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# Building a Multiexperience Contact Center

The future of the customer experience center is already here. It means that experiences—both customer and employee—matter more than anything else. When you have engaged, empowered employees in your contact center, it has a direct and positive impact on the customer experience.

Avaya OneCloud CCaaS delivers on this future by shaping memorable multiexperiences for customers and the employees who serve them. By connecting everything—voice, video, chat, messaging, and more—to meet the needs of customers who want it all. And by bringing together employees, resources, and insights to maximize performance.

Avaya OneCloud CCaaS:



Deliver memorable, effortless multiexperiences for customers and the employees serving them.



Connect customers, employees, insights and knowledge across all touchpoints.



Move with the agility you need to stay ahead of the everything customer.

## Experience-Driven Results

Avaya OneCloud CCaaS uses the power of cloud, AI, and IoT to help organizations deliver on the four key elements of great customer service, including:

- Connecting customers with whom and how they want, across all modalities—chat, mobile, apps, web, social, and more.
- Streamlining processes to provide customers and employees with what they need, when they need it.
- Managing employees every step of the way, from onboarding to coaching and retention.
- Leveraging real-time insights and knowledge to anticipate customer needs and help guide next-best actions.



FROST & SULLIVAN

**Frost Radar™ Best Practice Award:**  
2020 North American Workforce  
Optimization Growth, Innovation & Leadership

**Frost Radar Award:**  
Innovative Customer Experience,  
Avaya OneCloud CCaaS



**The Aragon Research Globe™**  
for Intelligent Contact Center, 2020 (two years running)

## Getting Connected: Creating Memorable, Effortless Experiences

The experiences we have today have dramatically changed—and the technologies that drive these experiences are constantly evolving. Customers need to connect effortlessly, when and how they want, whether it's using voice, chat, mobile or an app and others. Intuitive and effective self-service options are as important as providing an easy way to speak directly to a contact center employee.

Avaya OneCloud CCaaS helps organizations deliver effortless, consistent, and memorable experiences by:

- **Connecting all touchpoints** throughout the entire journey—physical or digital—from voice to video, social to chat, and more.
- **Matching the best resources** to each interaction, whether human or virtual, with intelligent routing and mobile detection.
- **Getting ahead of every interaction** by predicting needs and proactively engaging customers, including biometrics for effortless authentication.



**Avaya's capabilities can intelligently transition customer needs from self-service AI to human interaction and deliver a personalized journey across the entire organization, from front - to back-office, for superior CX."**

**-Frost & Sullivan, 2020**





## Process Orchestration: Increasing Responsiveness

The days of organizational siloes are over. Today, it's about aligning the right resources at the right time, regardless of role, department, or even tools. Moreover, there's a critical need to stay one step ahead of customers. Too often, a disconnected customer journey leads to frustration. Being able to predict a customer's next move can mean the difference between success and failure.

Avaya OneCloud CCaaS helps organizations stay agile and proactive by streamlining processes, resources, information and tools, including:

- **Personalizing employee experiences with custom, modern desktops** that offer a single place for all of the information they need.
- **Connecting customers to the right resource automatically** and with ease, for the best possible results—whether it's an employee or a digital assistant.
- **Empowering employees, without IT intervention**, to modify process workflows quickly and easily, including customer-employee pairing, self-service options, proactive outreach, and more.

# Managing Resources: Empowering Employees

Any customer experience is only as good as the employees supporting it. When employees are equipped with the right tools, support, and coaching, they're more successful. Even better, they're happier. Empowered employees become more than just employees—they become brand advocates.

Avaya OneCloud CCaaS helps organizations get more for and from their employees by:

- **Offering insights across processes and performance** with scorecards, automated quality management, and interaction analytics to identify process bottlenecks or training gaps.
- **Automating planning, forecasting and optimizing employee schedules** to help ensure that the right people are doing the right things, at the right times, and doing them well.
- **Improving employee performance and engagement** with real-time performance feedback, mentoring and coaching, individual performance metrics, access to scheduling via mobile devices, and more.



**2020 North American Workforce Optimization Growth, Innovation & Leadership**

**- Frost Radar™ Award**

## Knowledge & Insights: Taking the Next-Best Action

One of the biggest challenges to providing a superior customer experience is gaining access to the right data at the right time. Organizations must be able to collect, analyze, and interpret massive amounts of data in real time in order to meet customers where they are and take the next-best action to serve them.

Avaya OneCloud CCaaS infuses AI, knowledge and insights into every customer journey by:

- **Delivering effortless customer self-service actions** and embedding virtual assistants to address queries and help predict the next-best action with all the relevant insights.
- **Applying patterns of successful behavioral interactions** and deploying sentiment analysis in real-time for better, more informed routing decisions that lead to higher sales conversions and experience satisfaction.
- **Augmenting employee support with real-time suggestions and prompts,** and dynamically presenting relevant knowledge articles—in-the-moment during customer interactions.



**We had high expectations for the Avaya platform. However, customer excitement has far exceeded even our expectations.”**

—**Michael Baker**, VP Telephony and Emerging Technologies C3I Solutions



## Smarter Tools Mean Better Experiences

Avaya OneCloud CCaaS is designed for today's multiexperience contact center. From powerful automation that connects the entire customer journey and empowers employees to succeed, to AI infused into every single interaction to help ensure the best possible results, Avaya OneCloud CCaaS has what you need to create effortless, memorable experiences. Experiences that matter.



The contact center market is evolving to address changes in customer expectations and more stringent enterprise requirements, and Avaya is at the forefront of applying innovation to the customer journey, including its application of emerging AI technologies.”

-Aragon Research, 2020





## Why Avaya

- **#1** in Contact Center/ACD globally
- **5M** Contact Center seats
- **90%+** of U.S.'s largest companies are customers
- **100K+** customers in 175+ countries
- **100M+** UC seats

Find out more at [avaya.com](https://www.avaya.com)