



Home Appliance Manufacturer Saves Time and Improves Processes with Avaya

Home Appliance Manufacturer Improves Processes with Avaya Oceana™ Solution

A leading home appliance manufacturer, relying heavily on their existing CRM system as the core of their customer engagement and service strategy, was lacking efficiency in handling voice and email contacts. The first problem to tackle was the obvious: agents were manually opening and searching in the CRM application to review or populate the relevant customer data since the CRM system was not integrated into the contact center infrastructure. This lack of integration resulted in increased agent handling time.

Concerned about the current deficiencies, they committed to improve their processes by more effectively using the CRM system as the sole information repository for all customer data and customer communication, as well as the unified agent desktop. They also wanted to properly distribute inquiries based on several established business criteria, rather than having agents choose for themselves.

All of their needs were addressed with an Avaya Oceana™ solution, comprised of applications with the Avaya Breeze™ platform working within their existing environment. The tight integration between Avaya Oceana™ and the CRM system allows the details of emails stored in the CRM system to be shared with Avaya Oceana™ so that the appropriate agent can get engaged based on the established criteria and the Avaya Oceana™ solution attribute routing logic. Furthermore, agents no longer have to flip between desktop applications since all customer data and routing controls are integrated into the unified CRM desktop.

The solution is expected to save in excess of 6^{1/2} work hours a day by decreasing call handling time by 30 seconds for each email transaction.



The new solution is expected to save in excess of 6 1/2 work hours a day by decreasing call handling time by 30 second for each of the 800 email transaction received each day. This will free up agents for other channels or campaigns and also is expected to improve CSAT through more efficient processes and routing priorities.

A phased transformation, leveraging the strength and flexibility of the Avaya Oceana™ solution, will provide omnichannel routing for current and future work assignments and communication requests. And to assure CSAT is maintained throughout the process, a smooth and effortless evolution will be provided from their current environment.

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.