



**Avaya Workforce
Optimization**

Avaya Customer Feedback

**Customer
Experience
Management
starts with
understanding
your customers**

Customer Experience Management starts with understanding your customers; knowing what they expect, understanding their experience with your organization and listening to their feedback.

Avaya can help. With our market leading approach, best practice expertise and portfolio of Customer Experience and Contact Center solutions, Avaya can help you deploy a successful Customer Experience Management (CEM) initiative. It starts with listening to the voice of your customer.

Avaya Customer Feedback, an integral part of the Avaya Workforce Optimization (WFO) suite, captures customer feedback as part of every interaction allowing you to gain a comprehensive view of each customer's perception of your entire business. This browser-based application, with strong integration into other Avaya solutions, uses context-sensitive, dynamic surveys to capture information from customers. Gathering information that might otherwise be overlooked provides insight into the effectiveness of your people, products, and processes and helps you take action quickly.

Collect and Analyze Customer Data in Real Time

Avaya Customer Feedback helps you gather data on products, processes, staff performance, and customer loyalty and satisfaction levels in real time. You can identify and measure the drivers of customer behavior, along with specific areas for improvement. With Avaya Customer Feedback, you can quickly solicit customer comments and use them to evaluate how well your contact center is meeting its customer satisfaction goals.

Integration between Avaya Customer Feedback and Customer Experience and Contact Center solutions includes:

- Linking survey results and the recorded call, enabling the user to drill into call recording and replay the call for added insight
- Launching a Quality Evaluation from the Customer Feedback application to evaluate the agent and capture customer feedback survey results as part of the evaluation process
- Comparing Quality Monitoring scores to Customer Feedback scores
- Using Customer Feedback scores to drive schedules
- Supplying customer satisfaction scores to WFO Scorecards and auto-create KPIs from business objectives
- Sending Customer Feedback audio to the Voice Analytics application to analyze customers' verbatim comments
- Integrating with Avaya Experience Portal to handle the telephony, thereby simplifying the infrastructure and helping reduce overall cost

Avaya Customer Feedback engages customers immediately after they conclude their interactions with your agents, using short, dynamic surveys that are delivered based on the business rules you define. Because these surveys are context-based and engage customers immediately following their interaction, response rates tend to be far higher than results obtained through traditional one-size-fits-all questionnaires. As a result, you can move beyond mere sampling to capture meaningful data—reaching large numbers of customers. In addition, because it's 100% web based, your contact center management can easily access survey results at any time, and from any location.

Be Alerted to Specific Circumstances Automatically

With Avaya Customer Feedback, you can define rules to automatically trigger email alerts notifying the appropriate people of particular circumstances requiring immediate attention, such as a customer retention opportunity. Alerts can also trigger workflows—a predefined series of activities that must be performed or acted upon within a prescribed period of time. For example, real-time notifications can immediately alert your customer retention team when you discover a customer is about to leave.

Links to actual call recordings enable you to drill down to specific calls for further analysis, while integration with Avaya Voice Analytics, an optional module in the Avaya WFO suite, provides more detailed root cause analysis into the results. Armed with this information, you can take the appropriate corrective action to deliver the right customer experience, at the right time, every time.

Easily Create Surveys and Reports

With Avaya Customer Feedback, it's easy to build a survey—just select a template and add your own questions, or choose from a library of question types. Surveys are presented to customers based on rules that you define, helping ensure each survey is dynamic and relevant to the customer's experience. Survey questions can be created to follow a conversation-flow style, facilitating ease of use and understanding.

Avaya Customer Feedback includes extensive, real-time reporting capabilities. Reports are simple to create and can be emailed directly from the Customer Feedback interface, so you can share results throughout your enterprise. Once a survey has been completed, the Customer Feedback system updates all reports and links the survey to the associated recorded interaction in the Quality Monitoring application, another optional module in the Avaya WFO suite.

Reports include:

- Survey Results—Provides overviews and detailed views of response and completion rates, question details, individual and aggregated responses, access to recorded calls, and more
- Performance Analysis—Summarizes effectiveness metrics for agents, supervisors, and managers, helping you identify strong and weak performers



- Do you really know what your customers expect from your business?
- Have you asked them what they think of your service?
- Have you acted on their feedback?

Simple questions perhaps—but they highlight the most fundamental challenges organizations face in today's highly competitive market!

- Quality Correlation Matrix—Correlates and plots internal (company-driven) and external (customer-driven) metrics, illustrating discrepancies between the two to depict areas of strength or weakness
- Analyze how many “Promoters” you have compared to “Detractors”

What's more, creating surveys, adding questions to existing surveys, and reporting can all be managed by the business user, eliminating unnecessary delays and IT overhead.

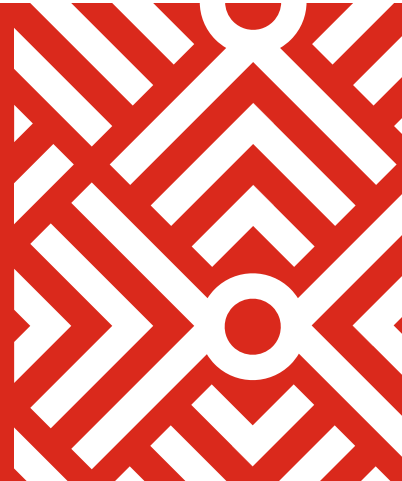
Integral Part of Avaya Workforce Optimization Suite and Customer Experience and Contact Center Portfolio

Avaya has placed Customer Feedback at the heart of the contact center by providing integration between the applications within the Avaya Workforce Optimization suite and the Avaya Customer Experience and Contact Center solution portfolio. This helps organizations to capture customer feedback in real-time, interpret it in the context of business objectives, and then act on it to respond more effectively to customer and market demands.

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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.

Listen to the Voice of Your Customer

Understanding your customers and delivering on their expectations is the greatest competitive advantage you have. Avaya Customer Feedback helps you listen to the voice of each customer, providing insight into the effectiveness of your people, products, and processes, and helping you take action quickly.

When it comes to Customer Experience Management, there's no better partner than Avaya to help you deliver the kind of service that keeps customers coming back—and keeps the competition at bay. Start listening to the voice of your customers today, with Avaya Customer Feedback.

Now You Can

- Gain increased visibility into customer service processes and performance by quickly capturing and analyzing customer feedback in real-time—and in the context in which it was provided
- Measure customer effort and compare promoters to detractors
- Link customer feedback to the specific interaction that caused it—including the option to play the actual call immediately
- Improve first-call resolution rates, reduce escalations, and enhance customer satisfaction and loyalty
- Move beyond sampling to capture statistically valid, census-level data, even with large numbers of customers and multiple sites
- Benefit from a reliable, scalable system that can work independently or integrate with your other Avaya WFO and Customer Experience and Contact Center solutions

