



Elevate Your Customer Experience with New Inbound Solutions

Today's organizations are composing new business processes to engage their customers on their preferred communication channels. They understand that businesses that don't focus on creating positive experiences with customers can quickly lose those customers along with the associated revenue potential. In order to stay competitive, delivering positive inbound customer experiences are critical for efficient and contextual interactions from the start of the customer journey.

Inbound Customer Experience Challenges

In today's "everything customer" era, customers expect to have multiple options when engaging organizations, making effective real-time communications part of the customer journey. While some may prefer to be contacted by businesses via offline mediums, such as SMS, others would rather reach businesses' customer service by voice or video calls to get quick and reliable answers. However, this option is currently fraught with customers' frustration when there are long delays, or they are unable to navigate through the menus to get a resolution.

This issue was exacerbated when the pandemic hit. Businesses were scrambling to find alternative customer engagement solutions where safe in-person options were not available. These challenges require businesses to adapt to a new normal and enable new capabilities essential to managing customer engagement.

Problem Areas

Businesses focused on the customer experience must streamline processes and communications in direct response to new realities that emerge under the pressures of the pandemic.

There are several common problem areas when it comes to managing inbound customer experiences:

- Improving customer experiences and brand consistency requires many layers of interactions. Customers want to reach businesses by a variety of methods.
- Customer experiences must consider where the customers are based on their journey.



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The solution to many of these challenges is an intelligent and automated composable solutions approach.

- Customer experiences platforms require agility because customers' tastes change quickly and constantly
- There is a need to test and experiment prior to fully introducing new experiences.

The old way of serving customers using a “service desk” faces new challenges to scale, innovate, and adequately connect with their customers. In addition, it causes many businesses to attempt to balance cost-effectiveness and responsiveness.

Composable Solutions

The solution to many of these challenges is an intelligent and automated composable solutions approach. Virtual agents use Artificial intelligence (AI) to deploy virtual customer service agents to augment existing human agents as a front end to initial inbound customer inquiries. Virtual agents are cognitive platforms that incorporate AI capabilities including machine learning and natural language processing to offer a conversational experience personalized to the user's natural language. Customers can interact via their choice of communication channel: mobile app, messaging, email or website.

Virtual agents are not Chatbots. Chatbots are one-dimensional and pre-programmed to respond to common inquiries based on predetermined scripts. These virtual agents aren't scripted and can contextualize human inquiries to determine meaning and intent. In other words, they “compose” solutions based on the problem that is presented to them.



Effective and contextual communication is a key component for a multi-experience engagement. Customers want flexibility and choice in how they communicate based on preference and scenario.

Businesses using virtual agents can deliver greater consistency and accuracy, as customers get the best agent, consistently every time. Virtual agents can scale on-demand as needed due to unexpected disasters, pandemics, or seasonal spikes. Their availability enables a 24/7 service and support model to efficiently cater to customers, anytime, anywhere, in any channel.

Composable solutions also enable businesses to optimize incoming traffic and intelligently route calls to the most appropriate agents increase overall efficiency within the call centers. Efficient Call Routing is a tool that expedites communication, with faster resolution, and greater customer satisfaction delivered. This more intelligent routing enables businesses to manage and queue inbound calls and messages to the agents most qualified to handle them. Some common capabilities include:

- Routing inbound calls to specific agents based on predefined criteria
- Identification and rapid response based on sequence and priority
- Reduce call volumes – manage peaks / crisis (e.g. COVID)
- Manage multiple call queues
- Automate common/simple interactions and enable agents to focus on more complex issues

As inbound calls continue to flow into your call centers, it's also an imperative to offer a choice in how customers are served. Call Deflection seamlessly transfer calls to the right channel where customer can self-service or chat with agents at their convenience. Deflecting inbound calls to cost effective channels yields significant savings and operational efficiency. Reducing the number of customers on hold by transferring them to preferred information sources, agents can focus on customers who opted to wait for a live agent. In addition, Automated Information Capture and Automated Scheduling services can reduce costs associated with activities such as form fill-in and managing appointments which increasing customer satisfaction.

Savvy customers expect on-demand access and quick responses, making real time communications table stakes. Effective and contextual communication is a key component for a multi-experience engagement. Customers want flexibility and choice in how they communicate based on preference and scenario.

Consider the following questions:

1. Are your customers getting no ringtone or busy tone calling into your business? Are they waiting more than a minute to be served?
2. Are a large percentage of callers calling in for basic Q&A and tying up your agents from more critical calls?

Avaya can work with you to compose superior customer experiences that give your customers more options, fast responses, and a personalized approach.

3. Would you like to reduce your customer service agent turnover?
4. Are you serving your customers on their choice of communication channel (e.g. text, chat, web, etc.)?
5. Are incoming calls going to the wrong resource or department and wasting time for both agents and callers?

Summary

Customer expectations have changed. This requires a paradigm shift for many businesses. Businesses are using new cloud technologies and platforms that enable a new level of inbound customer experiences to stay relevant.

Customers want options at their disposal for all interactions during their journey. The new norm is a world of convenient and contextual communications – that is always available on-demand. Businesses able to adapt and quickly deploy various channels based on customer preferences, can differentiate their offerings from other competitors.

Avaya can work with you to compose superior customer experiences that give your customers more options, fast responses, and a personalized approach. Contact your Avaya representative for more information.



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