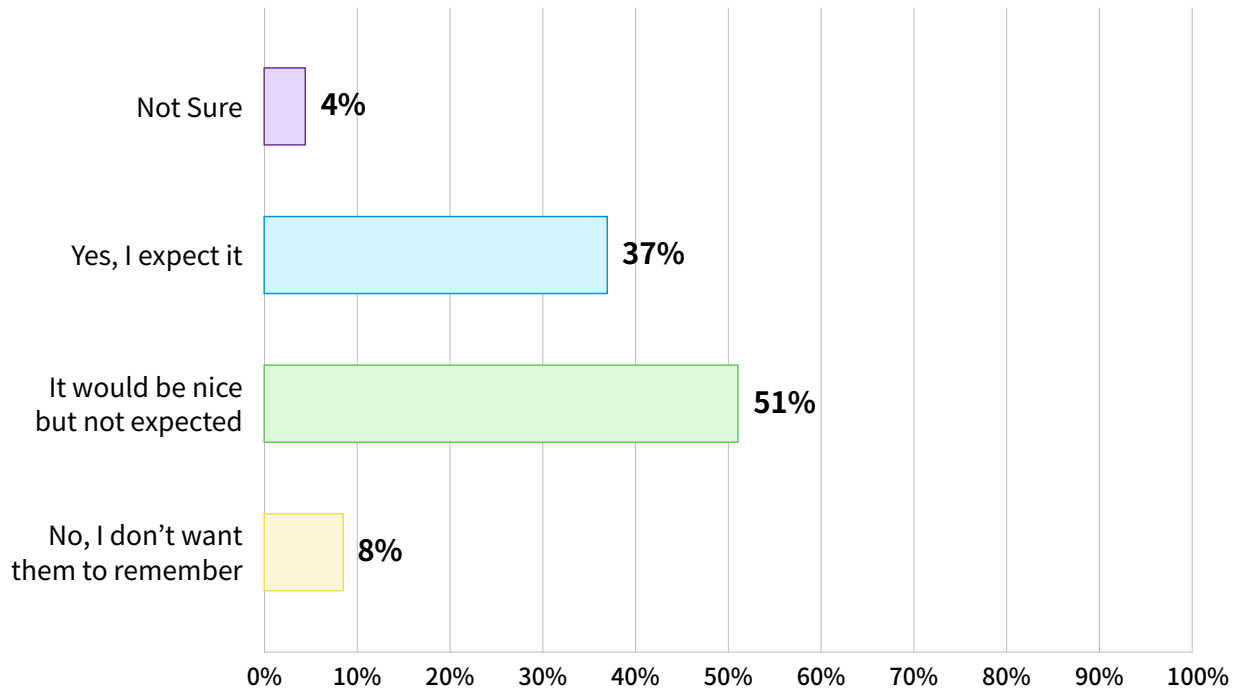
In the new CX landscape, channel switching shouldn't feel like starting over. It should feel like progress.

16: The Preference Expectation

Consumer Expectation: Should Companies Remember Your Preferences Across Interactions?

Question:

Do you expect companies to remember your preferences across interactions?



Key Insight

86% of consumers say it would be helpful or expected for companies to remember their preferences—while only 8% say they don't want them remembered at all.

What This Reveals

Preferences are more than convenience—they are signals of loyalty and trust.

Most customers aren't just tolerating personalized experiences; they are expecting them to be remembered. When preferences go unrecognized, the experience feels impersonal. And when customers have to reset those preferences repeatedly, it communicates that their time and preferences aren't valued.

This insight builds on earlier chapters (especially Chapters 7, 8, and 11), confirming that memory—across people, systems, and channels—is not just a feature of good CX. It is the foundation.

Why You Need Avaya Infinity

Avaya Infinity delivers on this expectation by turning customer preferences into living inputs—used across channels, agents, and automated systems to ensure continuity and relevance.

Key Capabilities Aligned to the Insight:

- **Persistent Profile Management**

Preferences around contact method, communication tone, language, issue type, and more are stored and used in real time—across every touchpoint.


- **Personalization at Every Layer**

Avaya uses customer preferences to shape everything from routing logic to interface displays, allowing for a truly tailored experience across both human and AI agents

- **Privacy-Respecting Memory Framework**

Preference storage is governed by configurable rules that balance personalization with data ethics and regulatory compliance.

Experience Shift at a Glance

From		To
Forgetful systems		Memory-driven experiences
Repeat setup		One-time preference registration
One-size-fits-all flows		Preference-aware orchestration
Brand amnesia		Intelligent continuity

Implications for the Enterprise

Forgetting a customer’s preferences may seem small—but it sends a big message about the brand’s priorities.

Enterprises must go beyond CRM data and invest in cross-channel preference orchestration that dynamically adapts in real time.

Failing to remember preferences is no longer just a friction point—it’s a competitive vulnerability.

Executive Takeaway

Customers equate memory with care.

Avaya Infinity enables businesses to treat every preference as a building block of trust—applying it not just to marketing, but to every service interaction, escalation, and follow-up.

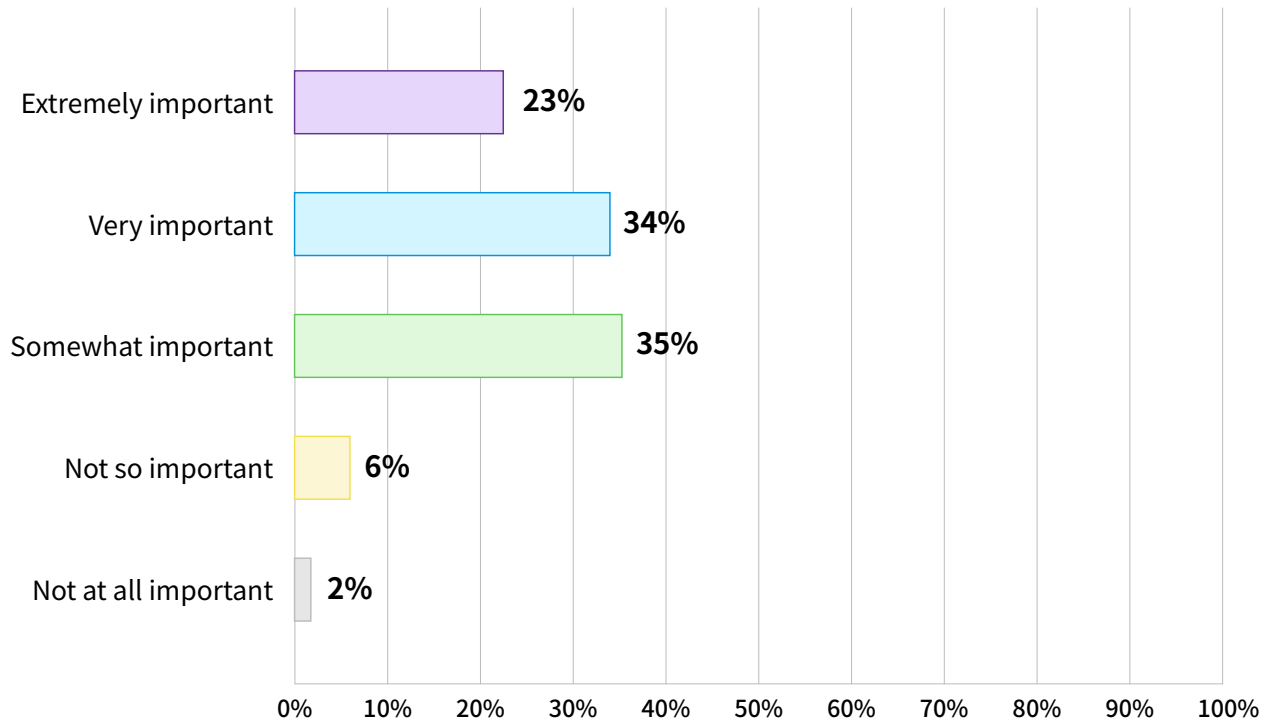
When customers feel remembered, they feel valued. And when they feel valued, they stay.

17: Tailored to Me

Consumer Expectation: Should Customer Support Experiences Feel Personalized?

Question:

How important is it that customer support experiences feel tailored to you?



Key Insight

A combined 92% of consumers say tailored customer support is at least somewhat important, with 57% saying it's very or extremely important. Only 8% believe personalization isn't important.

What This Reveals

Customers don't just want support—they want support that fits.

This insight confirms what's been building throughout the report: consumers are no longer satisfied with generalized help or robotic responses. They want experiences that feel designed for their situation, their history, and their preferences.

Support that feels tailored builds trust. Support that feels generic signals that the brand sees customers as tickets, not people.

Personalization is no longer reserved for marketing. It's now expected in every customer service moment.

Why You Need Avaya Infinity

Avaya Infinity enables tailored experiences at scale, combining real-time context, historical data, and intelligent routing to ensure each interaction feels uniquely responsive to the individual.

Key Capabilities Aligned to the Insight:

- **Persona-Based Service Paths**

Infinity adapts workflows based on customer segments, service tiers, and behavioral patterns—ensuring responses match customer profiles.

- **Dynamic AI & Agent Guidance**

Based on real-time customer sentiment and intent, Avaya surfaces relevant support content, escalation options, and tone cues—helping agents personalize without guesswork.

- **Hyper-Personalized AI Assistants**

Avaya-powered virtual assistants adapt dialogue and options based on prior interactions, issue frequency, and known customer preferences.

Experience Shift at a Glance

From	→	To
Scripted responses		Context-aware communication
Generic workflows		Adaptive service journeys
Anonymous ticketing		Individualized problem solving
Uniform treatment		Right-size service delivery

Implications for the Enterprise

Personalization isn't just a differentiator—it's becoming the baseline.

Tailored support improves efficiency, resolution time, and customer satisfaction—making it both a CX win and an operational advantage.

Brands that fail to personalize risk appearing indifferent—especially in emotionally charged or high-value interactions.

Executive Takeaway

In a world of automation, personalization is what makes experiences human.

Avaya Infinity empowers organizations to tailor every touchpoint—not just to the issue, but to the individual. When customers feel seen, known, and served accordingly, loyalty deepens.

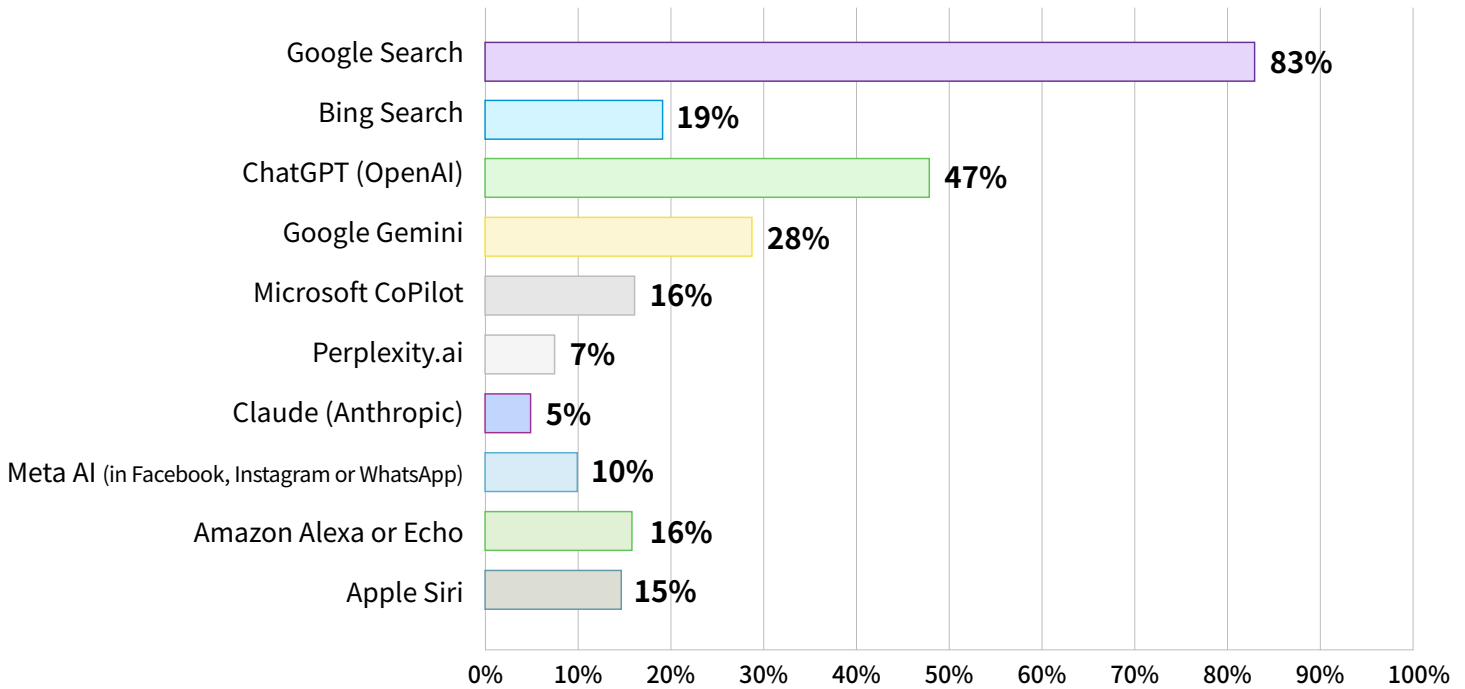
Tailored experiences are no longer rare—they are expected. And Avaya is helping brands rise to meet that expectation.

18: The New Front Door to Support

Consumer Behavior: What Tools Do You Use to Search for Information, Ask Questions, or Get Help Online?

Question:

Which of the following tools have you used in the past 3 months to search for information, ask questions, or get help online? **(Multiple selections allowed)**



Key Insight

Traditional search still dominates, but AI assistants like ChatGPT, Gemini, and CoPilot are rapidly entering the mainstream. 47% of respondents used ChatGPT, and 28% used Gemini in the past 90 days.

What This Reveals

The way consumers seek help is undergoing a major shift.

While traditional search engines like Google remain dominant, AI-powered conversational tools are now part of the daily information toolkit. These tools don't just provide answers—they simulate interaction, deliver summaries, and offer solutions with context and nuance.

This behavior signals a new frontier: many customers now start their support journey outside of company-owned channels, often expecting brand-like responsiveness and personalization from third-party assistants.

Support is no longer a destination. It's becoming a distributed, AI-accelerated experience.

Why You Need Avaya Infinity

Avaya Infinity is built for this reality. It supports a distributed, assistive, and conversational-first model, helping brands meet consumers wherever their questions begin—and guiding them into seamless, personalized service journeys.

Key Capabilities Aligned to the Insight:

- **GEO & Conversational Search Readiness**

Avaya helps brands optimize content and responses for generative engines—ensuring visibility and accuracy in tools like ChatGPT, Gemini, and CoPilot.

- **AI-Powered Self-Service Assistants**

Avaya enables branded AI agents that rival the capabilities of public LLM tools—offering contextual, relevant help inside your own digital ecosystem.

- **Seamless Handoff from Search to Support**

Avaya’s orchestration layer enables continuity from AI-generated information to agent resolution—preserving the customer’s intent and momentum.

Experience Shift at a Glance

From	→	To
Webform + FAQ journeys		Conversational entry points
Brand-owned touchpoints only		Search-initiated support experiences
Static information		Contextual, AI-driven discovery
Single-channel entry		Multi-assistant, multi-platform access

Implications for the Enterprise

AI assistants are now CX gatekeepers—brands must ensure their data, content, and support paths are optimized for this shift.

If customers can’t find answers via their AI of choice, they may never reach your official channel.

Enterprises must invest in Generative Engine Optimization (GEO) and CX continuity strategies that extend beyond the brand’s owned platforms.

Executive Takeaway

The support journey now begins with a question—not a click.

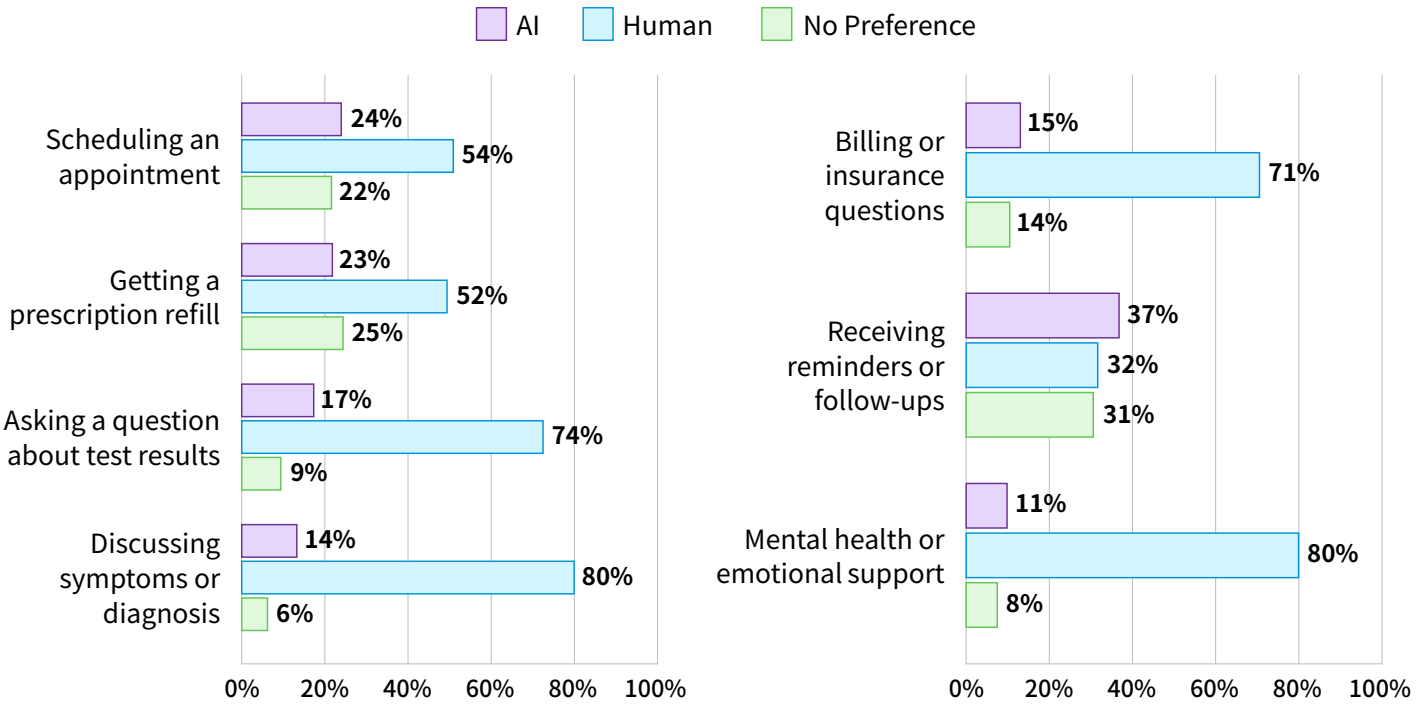
Avaya Infinity helps enterprises bridge the gap between third-party AI entry points and first-party resolution. It ensures brands stay present, visible, and helpful—even when the journey starts far from the website or contact center.

The new help desk isn’t a desk at all. It’s a distributed network of intelligent experiences. And Avaya is there to connect them.

19: Choosing Between Human and AI — The Healthcare Test

Consumer Preference: For Key Tasks, Do People Prefer a Human or an AI?

Question:
For each of the following healthcare-related interactions, would you prefer to interact with an AI assistant or a human?



Key Insight
Consumers show a clear preference for AI in routine, transactional healthcare tasks, but strongly prefer humans for emotional, diagnostic, or sensitive conversations. This defines a powerful threshold between automation and empathy.

What This Reveals

Consumers are open to automation—but only within clear emotional and cognitive boundaries.

This question reveals the human-AI divide with striking clarity:

When tasks are routine, repetitive, or time-based (like appointment reminders), many consumers welcome AI assistance.

But when tasks are diagnostic, interpretive, or emotional, they overwhelmingly seek human interaction.

In other words, trust in AI depends on the stakes. The more personal the moment, the more human presence is required. This isn't a rejection of AI—it's a call for thoughtful orchestration.

Why You Need Avaya Infinity

Avaya Infinity is uniquely positioned to intelligently route interactions based on task complexity, emotional tone, and customer preference—ensuring automation is used where it's welcomed, and human connection where it's essential.

Key Capabilities Aligned to the Insight:

- **Contextual Intent Routing**

Infinity can distinguish between transactional and emotionally sensitive issues—automatically escalating complex cases to live agents without friction.

- **Blended AI + Human Framework**

Avaya supports seamless transitions from digital to human touchpoints, maintaining full context across both to deliver smooth, emotionally intelligent journeys.

- **Emotional Sentiment Detection**

Integrated AI tools detect stress signals, urgency, and frustration, ensuring that emotionally loaded topics are not mishandled by bots.

Experience Shift at a Glance

From	→	To
Rigid AI boundaries		Adaptive interaction strategies
All-or-nothing automation		Right-sized orchestration per task
Manual escalation only		Sentiment-aware, real-time transitions
Human or AI silos		Fluid, blended engagement ecosystem

Implications for the Enterprise

Consumers don't oppose automation—they simply expect it to know its limits.

Emotional intelligence, both human and artificial, is the new CX differentiator.

Brands must define clear automation thresholds by journey phase, emotional load, and customer profile to avoid missteps.

Executive Takeaway

The question isn't AI or human—it's knowing when each belongs.

Avaya Infinity delivers this orchestration with precision, empathy, and intelligence. It ensures that AI handles what it should—and humans step in where they must.

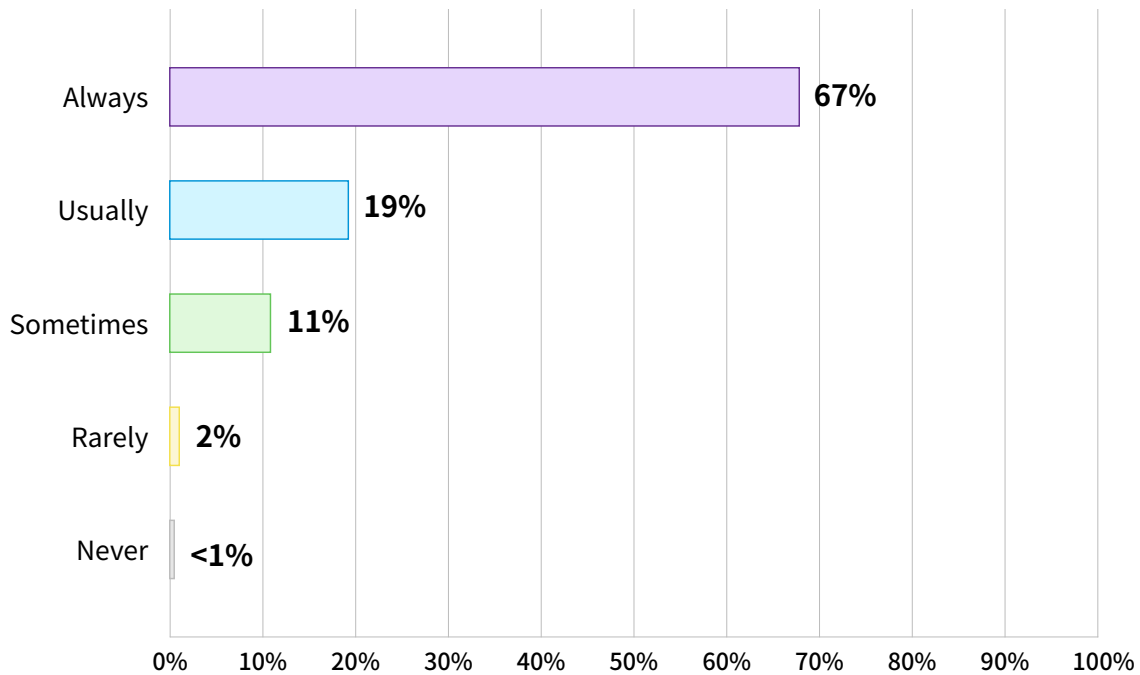
This is not about replacing people. It's about respecting the moments when people matter most.

20: Serious Matters, Human Touch

Consumer Preference: Do You Prefer Human Interaction for Serious Financial Issues?

Question:

Do you prefer human interaction for serious financial matters like fraud or claims?



Key Insight

97% of consumers say they always, usually, or sometimes prefer to speak with a human when dealing with sensitive financial situations. Only 3% say they rarely or never prefer human contact for these matters.

What This Reveals

When money is on the line, empathy becomes essential.

Fraud alerts. Disputed charges. Insurance claims. In these high-stakes moments, consumers overwhelmingly want a reassuring, competent human on the other end of the line. It's not just about resolution—it's about emotional safety.

Even consumers open to AI for routine service (as seen in previous chapters) draw a firm line when the issue is financial and sensitive. They want someone who listens, understands the gravity of the situation, and can take clear responsibility.

This is trust at its most fragile—and most critical.

Why You Need Avaya Infinity

Avaya Infinity enables enterprises to route serious, high-impact interactions directly to empowered human agents—supported by context, sentiment analysis, and intelligent prioritization.

Key Capabilities Aligned to the Insight:

- **Priority-Based Routing with Sentiment Flags**

Avaya identifies sensitive topics (like fraud, account compromise, or claims) and fast-tracks them to human agents with full context and urgency indicators.

- **Contextual Continuity**

Agents receive detailed interaction history, risk signals, and customer preferences—allowing them to respond quickly and with authority.

- **Human-AI Co-Piloting**

While humans lead in sensitive moments, Avaya’s AI tools assist in real-time with policy knowledge, process navigation, and documentation—freeing agents to focus on empathy and resolution.

Experience Shift at a Glance

From	→	To
Scripted handling of critical issues		Empowered, empathetic human response
Unintelligent automation deflection		AI-assisted human expertise
Generic triage		Emotionally aware prioritization
Repetition during high stress		Context-rich resolution from the start

Implications for the Enterprise

Financial sensitivity demands emotional intelligence and escalation frameworks.

Misrouting serious issues to bots—or mishandling handoffs—can result in brand damage, regulatory risk, and customer loss.

Companies must train AI systems to recognize and defer when trust, money, or well-being are at stake.

Executive Takeaway

In moments of financial risk, customers aren’t looking for automation—they’re looking for assurance.

Avaya Infinity delivers both: AI that knows when to step back, and agents who step in prepared. By aligning technology with trust, enterprises can turn high-risk moments into high-loyalty ones.

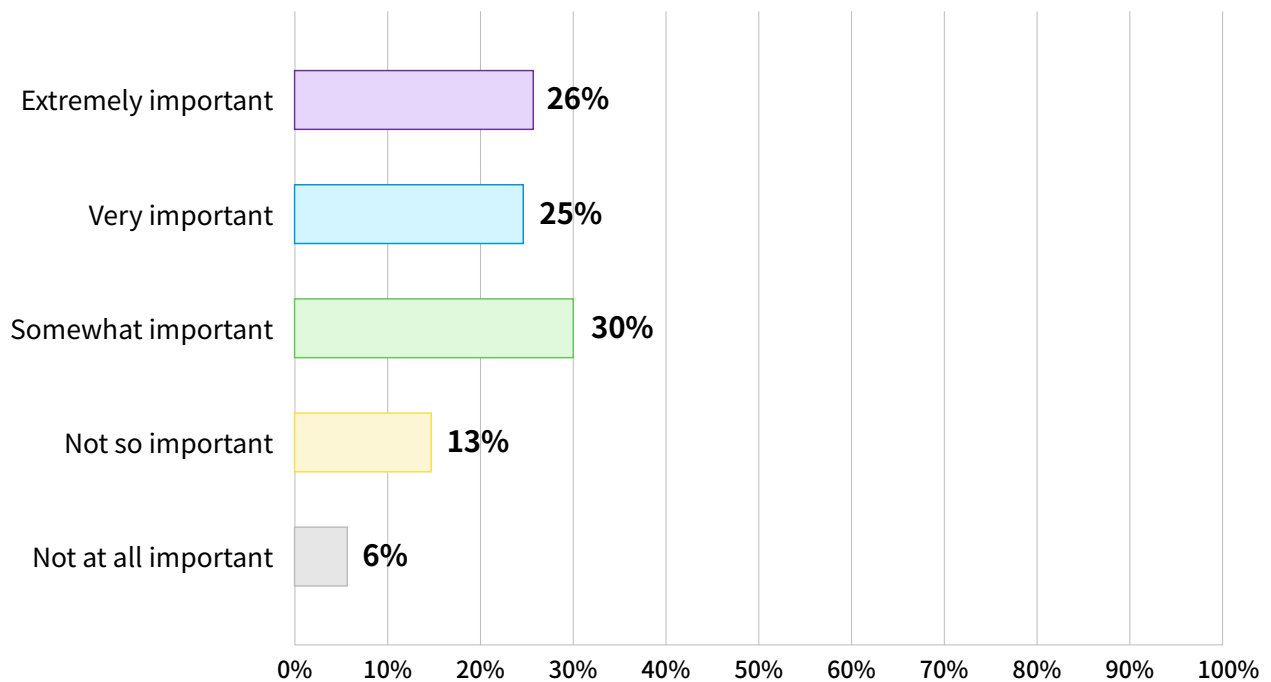
Some conversations demand a human voice. Avaya ensures it’s there—at the right time, for the right reasons.

21: The Digital Expectation Gap

Consumer Perspective: How Important Is It for Government Agencies to Modernize with Technologies Like AI?

Question:

When interacting with government agencies (e.g., DMV, Social Security, IRS), how important is it that they use modern technology (including AI) to improve customer service?



Key Insight

81% of U.S. consumers say it is very or somewhat important that government agencies modernize with technologies like AI.

What This Reveals

Americans are not just tolerant of digital transformation in the public sector—they're demanding it.

Government agencies—long associated with outdated systems, slow response times, and bureaucratic hurdles—are under pressure to modernize. Consumers see AI and modern platforms as tools that could bring responsiveness, personalization, and convenience to civic services.

Half of respondents say it's very important. That's not just an endorsement—it's a mandate.

And this expectation isn't limited to tech-savvy generations. It spans demographics, suggesting that trust in institutions may increasingly hinge on their digital maturity.

Why You Need Avaya Infinity

Avaya Infinity is uniquely positioned to accelerate modernization across federal, state, and local government services by transforming how agencies connect with the people they serve.

Key Capabilities Aligned to the Insight:

- Government-Grade Security + Scalability**
 Built for mission-critical infrastructure, Avaya Infinity supports secure, compliant deployments tailored to government needs.
- Omnichannel Digital Access for All Citizens**
 From AI-powered chat to voice, SMS, and self-service portals—Avaya expands access and reduces friction across diverse populations.
- Contextual AI Assistants for Government Services**
 Agencies can deploy AI that understands specific use cases—from permit requests to unemployment claims—and provides proactive, policy-aligned help.
- Personalization at Scale**
 Infinity delivers citizen experiences that feel human, even when they’re automated—based on case history, urgency, and sentiment.

Experience Shift at a Glance

From	→	To
Long waits and paper processes		24/7 digital-first government services
One-size-fits-all phone trees		Personalized, AI-powered journeys
Fragmented systems and agencies		Seamless, omnichannel access
Distrust in response and support		Confidence through speed and transparency

Implications for the Enterprise

Citizens are setting private-sector benchmarks for public services—expecting the same ease, speed, and intelligence.

Governments that lag in modernization may face declining trust and rising frustration.

Modern tech platforms must balance AI automation with human touchpoints, security, and inclusion.

Executive Takeaway

Citizens don’t just want better government—they want smarter government.

Avaya Infinity helps agencies rise to the challenge by turning outdated systems into connected citizen experiences. From digital self-service to human escalation, Infinity enables governments to serve, support, and scale in ways that meet rising public expectations.

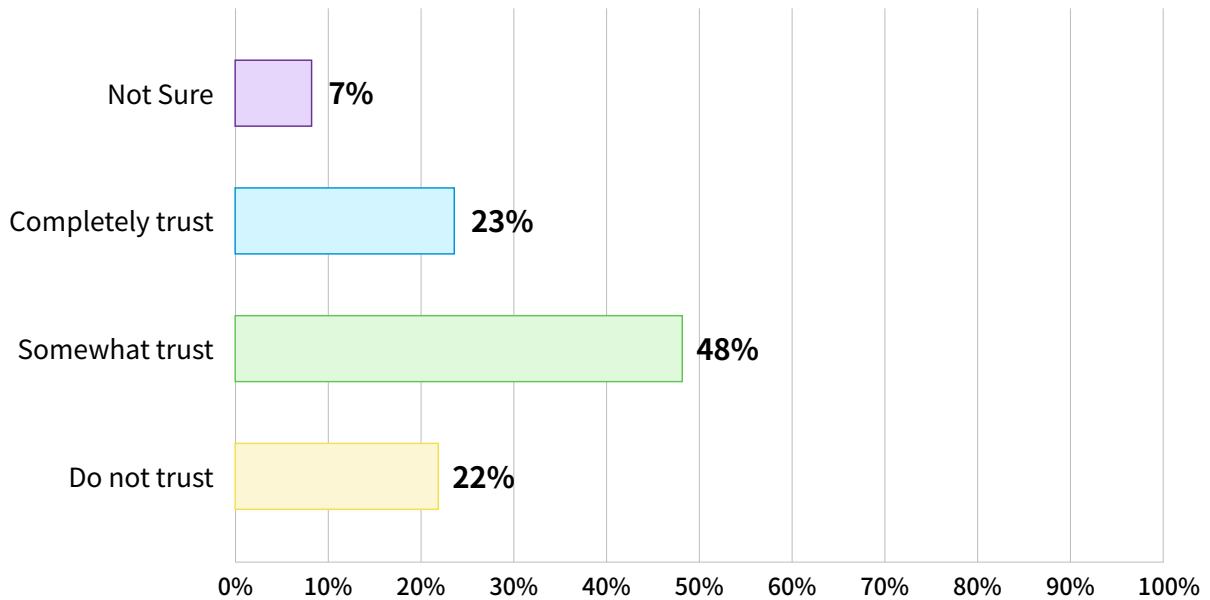
In the digital era, confidence in government is built one experience at a time. Avaya makes each one count.

22: The Personal AI Trust Curve

Consumer Perspective: How Much Do People Trust Their Personal AI Tools?

Question:

How much do you trust your personal AI tools (e.g., ChatGPT, Gemini) to provide accurate and helpful information?



Key Insight

AI trust is no longer binary—it's conditional, situational, and rapidly maturing.

71% of consumers say they either completely or somewhat trust their personal AI tools, signaling that AI has crossed from experimentation into everyday reliance. Yet, a meaningful minority remains cautious.

What This Reveals

We are entering a trust gradient era for AI.

Consumers don't see AI as infallible—but they do see it as useful. Nearly half of respondents fall into the "somewhat trust" category, which is telling. This is pragmatic trust: AI is good enough for many tasks, but not all decisions.

The smaller—but still notable—group that "completely trusts" AI represents early normalization. For these users, AI is already a default thinking partner: researching, summarizing, explaining, and advising.

At the same time, roughly 30% of consumers remain unsure or distrustful, underscoring that trust is earned through experience, transparency, and outcomes—not novelty.

This is not skepticism. It's discernment.

Why You Need Avaya Infinity

This trust curve has profound implications for how enterprises deploy AI in customer experiences.

Avaya Infinity is designed for earned trust, not blind automation.

Key Capabilities Aligned to the Insight:

- **Explainable, Context-Aware AI**

Infinity-powered AI doesn't just respond—it reasons within business, customer, and situational context, making interactions feel grounded and credible.

- **Human-in-the-Loop by Design**

When confidence matters, Infinity ensures seamless escalation—so AI supports, but never traps, the customer.


- **Enterprise-Grade Accuracy and Governance**

Unlike consumer AI tools trained broadly, Infinity enables organizations to deploy AI grounded in their data, policies, and truth sources.

- **Consistency Across Channels**

Trust builds when answers don't change depending on channel or agent. Infinity delivers a single, reliable source of truth everywhere.

Experience Shift at a Glance

From		To
Blind AI automation		Confidence-driven AI assistance
Generic answers		Contextual, verifiable responses
“Hope it’s right” interactions		Trust built through consistency
AI as replacement		AI as trusted copilot

Implications for the Enterprise

Trust is now the primary differentiator in AI-powered experiences.

Consumers are willing to rely on AI—but only when they feel it's grounded, accurate, and accountable.

Organizations must move beyond surface-level AI and focus on governed, contextual intelligence.

The future belongs to platforms that earn trust repeatedly, not those that merely automate faster.

Executive Takeaway

Consumers are telling us something critical:

“We’ll trust AI—but only if it proves it deserves that trust.”

Avaya Infinity helps enterprises meet this moment by delivering AI that is transparent, contextual, and human-centered. It transforms AI from a novelty into a dependable partner—one interaction at a time.

In the AI era, trust isn't assumed.

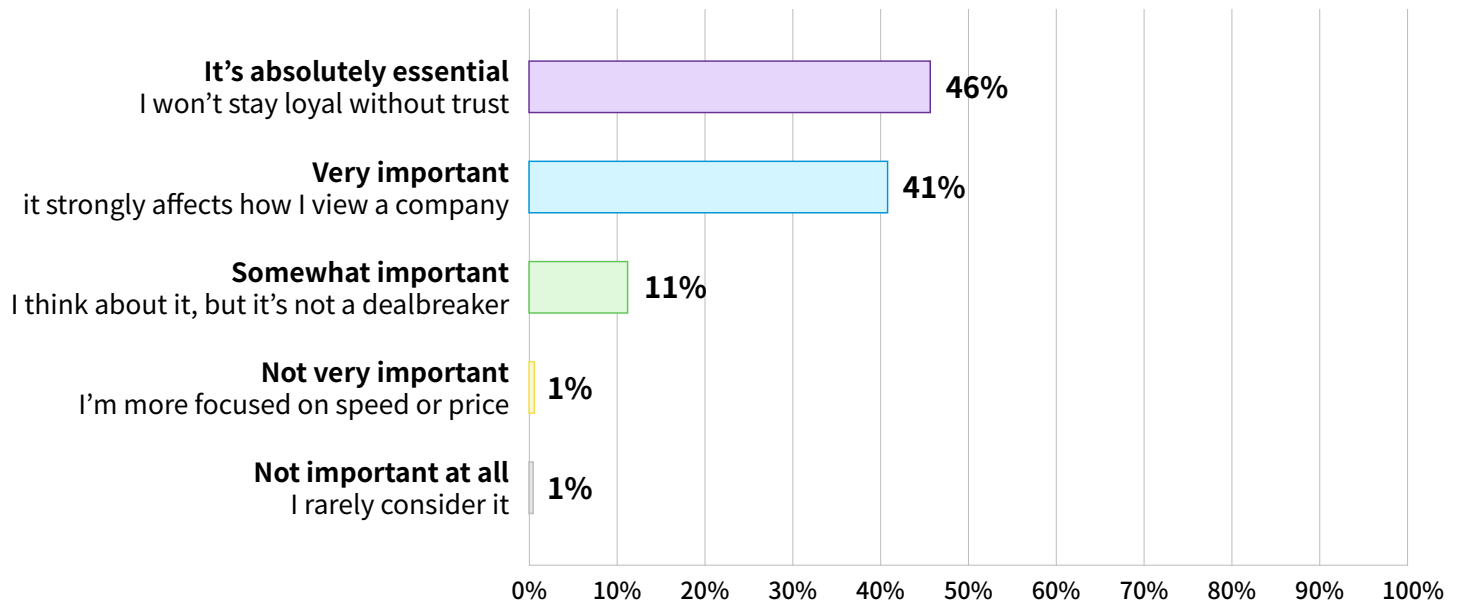
It's engineered.

23: Trust Is the New Loyalty

Consumer Perspective: How Important Is Data Protection When Paired with Fast, Human Customer Service?

Question:

How important is it to you that you can truly trust a company to protect your personal data while still giving you fast, helpful, and human customer service?



Key Insight

Trust is no longer a background requirement—it is the foundation of customer loyalty.

87% of consumers say trust in data protection is absolutely essential or very important, even as they continue to demand speed, convenience, and human-quality experiences.

What This Reveals

Consumers are drawing a clear line in the digital sand.

Speed alone is no longer impressive. Personalization alone is no longer sufficient. AI alone is no longer differentiating.

What customers want is confidence—the assurance that their data is respected, protected, and used responsibly while still delivering modern, efficient, and human-feeling service.

Nearly half of respondents say trust is non-negotiable. That's a striking signal. Loyalty is no longer built through rewards programs or brand affinity—it's built through ethical handling of personal data and consistent, respectful experiences.

This also reframes the AI conversation. As AI becomes more capable, expectations around data stewardship rise in parallel. Consumers are not rejecting AI; they are demanding accountable AI.

Why You Need Avaya Infinity

Avaya Infinity is built for this exact moment—where trust, speed, and humanity must coexist.

Key Capabilities Aligned to the Insight:

- **Enterprise-Grade Data Security and Compliance**

Infinity is designed to meet stringent global requirements, ensuring customer data is protected across every interaction.

- **Context Without Exposure**

Infinity delivers personalized, contextual experiences without unnecessary data leakage—using only what’s needed, when it’s needed.


- **Human + AI Orchestration**

Customers get fast AI-driven responses while knowing a trained human can step in at critical moments—without losing context or control.

- **Transparent, Governed AI Experiences**

Infinity enables organizations to deploy AI responsibly, with guardrails, auditability, and alignment to corporate trust standards.

Experience Shift at a Glance

From		To
Speed-first at any cost		Trust-first, experience-led service
Opaque data usage		Transparent, responsible data handling
Automation without accountability		Governed AI with human oversight
Fragile loyalty		Trust-based, durable relationships

Implications for the Enterprise

Data trust is now a core CX KPI, not just a legal or IT concern.

AI-powered experiences must be designed with governance, transparency, and restraint.

Organizations that treat trust as a feature—not a foundation—risk silent churn.

Platforms that unify security, AI, and human experience will outperform those that optimize them separately.

Executive Takeaway

Customers are making their expectations unmistakably clear:

“Protect my data—and I’ll stay. Fail me once—and I’ll quietly leave.”

Avaya Infinity enables enterprises to deliver fast, intelligent, and human customer experiences without compromising trust. By embedding security, governance, and transparency at the core of every interaction, Infinity turns trust into a competitive advantage.

In the experience economy, loyalty isn’t earned with speed alone.

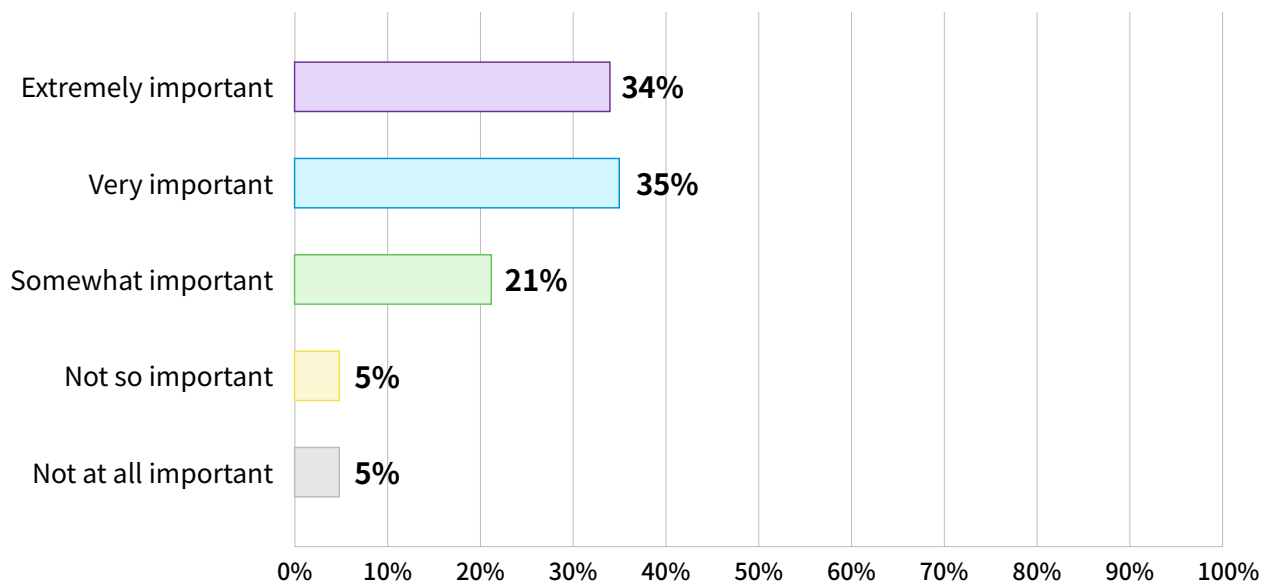
It’s earned with integrity.

24: The Power of Partnership

Consumer Perspective: Why AI Works Best When It Helps People—Not Replaces Them

Question:

How important is it to you that AI and human agents work together—so technology helps people help you better, instead of replacing them?



Key Insight

Consumers are overwhelmingly clear: the future of customer experience is collaboration, not substitution.

69% of respondents say it is extremely or very important that AI and human agents work together, reinforcing a strong preference for augmentation over automation.

What This Reveals

This is a decisive rejection of the “AI versus humans” narrative.

Consumers don’t want AI to replace people—they want AI to make people better. Faster. Smarter. More informed. More human.

Nearly seven in ten respondents explicitly value AI-human collaboration, signaling that trust, empathy, and judgment still matter deeply—especially when issues become complex, emotional, or high-stakes.

Even the 21% who say collaboration is “somewhat important” are not opposing AI-human teamwork—they’re simply indicating flexibility. Very few respondents actively dismiss the idea.

The message is unmistakable:

The best experiences feel intelligent and human at the same time.


Why You Need Avaya Infinity

Avaya Infinity is architected around this exact principle: AI as an enabler of human excellence.

Key Capabilities Aligned to the Insight:

- AI-Powered Agent Assist**
 Infinity equips human agents with real-time insights, summaries, next-best actions, and sentiment cues—so agents focus on empathy and resolution, not data hunting.
- Seamless AI-to-Human Handoff**
 Customers move effortlessly from AI to human support without repeating themselves, preserving trust and momentum.
- Shared Context Across the Journey**
 AI and humans operate from the same intelligence layer, ensuring consistency, accuracy, and continuity.
- Scalable Support Without Dehumanization**
 AI handles routine and repetitive tasks, freeing humans to do what they do best: solve nuanced problems and build relationships.

Experience Shift at a Glance

From		To
AI vs. human agents		AI + human collaboration
Overworked, under-informed agents		Empowered, insight-driven agents
Cold automation		Intelligent, human-centered experiences
Friction at escalation		Seamless, contextual handoffs

Implications for the Enterprise

- Customers reward brands that blend intelligence with empathy.
- AI strategies focused solely on cost reduction risk eroding trust and satisfaction.
- Agent experience (AX) is now inseparable from customer experience (CX).
- Platforms that unify AI and human workflows will define the next era of CX leadership.

Executive Takeaway

Consumers are not asking companies to choose between humans and AI.

They are asking for partnership.

Avaya Infinity delivers this partnership by orchestrating AI and human agents as a single, intelligent system—where technology amplifies humanity rather than replacing it.

In the next generation of customer experience, the winners won't be the most automated.

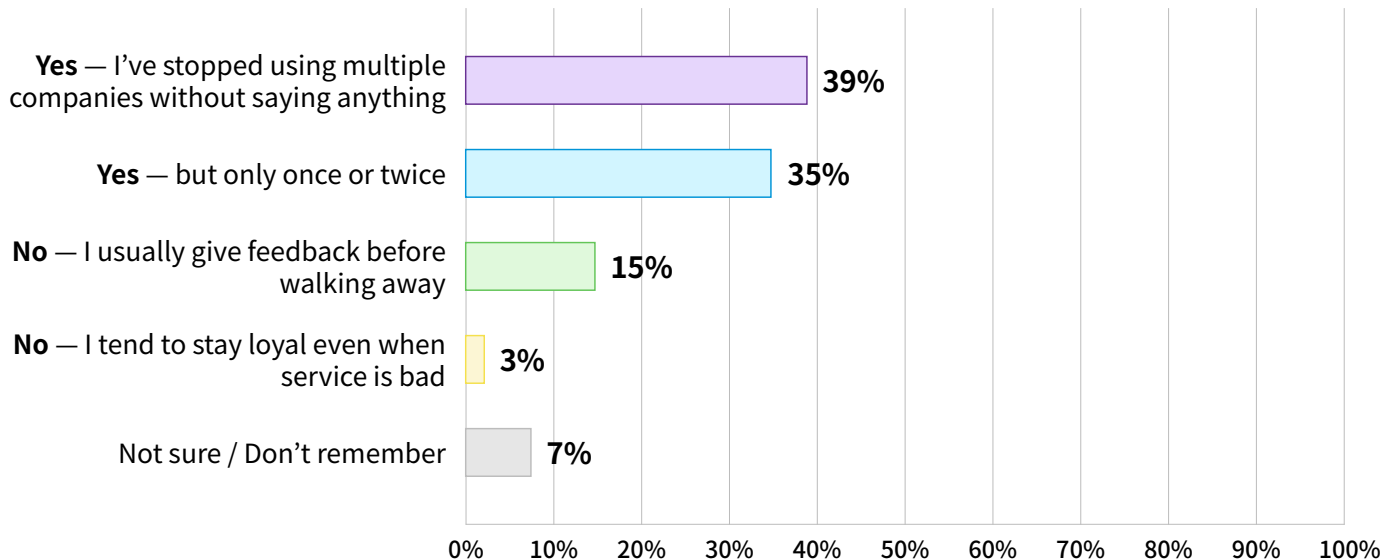
They'll be the most human—with AI on their side.

25: The Silent Exit

Consumer Perspective: How Often Do Customers Leave Without Saying a Word?

Question:

Have you ever quietly stopped doing business with a company because of a single frustrating customer service experience—even without complaining?



Key Insight

Customer churn is often invisible—and already too late to stop.

74% of consumers admit they have stopped doing business with a company at least once without ever complaining, confirming that most customer losses happen silently, without warning or escalation.

What This Reveals

Most customers don't complain.

They leave.

This data dismantles a long-standing enterprise myth: that silence equals satisfaction. In reality, silence often signals resignation—a decision to disengage quietly rather than invest more effort.

Nearly four in ten consumers say they've walked away from multiple companies without ever voicing frustration. Another third say they've done it at least once or twice. That's not impulsive behavior—it's learned behavior.

Customers have been conditioned to believe that complaining rarely changes outcomes. When friction exceeds patience, they move on—especially when alternatives are just a click away.

This is the experience economy's most dangerous blind spot: churn without signals.


Why You Need Avaya Infinity

Avaya Infinity is built to surface the invisible—before customers disappear.

Key Capabilities Aligned to the Insight:

- Real-Time Sentiment and Friction Detection**
 Infinity identifies rising frustration signals across voice and digital channels—before customers disengage.
- Proactive Intervention Triggers**
 AI can escalate, reroute, or intervene automatically when experiences begin to degrade.
- Journey-Level Visibility**
 Infinity connects interactions across time and channels, exposing patterns that traditional CSAT and surveys miss.
- Human Rescue at Critical Moments**
 When churn risk spikes, Infinity enables timely, contextual human intervention—while there’s still a relationship to save.

Experience Shift at a Glance

From		To
Customers disappear silently		Early warning and proactive engagement
Post-churn surveys		In-the-moment experience intelligence
Lagging CX metrics		Real-time churn risk detection
Lost customers		Rescued relationships

Implications for the Enterprise

Traditional feedback loops capture only a fraction of customer dissatisfaction.

CX strategies must shift from reactive measurement to proactive prevention.

AI is essential—not to replace humans—but to see what humans can’t at scale.

The cost of one bad experience is often permanent—and invisible.

Executive Takeaway

Customers won’t always tell you when something goes wrong.

They’ll just leave.

Avaya Infinity helps enterprises detect friction, surface silent dissatisfaction, and intervene before churn becomes irreversible. By turning hidden signals into actionable insight, Infinity transforms customer experience from a rearview mirror into a forward-looking system.

In modern CX, the most dangerous words aren’t complaints.

They’re nothing at all.

Conclusion

What This Report Revealed

Across this research, a consistent message emerged from U.S. consumers:

<p>Connection is no longer optional it's the foundation of loyalty, trust, and preference.</p>	<p>Expectations are sky-high 96% want seamless channel switching without repeating information.</p>	<p>Speed and accuracy dominate 63% say these are the most important attributes of any experience.</p>
<p>Personalization is the new baseline 92% expect real-time personalization, and 86% want companies to remember their preferences.</p>	<p>Memory matters 83% expect agents (human or AI) to know their history.</p>	

These are not passing trends. They are signals of permanent behavioral shifts. And they demand a platform purpose-built for continuity, context, and care.

Why Avaya Infinity Is the Strategic Answer

Avaya Infinity isn't just a contact center solution. It's a Connection Platform engineered for:

Unifying fragmented experiences across channels, time, and agents	Activating intelligence to augment human agents and elevate outcomes	Nurturing relationships through memory, personalization, and empathy	Predictive orchestration of journeys that adapt in real time	Open architecture that gives enterprises freedom, speed, and futureproofing
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From Insights to Action: What Enterprises Must Do Next

The data is clear. To thrive in this era of elevated expectations:

You must move from transactional to meaningful interactions	From siloed tools to orchestrated journeys	From reactive support to proactive engagement	From acquaintance to relationship, one-off to lifetime, and context-blind to context-rich
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This shift is not just about software — it's a mindset. A Connected Mindset.

Your Connected Future Starts Now

Avaya Infinity gives you the tools, architecture, and intelligence to:

Deliver what modern consumers demand	Empower your agents to do more — and feel more fulfilled	Build a brand that earns loyalty at every touchpoint
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About the Survey Methodology

Quantitative Methodology

Sample: N=510

U.S. resident: Verified residents of the 50 United States and the District of Columbia

Nationally representative sample: Balanced against U.S. Census Bureau data for gender, region, and age.

18–60 years old: Strategically focused on the active workforce and primary consumer demographic.

Fielded: January 2026

Methodology

The research was conducted utilizing a sophisticated, digitally integrated consumer panel platform that leverages an **Online Non-Probability Quota Sampling** framework. Unlike traditional probability sampling, this methodology utilizes a dynamic, multi-modal recruitment engine that blends real-time **"river" sampling**—intercepting respondents as they engage with digital content—with a deep, pre-vetted **proprietary panel ecosystem**. This hybrid model ensures "freshness" while providing the precise targeting required for the 18–60 age range.

The study successfully captured a sample size of **N=510** qualified respondents through a structured 26-item survey instrument. To ensure the highest levels of data integrity, the platform employs a "Defense-in-Depth" strategy:

- **Identity Verification:** Digital fingerprinting and device hygiene protocols prevent duplicate entries by recognizing unique device metadata hashes.
- **Fraud Detection:** Real-time IP geolocation and anti-proxy technology block VPNs, while AI-driven "Reputation Scores" and honeypot fields filter out non-human bots and professional survey gamers to ensure honest data.
- **Statistical Calibration:** The dataset achieved a modeled confidence level of **95%** (with an error estimate of approximately **±4.3% to ±4.5%**) utilizing bootstrap variance estimation and post-stratification weighting (raking) to align weighted totals with U.S. Census parameters.

The provider operates under **ISO 27001 certification**, the international gold standard for Information Security, and maintains full compliance with **GDPR and CCPA** privacy regulations to ensure respondent anonymity.

About Avaya

Avaya is a global enterprise software leader that helps the world's largest organizations and government agencies forge unbreakable customer connections. The Avaya Infinity™ platform is built to unify fragmented experiences, equipping enterprises to evolve their contact centers into connection centers and strengthen relationships that create business value. Learn more at www.avaya.com.

