



# Global BPO Partners with Avaya for Digital Transformation to Meet Evolving Consumer Expectations

## BPO Chooses Avaya Oceana™ Solution to Address the Omnichannel Needs of Their Customers

A global provider of business process outsourcing (BPO) services, passionate about providing outstanding customer experiences, was challenged to deliver on the engagement requirements of its clients. Their disparate collection of point products was expensive to manage and was an impediment to their digital transformation objectives for the 500 million consumers they serve on a daily basis. Their imperative was to standardize and modernize their systems into a unified solution that consolidates all of the functionality within a single platform and provides an omnichannel experience to meet their client's objectives of a consistent engagement experience, using the communication channel of their choice.

Committed to their client's success, this BPO chose Avaya Oceana™ solution to address the omnichannel needs of their customers – securing existing and new business opportunities through improved customer experience. The next generation omnichannel solution from Avaya integrates all communication channels seamlessly throughout the entire customer journey and delivers comprehensive actionable analytics. The new analytics engine will consolidate data from multiple systems for a unified view of the customer journey, eliminating the multiple reporting tools required today. The solution is expected to significantly reduce their total cost of ownership through the consolidation of disparate systems into one unified, easy to manage, platform with an expected ROI of 18 months.

The Avaya Oceana™ solution will eventually grow to 3,000 agent positions to meet the omnichannel needs of their global customers and the overall digital transformation strategic objectives of the company. The flexible nature of the Avaya Oceana™ solution will allow for a phased approach and a smooth evolution from their current environment with the initial phases transitioning 1200 agents over to the new omnichannel solution.

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## 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](http://www.avaya.com).