AVAYA

Give Your Contact Center an Advantage with AI

Artificial Intelligence is here to stay!

Find out how you can use Artificial Intelligence (AI) to improve your contact center performance, productivity and personalization.

AI & Business by the numbers

15% of enterprises are using AI as of today, but 31% are expected to add it over the coming 12 months, according to Adobe.

4% of enterprises believe investing in AI will lead to greater competitive advantages. 75% believe that AI will open up new businesses while also providing competitors new ways to gain access to their markets. 63% believe the pressure to reduce costs will require the use of AI. [1]

61% of companies with an innovation strategy are using AI to identify opportunities in data that they would have otherwise missed, according to Narrative Science. This figure is only 22% for companies without this strategy.

Top two reasons businesses are considering AI

Improve CSat **49%**

Increase revenue **35%**

Source: Avaya

"Customer experience (CX) is followed closely by cost reduction, as organizations look for ways to use AI to increase process efficiency to improve decision making and automate more tasks.

However, **in 2021, new revenue will become the dominant source**, as companies uncover business value in using AI to increase sales of existing products and services, as well as to discover opportunities for new products and services.[2]

94% of businesses face challenges implementing an AI solution[3]
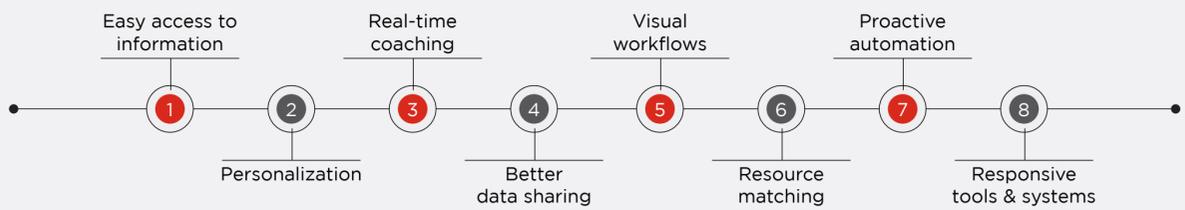
AI Predictions

2021

The AI healthcare market is expected to hit $6.6 billion by 2021, according to Accenture data. The study added that clinical health AI applications can create $150 billion in annual savings for the U.S. healthcare economy by 2026.

2022

Juniper Research discovered in a study that, in retail, global spending on AI will grow to $7.3 billion a year by 2022, up from $2 billion in 2018. This is because companies will invest heavily in AI tools that will help them differentiate and improve the services they offer customers.

8 ways AI can help your contact center agents

1. Easy access to information
2. Personalization
3. Real-time coaching
4. Better data sharing
5. Visual workflows
6. Resource matching
7. Proactive automation
8. Responsive tools & systems

Avaya AI Solutions

Conversational Self-service

Smart & outcome-based behavioral pairing

Our full range of AI solutions can help contact centers:

- Deliver more personalized customer experiences
- Gain deeper customer insights
- Drive customer loyalty
- Improve agent productivity & satisfaction
- Reduce Total Cost of Ownership (TOC)
- Increase growth, profitability & revenue

AI-driven guidance

Interaction insights for intent, behavior, emotion & motivation

Why Avaya?

95% Fortune 500 Companies use Avaya solutions

#1 In Global Contact Center Market[4]

10+ Strategic solution providers enhance Avaya's vision of AI-enabled contact centers and customer experiences

2018 Avaya was positioned as a Leader[5] in 2018. We believe no one in our industry has demonstrated the history of leadership, vision and execution that Avaya has achieved.

Read the Avaya Newsletter which features Gartner
Enhanced Customer Experience with an AI Advantage
for more information.

Let us guide you through your AI-enabled digital transformation journey.

Call (866) GO-AVAYA
for a personalized consultation today

avaya.com

Sources:
1. https://www.statista.com/statistics/747775/worldwide-reasons-for-adopting-ai/"Statista.
2. Gartner, "Forecast: The Business Value of Artificial Intelligence, Worldwide, 2017-2025," John-David Lovelock, Susan Tan, et al., March 12, 2018.
3. Deloitte State of Cognitive Survey, August 2017.
4. Canalys Worldwide contact center market and forecasts, August 2018.
5. Gartner, 'Magic Quadrant for Contact Center Infrastructure, Worldwide' Drew Kraus, Steve Blood, Simon Harrison, 17 May 2018. See also Press Release.