



# Avaya Helps Automaker Accelerate Into the Future

## Automotive Innovator Leverages Existing Avaya Investments in a Phased Approach Towards an Omnichannel Solution

An innovative American automotive company is expanding its product line into new markets and needs to be prepared for the impacts it will have on their business. The new model is expected to significantly increase sales and address a new customer market creating the need to readdress their customer engagement strategy. The existing global contact centers effectively route voice calls but they need to expand to other channels such as email, SMS and social media to align better to this new target customer base.

The automotive innovator has decided to leverage their existing Avaya investments in a phased approach towards an omnichannel solution that will support multiple communication channels for a consistent customer experience across the globe. The Avaya Oceana™ solution will be at the heart of the solution hosted and managed across three Avaya global data centers. They will initially integrate email into the solution and route based on language attributes. Later, SMS and Social Media will become part of the solution giving customers a choice of how they interact with the company—all providing a consistent experience with a clear view of the customer journey to enhance the engagement.

The phased approach will allow an effortless evolution of their existing voice-based Avaya Aura® Call Center Elite system while maintaining continuity in customer support.

The solution will align to their technology consolidation strategy and expand upon the existing Avaya managed services arrangement across the multiple data centers.

# The Avaya Oceana™ solution will be at the heart of the innovator's solution hosted and managed across three Avaya global data centers.



## 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).