AVAYA

Omnichannel Automated Experience

Avaya Proactive Notifications

Dynamic Two-way Contact Center Interactions That Help Boost Revenue, Shrink Profit Leakage, Reduce Inbound Call Volumes and Free up Agent Resources

A Growing Need for Automated Customer Interaction

Contact centers across the industry spectrum struggle to respond effectively to customer demand for personalized interaction and differentiated service. Agent resources are stretched to the limit. Inbound call volumes continually grow. And the need to interact seamlessly across voice, Internet and mobile channels challenges even the most sophisticated contact centers.

In this environment, automated notification applications have tremendous potential to supplement live agents, whether it's for airlines dealing with flight status updates and travel alerts, banks onboarding new customers or reminding existing customers about payments due, retailers providing order status and delivery notifications, or utilities notifying customers of outages or repair crew arrivals. Avaya outbound notification systems such as Avaya Proactive Contact and Avaya Proactive Outreach Manager offer powerful and highly flexible outbound calling capabilities.

What if you could automatically contact customers and engage them in two-way interactions? What if those interactions could be personalized based on customer preference? With Avaya Proactive Notifications, all of this and much more is possible.

Tailoring the Customer Experience

Proactive Notifications are prepackaged, multipurpose applications that extend the rich out-of-the-box, one-way messaging features of Avaya Proactive Contact and Avaya Proactive Outreach Manager. With Proactive Notifications, you can design an almost endless array of two-way
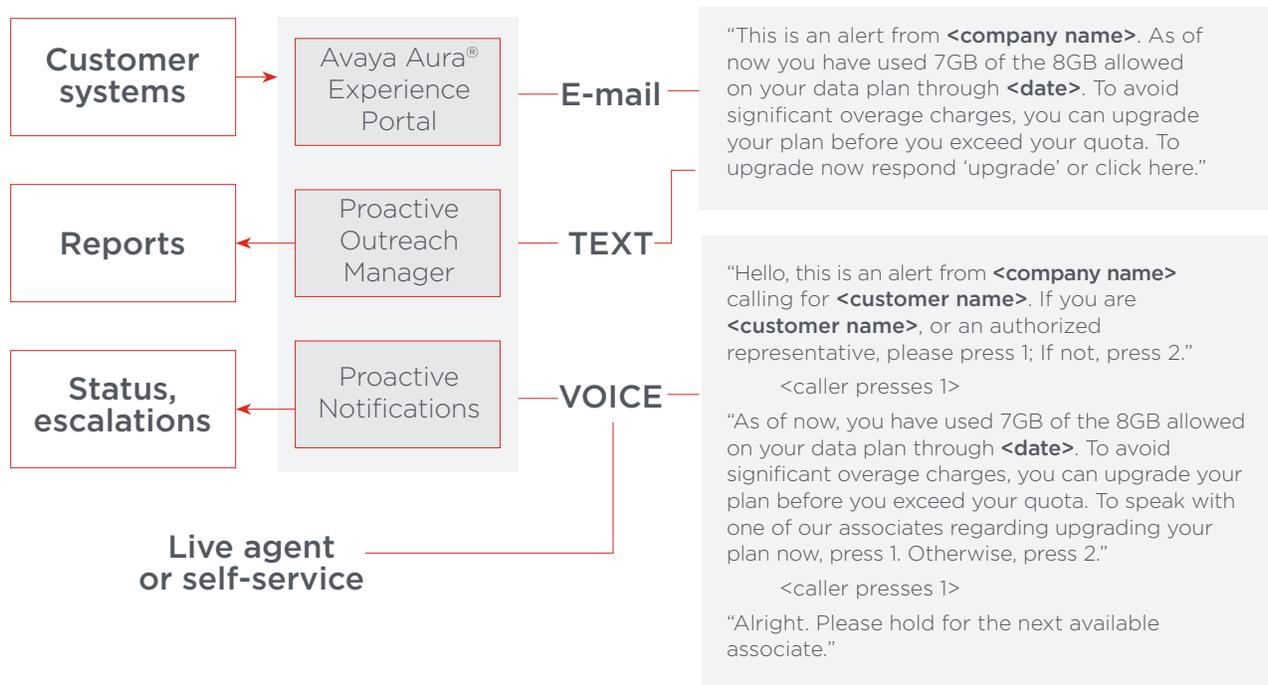
Figure 1. Avaya Proactive Notifications campaign example

interactions that are initiated when the customer has been reached via an automated outbound call, e-mail or text (Figure 1).

What makes Proactive Notifications so versatile is its ability to link your outbound notification system with back-end customer databases, order management systems, accounts payable and accounts receivable applications, and many other systems. Tapping into those back-end systems, you can use Proactive Notifications to design customer interactions for very specific objectives, whether it's to reduce inbound calls, collect overdue or soon-to-be-due payments, promote special offers, or reduce missed appointments-the list of opportunities is practically infinite.

Proactive Notifications are prepackaged for quick and simple deployment within your contact center, so there is typically no need for custom application development. However, we can work with you on any level of customization you may choose based on your organization's needs. Either way, configurable options can help you rapidly deploy the application in one or more contact centers.

A Wide Variety of Uses

Avaya Proactive Notifications can be used for an almost endless array of outreach campaigns, integrating outbound notifications seamlessly with agent-assisted interaction across multiple industries, including:

Airlines—flight status updates and travel alerts, and offering passengers the ability to make changes to their reservations.

Banks—loan or credit card payment reminders, transaction confirmations, fraud alerts and special offers, with opportunities for customers to act immediately.

A Wide Variety of Uses

- Airlines

- Banks

- Government agencies

- Health care providers

- Insurance carriers and brokers

- Retailers

- Telecommunications providers

- Utilities

Proactive Notifications help you design a 360-degree customer experience that extends across the entire customer cycle and fully integrates the agent and self-service resources at your disposal.

Government agencies—emergency notifications, tax reporting and payment reminders, and license or permit renewals, giving citizens the ability to respond and make payments or renewals.

Health care providers—appointment reminders, prescription renewals and even staff scheduling, with patient and staff opportunities to access automated self-service applications.

Insurance carriers and brokers—customer onboarding, providing the option to process a claim and acknowledge policy renewals.

Retailers—alerts about order status, order delivery, special offers and sales, connecting customers to self-service systems for further information or action.

Telecommunications providers—account information and payment reminders, allowing customers to change payment options and plan features and make automated payments.

Utilities—alerts about outages and providing customers with options for scheduling service, as well as notifying them about service crew arrival times.

These are just a few of the many possible uses for Proactive Notifications. You have the opportunity to devise your own uses for this flexible tool to differentiate your brand, products, services and customer experience.

Driving a 360-degree Customer Experience

Proactive Notifications gives you unprecedented flexibility to balance automated self-service and live agent support. For example, in a collections environment, Proactive Notifications can be used to reach out to customers who are in pre-delinquency and early-stage delinquency, offering them the option to use automated self-service payment features. This frees up live agents to focus on mid-stage and late-stage delinquencies, for which Proactive Notifications serves as the outbound dialer.

You can also combine Proactive Notifications with inbound self-service applications to drive certain activities and encourage behaviors. For example, you can send out appointment reminders via e-mail, text or short message service (SMS) or phone. If customers or patients want to cancel or reschedule, they can call a toll-free number or use another automated tool to change the appointment. This approach can significantly reduce the number of missed or late appointments.

In these ways and many more, Proactive Notifications help you design a 360-degree customer experience that extends across the entire customer cycle and fully integrates the agent and self-service resources at your disposal. Not only do you meet customer expectations, but you also distinguish your brand and culture. Customers will appreciate that proactive calls, e-mails or text messages identify them by name and include other personalized information, yet at the same time respect their privacy, include prudent security measures and give them multiple options to respond using their media of choice.

With such versatility, you can also use Proactive Notifications to strategically drive revenue and profits by:

- Boosting revenue streams by prompting early subscription or service plan renewals.

- Avoiding late or missed appointments and the associated delays, costs or missed revenue opportunities.

- Encouraging customers to take advantage of early product or service offers.

- Keeping customers informed so they don't needlessly tie up your other contact center resources.

- Recovering late payments that might otherwise become lost or reduced revenue.

Assuring a Successful Deployment and Ongoing Support

To get the greatest value from your Proactive Notifications solution, consider tapping the deep expertise and resources of Avaya Professional Services. Our solution delivery methodology features industry-leading processes and quality assurance practices that have been refined and reinforced across hundreds of projects around the world.

Whether engaged for deployment of a single project or providing end-to-end oversight of a complex initiative, our Avaya Professional Services team will assess your unique business requirements and objectives and then meet your needs through an extensive discovery and execution process. We can then help you design an effective strategy for contacting customers, using Proactive Notifications to intelligently combine different channels such as voice, e-mail and text. We are adept at designing the particular experience you want customers to have when they receive and respond to your call, e-mail or text message. We bring a wealth of industry-leading practices and unique experiences from projects around the world to help you avoid implementation pitfalls and unintended consequences of customer experience design decisions.

To maintain the ongoing health of your Proactive Notifications solution, our Avaya Professional Services team also provides tailored Avaya Application Support Services that fully integrate with standard Avaya maintenance and support services for core software. Adding this tailored application support gives you access to specialized Avaya Professional Services resources, on an ongoing basis, while maintaining a single point of contact and accountability.

Why Choose Avaya?

With Proactive Notifications and related services, you have the opportunity to access Avaya:

Experience. You can rely on our technical know-how, deep vertical expertise and business experience. Our professional services specialists have, on average, more than 15 years of experience applying communications technologies that support complex business processes across a variety of industries.

Resources. More than 1,500 Avaya strategic consultants, network architects, program managers and other technical experts around the world are ready to provide business and technical consulting services through flexible sourcing models.

We can then help you design an effective strategy for contacting customers, using Proactive Notifications to intelligently combine different channels such as voice, e-mail and text.

Our Avaya Solution Development Methodology supports the global scale, consistency and delivery capabilities necessary to meet the challenges of your business.

Reach. Our Avaya Solution Development Methodology supports the global scale, consistency and delivery capabilities necessary to meet the challenges of your business, including responding to your customers' needs and preferences. Using their broad range of strategic, technical and management skills, our consultants execute more than 2,000 projects each month around the world. Rest assured that, through our global resourcing model, no matter where your business is located, the right specialist for your project will be deployed.

Objectivity. While our consultants are experts in Avaya applications and architecture, many clients we serve have multivendor environments. You can rely on our extensive experience across a breadth of communications technologies, including industry certifications from multiple vendors and our focus on designing optimal solutions for your organization.

Learn more

For more information about Avaya Proactive Notifications, please contact your Avaya Account Manager or Authorized Partner or visit us at avaya.com/professionalservices.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

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