

Customer Experience Solutions

Avaya Mobile Customer Service Redefining the Customer Experience Battleground



Consumers Prefer to Use Self-Service Options Made Possible by These Devices and Applications

Smartphones, tablets and other mobile devices give consumers unique flexibility and power. Organizations are finding that these devices, along with the vast array of mobile applications, are having a profound impact on the way customers want to interact with businesses. In many cases, consumers prefer to use self-service options made possible by these devices and applications. Is your company taking full advantage of this shift in how people want to communicate and interact with you?

Avaya can help you not only give customers various options to interact with your organization from a mobile device, but also seamlessly integrate those mobile users into the contact center should they require additional support.

Be As Mobile As Your Customers

Consumers today want to shop, make purchases, troubleshoot issues and resolve problems while on the go. What they have done from their desktop and laptop computers for years, they increasingly expect to do, by themselves, with their mobile devices.

However, successful mobile self service needs to extend beyond the mobile application to the heart of the contact center. Companies that fully integrate mobile self-service apps into their omnichannel contact centers can differentiate themselves from their competitors by delivering an integrated, seamless, mobile customer experience.

Avaya can help you meet these expectations. Our mobile solution extends your contact center capabilities, including automated self-service applications and agent-based services, directly to the customers' mobile devices. Here's a taste of what you can do:



Customers Want To Serve Themselves, and Mobile and Web are Becoming Their Self-Service Channels of Choice

- 46% of customers want to download customer service apps on a smartphone
- 67% of customers want visual IVR options on a smartphone
- 65% of customers use apps on smartphones at least 2-3 times a week
- 64% of customers use websites on smartphones at least 2-3 times a week
- 44% of customers use apps on tablets at least 2-3 times a week

SOURCE: The Autonomous Customer 2015, Commissioned by BT and Avaya, 2015

- Embed dynamic, visual, self service menus within your mobile applications, providing your customers with quick, easy and intuitive ways to resolve their own issues or requests.
- Enable customers to speak to a live agent, schedule a callback at a time that's convenient for them, or initiate web chat with an agent (either live or automated) from within the mobile app, should they require additional support.
- Seamlessly integrate into the contact center by intelligently routing the customer to the most suitable agent or expert based on available context. This includes automatically providing relevant context to the agent, such as customer history, app navigation flow, previous contacts, location information, and photos or videos.

Benefits Of A Seamless, Effortless Mobile Experience

Avaya can help deliver many benefits to you and your customers:

Improved Customer Experience

Offering consumers a wide range of options for connecting with your company helps create the opportunity for a differentiated and dramatically enhanced customer experience. Avaya takes advantage of today's VXML-based self-service applications and provides access to electronic documents and prerecorded content. By equipping your customers with useful information—in real-time on their mobile device—you can greatly increase the number of issues your customers are able to resolve themselves.

Increased Revenue

Bringing mobile channels into your contact centers makes it easier for customers to do business with you. Research shows that 87% of customers¹ will spend more with an organization that is easy to do business with. Similarly, providing access to contextual information improves routing

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If a customer needs or wants additional help, Avaya makes it possible for the request to be sent directly into your business through a mobile application. You can provide a complete customer service experience regardless of how the customer chooses to initiate contact. It also helps your organization utilize resources more efficiently while increasing first contact resolution rates, enabling you to deliver a superior customer experience.

accuracy as well as agent insight for cross-selling or up-selling opportunities. This can lead to increased customer lifetime value.

Lower Costs

Providing the option to request a callback or web chat can significantly reduce or eliminate customer hold times, thereby reducing your network costs—and potentially your customers' cellular costs.

With a single environment for managing the customer experience across the set of supported channels, you also help reduce costs by simplifying how the environment is managed and supported. In addition, you can leverage your current Avaya contact center investments, leading to greater savings.

Competitive Differentiation

In today's socially networked economy, your ability to respond to mobile customers' preferences may go viral, giving you a distinct competitive advantage.

Learn More

To learn more about how Avaya can help you deliver a seamless, effortless mobile experience, contact your Avaya Account Manager or Authorized Partner or visit us at www.avaya.com

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.

