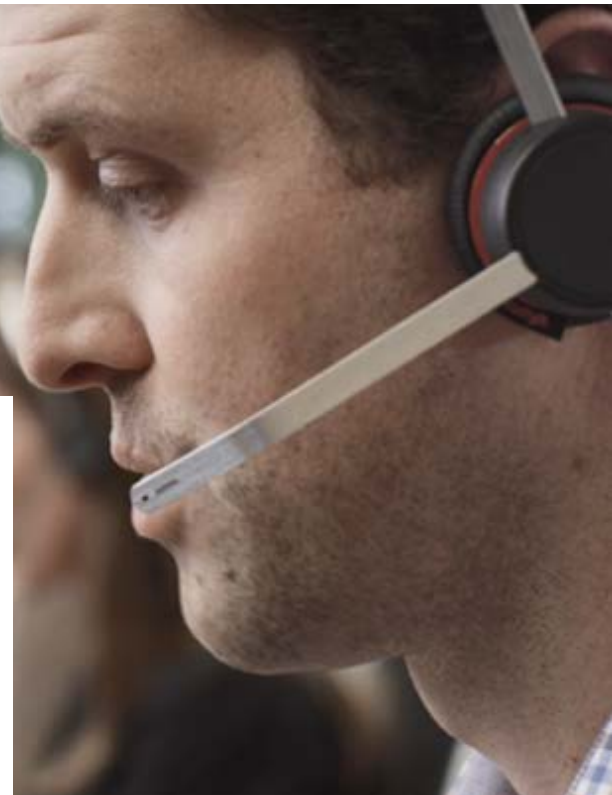


Siam Cement Group Improves Customer Engagement, Sees Big Gains in Sales and Customer Satisfaction



Siam Cement Group (SCG), a leading business conglomerate in the ASEAN region, has committed itself to conducting business in line with good corporate governance and sustainable development principles throughout 100 years. The Group's longstanding tradition of learning, adjustment and development in all areas has enabled SCG to survive the wave of crises and challenges and earn widespread recognition as a role model for other businesses, both locally and internationally.

SCG aims to become a customer centric organization by implementing the multi-channel contact center strategy which consolidates customer feedbacks including voices of customer (VOCs), customer satisfaction evaluation and customer researches. Since 2015, SCG has established SCG Contact Center which offers multiple channels of contact points including phone calls, E-mail, SMS, Live Chat, and Online Video Consultation to deliver the most convenient contact point to its customers.

Challenges

- Capitalize on explosive construction growth in Asian markets
- Ensure continuing quality of products and services for customers

Value Created

- Increased overall sales of goods and services
- A seamless, omni-channel experience that is boosting customer satisfaction and loyalty
- Big Data and analytics turned into actionable data
- Optimization of both efficiency and mobility for SCG employees

Enhancing Customer Engagement

SCG implemented Avaya Aura® Call Center Elite Multichannel, Avaya Aura® Experience Portal and Avaya Call Management System solutions, resulting in the first fully-integrated data service and consulting center of its kind in Thailand.

Supporting 7,000 users and 120 agents, the new contact center solution provides SCG customers with a seamless, omni-channel experience across its online and offline channels. This includes consultations via email, video streaming, mobile applications and text messages.

“Avaya allows us to respond proactively at every step of the customer engagement,” comments Patarachoke.

According to a global research report commissioned by BT and Avaya, 82-percent of consumers today say it should be easy to contact organizations by all channels. The Avaya contact center solutions helps SCG fast track its digital transformation, leveraging Big Data and analytics to offer the best experience to its customers, while innovating new products and services to meet customers’ changing demands. For instance, by analyzing the purchasing habits of customers and past customer interaction experiences, SCG was able to reduce the amount of time it takes to deliver product information and shorten overall waiting time for its customers. This has in turn increased the overall sales of goods and services for SCG.

The new contact center solution also provides Content Management System (CMS), an advanced system for storing and managing data effectively. With faster speed of information processing, SCG is able to optimize the efficiency and mobility of its employees.

Building For The Future

The new SCG contact center is already receiving recognition, having been awarded the Thailand Call Center Award by Thailand’s Office of Consumer Protection.

Avaya is committed to working with SCG to build the communications capabilities that its customers come to expect of a leading regional partner.

“With a vision to become a truly customer-centric organization, SCG is committed to developing innovative products, services and solutions that meet the lifestyle of its customers,” says Patarachoke. “We aim to become a one-stop provider for our customers and we want to ensure they continue to enjoy a high quality of products and services.”

With digitization, SCG also has the opportunity to leverage data intelligence to further uplevel customer engagement and in turn build customer loyalty, despite stiff competition from emerging markets around the region.

Moving forward, Avaya will be the enabler that keeps SCG connected and relevant to the market.

“Avaya allows us to respond proactively at every step of the customer engagement.”

- Nithi Patarachoke,
Vice President, Domestic Market for SCG Cement-Building Materials Co., Ltd

Solutions

- Avaya Aura® Call Center Elite Multichannel
- Avaya Aura® Experience Portal
- Avaya Call Management System.

About SCG

SCG is a leading ASEAN business conglomerate with regional focus, and established commitments towards business conducts that are in line with good corporate governance and sustainable development principles. Established in 1913, following the royal decree of His Majesty King Rama VI, cement products from SCG were the essential materials for the construction of Thailand's infrastructure projects during that period, which have contributed greatly towards the country's modernization. Since its inception, SCG has grown continuously and has earned widespread recognition as a role model for other businesses, both locally and internationally.

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.