

Avaya Mobile Experience

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Bridging the Gap Between Inbound Mobile Voice Calls and a Frictionless Contact Center Experience

Introduction

Approximately seven out of 10 people¹ who call into a contact center’s toll-free number—to solve a problem, make a purchase or voice a concern—are using a mobile device. In one sense, the mobile users are just like landline callers—the contact center must pay a carrier for the toll-free service being provided. Beyond that, mobile callers, particularly smartphone users, can be quite different animals.

Instead of a traditional handset, mobile callers have a remarkable device that provides instant information and enables transactions with anywhere virtual reach. Also, there’s a good chance that those users are on the move, perhaps going to a meeting, off shopping, or out to grab a bite to eat. Whatever the situation, they want a contact center experience that meets their needs, without the friction of misrouted calls, incomprehensible “Press 1 for X, Press 2 for Y” menus, and endless requests for their personal information.

For contact centers, mobile devices can both facilitate and complicate providing that frictionless experience. The capacity to deliver voice, video and text opens doors for mobile users to communicate in the way they wish. At the same time, people might be using these phones far from the locale its assigned area code indicates, which can impede routing a call to an appropriate contact center resource.

Avaya Mobile Experience is a patented² new service¹ that equips a contact center with the ability to deliver tailored services that tap the features and functionality of mobile devices and the networks serving them.

It also expands the range of customers’ digital interactions while conquering geo-location issues. This paper describes how Avaya Mobile Experience, currently available exclusively in the United States, may help contact centers identify and fulfill customers’ digital needs and expectations, reduce toll-free carrier costs, and accelerate the digital transformation underway across their organization today.

1. <https://www.avaya.com/en/about-avaya/newsroom/news-releases/2018/pr-us-180312b/>
 2. <https://patents.google.com/patent/US9961205B1/en?q=9961205>



See How It Works

Avaya Mobile Experience is an Avaya-owned and operated cloud service rendered from the also newly created Avaya Mobile Network. Avaya Mobile Experience offers simple, open contracts with no annual commitments or minimum spend requirements.

The service comprises three main elements:

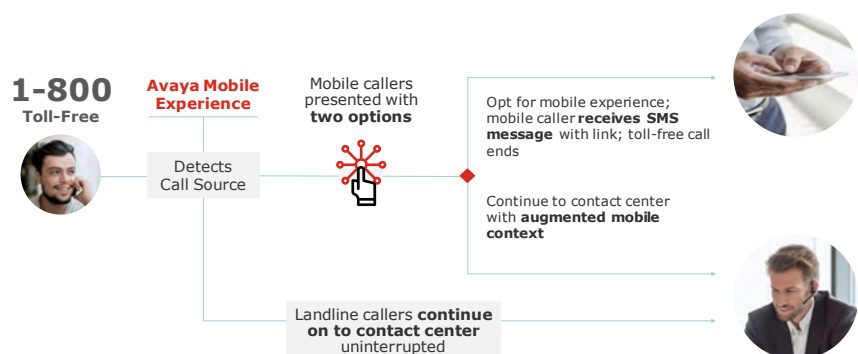
- A Carrier-Scale Mobile Core and a Pay-As-You-Go Mobile Network.
- Elements Sourced in Partnership with a Mobile Partner.
- Avaya-Created IP Multimedia Subsystem (IMS) Software Applications that Sit on Top of the Network.

It integrates with any vendor’s technology, enabling contact centers to maintain their existing infrastructure. Organizations having Avaya technology-based contact centers may also take advantage of Avaya Breeze™ Snap-ins to add differentiating service enhancements, such as WebRTC and co-browsing.

When someone calls a contact center that subscribes to Avaya Mobile Experience, the service identifies if the call originates from a mobile network (Figure 1). Landline calls are treated like ordinary inbound call attempts. In contrast, if the service identifies a mobile network call, contextual information may be added to the interaction, and the caller may be offered special treatment.

For example, the call could be deflected to the web, in which case the caller receives a message with a link to an app or webpage. With text and web channels now established, the voice portion of the call may terminate automatically with immediate savings to the company. If the caller wants to interact with a live agent again later, the web or app exchange can transition to real-time media—voice, video, or screen—sharing or co-browsing with the agent.

Figure 1. Mobile-optimized call flow



In addition to the possible savings from fewer and shorter toll-free calls, companies that use Avaya Mobile Experience might benefit from richer insights into contact center operations and customer experience across the customer journey—insights that could possibly lead to additional operational improvements and enhanced customer experiences.

As noted, Avaya Mobile Experience provides organizations with tools that may be used to enhance three enterprise objectives:

- **Improve contact center efficiency** by reducing costs, improving caller ID fidelity and enhancing geo-routing fidelity.
- **Accelerate digital transformation** by deflecting mobile callers to digital channels and enabling business-to-RCS (Rich Communications Services) interactions across any supporting network.
- **Elevate customer experience** by reducing the complexity of automated voice interactions, decreasing the continual need to provide and reverify personal information, and eliminating some of the painful network-to-network transfers that require customers to restart their interaction all over again.

The following examples illustrate how.

Amping Up the Contact Center

In a real breakthrough, Avaya Mobile Experience addresses one of the most nettlesome contact center problems—geo-location. Geographic routing is not an issue if an organization has only one contact center, but it becomes a critical matter when there are numerous operations around the country or in multiple countries.

Avaya Mobile Experience verifies the authenticity of the phone's number and knows about the phone's home geography by interacting with the cellular network the caller is using. This verification increases the fidelity of the context surrounding the call, improving the effectiveness of geographic routes.

Caller spoofing—deliberately falsifying information transmitted to a caller ID display—is another problem that Avaya Mobile Experience helps contact centers address. Contact center managers can partition calls as either mobile caller ID verified or non-verified, enabling different sets of automation and agent scripting to support the call. A verified ID enables a more direct path through the interactive voice response (IVR) sequence and shorter agent scripts.

More precise mobile call routing and the enhanced ability to verify mobile caller IDs may yield significant improvements in operational efficiency and agent utilization, with the potential to reduce the cost to support inbound toll-free calls.

Accelerating Digital Transformation

Most businesses have some form of digital transformation effort underway. These initiatives are typically bifurcated, focusing on the web for digital transformation and on mobile apps from a mobility standpoint. This approach faces two obstacles:

- Global mobile data traffic, including mobile internet use, is projected to increase nearly sevenfold by 2021,⁴ likely overtaking desktop internet use along the way.



When it comes to using today's powerful communication tools, more and more people are ready and able to use the full complement.

- Despite heavy investments in digital transformation, businesses still struggle to persuade customers to use the mobile apps they offer, with a few exceptions such as Amazon, Lyft, Starbucks and Uber for their obvious utility. While many users consider apps to be an efficient means of interacting with a brand, and nearly 80 percent of users will give apps a second chance after a failed first attempt, only 16 percent of users will give apps a third try.⁵

Avaya Mobile Experience could help businesses improve utilization of their apps and digital adoption in general. Deflecting someone from a voice call to a digital service will backfire if the experience proves to be bad and the user returns to a voice interaction or simply drops off. With Avaya Mobile Experience, the caller is deflected with some context, which expands as information is gathered and passed into the mobile web. Should a mobile web user need to talk with someone later in the interaction, the “digital breadcrumbs” gathered along the way can help avert the highly frustrating situation of having spent time completing forms online, only to be asked to start over.

Enhancing Customer Experience

Avaya Mobile Experience provides the foundation to transition contact center callers away from costly voice interactions to more efficient and potentially more fulfilling digital encounters. On those occasions when a customer needs or wants to reengage with a person, the solution also serves to enhance the experience.

Several factors help make this happen. Mobile customer routing with Avaya Mobile Experience encapsulates added context in a MIME attachment, a special session initiation protocol (SIP) method, helping the contact center better serve the customer. In addition, by interacting with the caller's mobile network, Avaya Mobile Experience can verify the authenticity of the phone's number and identify its home geography, increasing the fidelity of that context, irrespective of vendor technologies in use. Geographic routes from the core are more effective, and caller ID is less likely to be spoofed.

Together, these features may help to contribute to a better experience in key ways. The context provided enables agents to talk to customers by name confidently, without having to ask them repeatedly for personally identifiable information (PII). And, when knowing users' location is critical to servicing their needs, taking them to the mobile web enables the agent to do so immediately.

These capabilities may be seen to reduce the friction in user interactions with the business. Continual advancements of Avaya Mobile Experience offer will further enhance interactions. The possibility of expanded location features is on the horizon, while a biometrics capability would be a boon in establishing and strengthening trust between the business and customers.

“One of the most important aspects of Avaya Mobile Experience is that it showcases **Avaya’s deep knowledge of carrier networks. Company executives promised a new, more nimble company. Avaya Mobile Experience speaks to a more innovative company...”**

—Sheila McGee-Smith McGee, Smith Analytics No Jitter, Avaya Creates Unique Mobile CX Solution³

Avaya Mobile Experience provides the foundation to transition contact center callers away from costly voice interactions to more efficient and potentially more fulfilling digital encounters.

A Breakthrough Tool for Digitally Transforming Contact Centers

When it comes to using today’s powerful communication tools, more and more people are ready and able to use the full complement, from voice to text to chat to omnichannel—particularly those using mobile devices. When they call into a contact center, they want to get help quickly and easily. And, with no disrespect to agents, most callers - especially those who are tech-savvy - prefer taking care of things themselves.

Avaya Mobile Experience may provide contact centers with greater flexibility and agility to serve and satisfy on-the-move, in-a-hurry mobile callers across the channel of their choice, seamlessly. In the process, contact center operators can be key drivers of their organization’s digital transformation strategy, while improving the efficiency, quality and cost-effectiveness of enterprise operations.

Learn More

To learn more and to obtain additional information about Avaya Mobile Experience, please contact your Avaya Account Manager or Authorized Partner or visit us at www.avaya.com/mobile-experience.

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.

3. <https://www.avaya.com/en/documents/avaya-creates-unique-mobile-cx-solution---no-jitter.pdf?t=0>
4. “Mobile internet usage worldwide – Statistics & Facts.” Statista, <https://www.statista.com/topics/779/mobile-internet/>
5. “Are you a rarity?” Joshua Pramis, Digital Trends, 3-12-13, <https://www.digitaltrends.com/mobile/16-percent-of-mobile-userstry-out-a-buggy-app-more-than-twice/>

