

## Customer Engagement Solutions

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## Driving customer lifetime value to new heights

### Customer Engagement Takes the Spotlight

Customer experience is vital to businesses as they seek stronger revenues and profits. It helps to drive stronger customer engagement, and customer engagement promotes higher customer lifetime value. Businesses that use customer lifetime value as a strategic metric outperform non strategic users significantly, according to recent research.<sup>1</sup> Customer engagement represents a positive, value—creating relationship between customers and an organization throughout the customer journey. Engaged customers are more likely to maintain an active two—way relationship, returning often and providing feedback that can help an organization more accurately serve customer needs.

Consumers around the world expect unique treatment and proactive engagement from companies they do business with. In fact, across many developed nations, and even in emerging economies, a majority of consumers indicate they buy more from organizations that make it easy for them to conduct business.<sup>2</sup> Effective, intelligent contact centers are vital to meeting these growing expectations.

Customers in today's digital era demand a consistent experience across multiple touch points, both physical and digital. They will perform simple tasks online, but if their need is more sophisticated, they want to interact with a knowledgeable expert. Plus, customers expect a seamless transition from one touch point, such as a showroom or the company Web site, to other touch points, including voice calls, online chat, SMS text or video.

1. "The Significance of Customer Engagement: An Investigation into Customer Lifetime Value (CLV)," Stephen Loynd, Frost & Sullivan, 2015.

2. "Autonomous Customer 2015: On Hold for Intelligent Customer Service," British Telecommunications plc, commissioned by Avaya, 2015.

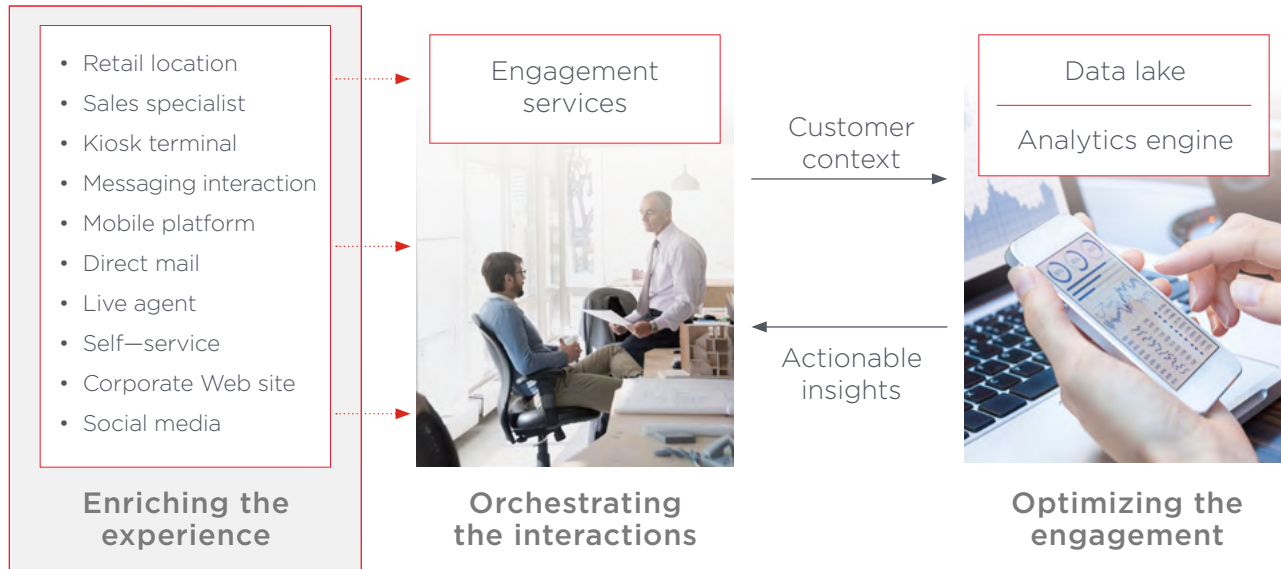


Figure 1. Enriching the customer experience by offering the right media

Avaya Customer Engagement solutions enable you to deliver an omni-channel experience. Your organization can handle all types of customer interactions more efficiently, and have the right resources, with the right tools, readily available to service your customers.

**Three Pillars of Customer Experience**

- Omni-channel Experience
- Enterprisewide team engagement
- Actionable insights

Avaya responds to this dynamic market need with powerful and highly flexible Avaya Customer Engagement solutions. Expanding on the performance, reliability and flexibility of the Avaya Aura® platform, Avaya Customer Engagement solutions provide the foundation on which to build a customized portfolio of customer engagement applications for the contact center, tailored to your organization's customer experience strategy and goals.

### Addressing the Three Pillars of Customer Experience

High-quality, seamless customer interactions—the type that drive higher levels of engagement and ultimately lead to higher customer lifetime value—rest on three pillars: omni-channel experience, enterprisewide team engagement and actionable insights.

#### Omni-channel Experience

Contact centers have been “multichannel” for years. Many times, however, there is little integration and automation of channels “behind the scenes.” For instance, some contact center agents still log off of voice calls at predefined intervals each day to address e-mail and chat requests from customers. Social media posts are often handled separately from other channels and sometimes outside the contact center. As a result, the customer journey is often disjointed, time consuming and frustrating for both your customers and your agents.

An omni-channel experience, on the other hand, has three characteristics. It is proactive—information is presented to customers about new products and services even before they ask for it and product and service issues with resolutions are brought to the customers' attention before they discover

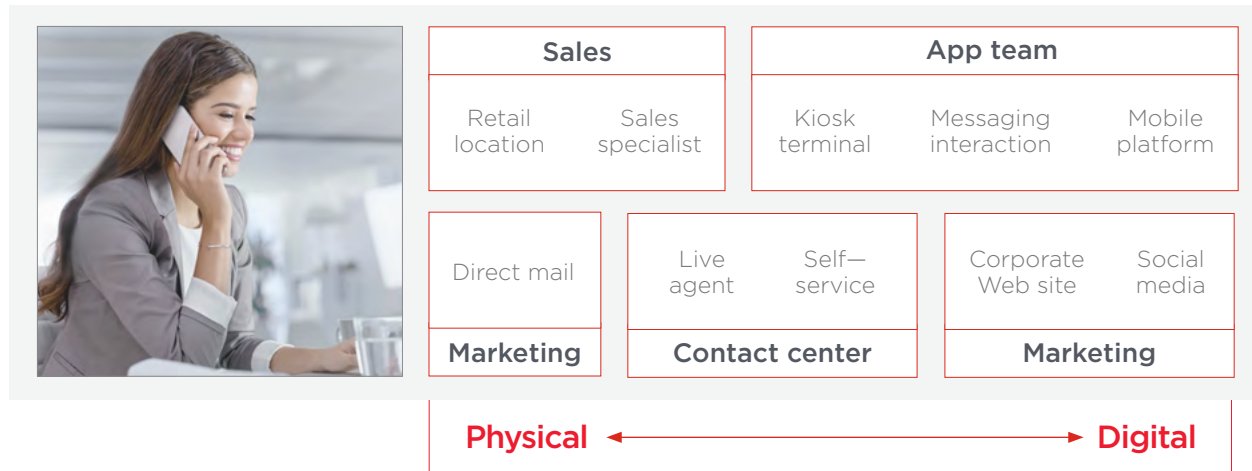


Figure 2. Enterprise sources contributing to customer experience  
 Organizational silos have traditionally impeded employee collaboration that can significantly improve customer engagement and experience.

**Many companies struggle to address customer needs and opportunities because they can't readily find the information they need.**

them. It is adaptable and personalized—contextual information from across the enterprise is used to create unique customer experiences. And it is easy—customers can interact with you effortlessly, regardless of channel.

Avaya Customer Engagement solutions enrich the customer experience by enabling you to offer the right media at the right time for every interaction (Figure 1). From robust automated attendant and self-service options through the spectrum of agent-assisted channels, such as video, SMS and social media, your customers benefit from a truly engaging, consistent experience. This enables an increase in customer loyalty and advocacy, combined with employee and customer satisfaction, which can drive straight to your bottom line.

**Enterprisewide team engagement**

Customer-facing engagement and support processes are spread across disparate marketing, sales and service teams, each with its own organizational goals, people, processes and technologies (Figure 2). Each department or team is responsible for a different piece of the customer journey. Yet typically only contact center agents have up-to-the-minute customer information, and they rarely have a means to proactively engage experts across the business.

Think about the negative customer experience impact this disjointed approach can create. Many companies struggle to address customer needs and opportunities because they can't readily find the information they need. For example, without certain details of a customer's history, a complete view of a customer's interactions with the business, or new offers that may interest the customer under current circumstances, how can organizations identify the resource most knowledgeable about the customer or a particular subject?

Now think about the wealth of information that comes into and moves through your business on a daily basis. Avaya Customer Engagement solutions orchestrate customer interactions by consolidating contextual data from disparate systems and providing it as reliable, instant "customer intelligence" to people and applications across your business (Figure 3).



Figure 3. Orchestrating the customer interactions by delivering customer intelligence  
 Avaya Customer Engagement solutions orchestrate customer interactions with a single pool of resources (agents, knowledge bases, automation services, etc.) regardless of location. By assisting your customers and prospects through their preferred interaction channel, you can deliver the right customer experience every time.

**enterprisewide team engagement**

- Optimal
- Responsive
- Informed
- Seamless

This helps your organization make informed decisions and determine the next best steps to service the needs of both your customer and your business. With Avaya Customer Engagement solutions, you can make every customer interaction count by facilitating enterprisewide team engagement that is:

- Optimal—have the resource with the best skills and knowledge for that situation engaged in the interaction from the outset.
- Responsive—assign resources that are available instantly using a device capable of receiving the information needed to properly interact with and address the needs of each customer.
- Informed—provide your resources with full visibility of the customer’s history and interactions with your company for effective decision-making.
- Seamless—bring customers and your resources into every interaction smoothly and effortlessly.

### Actionable insights

Analytics is one of the most strategic, yet underused tools many organizations possess. The challenge is being able to access and effectively use the vast amounts of data available to an organization in a timely manner—over and over—so you can learn vital information not only about your customer interactions and their experience, but also leverage and expand on the things your organization does well, and discover and remediate troubled areas in real time.

Consider how most contact centers today record customer calls, typically for compliance purposes and/or quality monitoring. But what is done with this information? Data may be archived without being mined for



Figure 4. Optimizing customer engagement through actionable insights  
 Avaya Customer Engagement solutions optimize customer engagements. You gain a deeper understanding of your customer service operations and have the ability to improve and adapt them to deliver an optimal customer experience.

**Avaya Customer Engagement solutions Advantages**

- High volumes of data
- Data variety
- Timely intelligence
- Value

the valuable information that exists in them—what customers want, how satisfied they are with the service being provided, how they feel about your company’s products and support staff, whether your company is meeting regulatory requirements, and if a customer is dissatisfied, why and what actions are taken to address it.

With Avaya Customer Engagement solutions, you can continually refine and optimize customer engagements across your enterprise through the actionable insights the solutions produce (Figure 4). As closed-loop performance management systems, Avaya solutions help you prepare for each customer interaction, monitor and measure that activity as it takes place, analyze the results, and take whatever corrective action may help improve current and future inter—actions. In this way, your organization has the right resources, with the right information, using the right processes, at the right time, over the right channel, to deliver the best possible customer experience.

With Avaya Customer Engagement solutions, you can take advantage of:

- High volumes of data—the data necessary to support a customer varies from one interaction to the next, so it’s essential to process large volumes of complex and potentially geographically distributed data sets.
- Data variety—the data required for effective decision-making can come from anywhere inside or outside your organization, and it can be in any format, whether structured or unstructured.
- Timely intelligence—timing is everything, so processing data quickly provides insight when it’s needed most.
- Value—insights deliver value by helping people across your organization make better, faster decisions and improve their overall business performance.





Figure 5. Delivering a contextually aware, persistent customer experience. The foundation of Avaya Customer Engagement solutions is the Avaya Aura® Platform, which helps you transform how you communicate, collaborate and serve your customers. You can integrate and deliver voice, video, data and Web communications applications and services to your employees anywhere—whether they’re in the office or on the go.

**Through persistent conversations, your organization can deliver a holistic, personalized and enduring customer experience.**

**Our Unique Approach —Contextually Aware, Persistent Customer Experience**

Avaya Customer Engagement solutions give your organization awareness by bringing together all relevant context, including information, resources and processes, for a specific customer at any time. It enables persistent conversation by connecting all interactions with a specific customer into a seamless experience.

With greater awareness, your organization can better predict, anticipate and respond to each customer’s specific requirements. Through persistent conversations, your organization can deliver a holistic, personalized and enduring customer experience. Your customers see and experience one company, and your company sees and acts on a complete picture of each customer (Figure 5).

It doesn’t matter whether your organization is large or small, privately or publicly held, or in the public sector. It doesn’t matter if you want a comprehensive solution or a customized, targeted application. It doesn’t matter if you want to support the solution in your own data center or outsource it, having a service provider or Avaya host it in the cloud. Avaya Customer Engagement solutions can address your specific circumstances, your particular needs.

**Solution Components Tailored for Uncommon Results**

Avaya Customer Engagement solutions are not one—size—fits—all. By analyzing your business environment, collaboration style and approach to the customer journey, we can purpose—build a solution that fits your unique needs and business objectives using some or all of the following components:

**Avaya is known for our deep knowledge of customer experience management best practices and our ability to apply them to diverse organizations.**

- Omni—channel—creating a seamless, personalized experience, both inbound and outbound, so your customers can access the information and services they need, using their preferred channels, across every engagement point on the customer journey.
- Reporting and analytics—gathering and analyzing a wide range of data across your contact center operations and enterprise to help you manage growing contact volumes, optimize service, improve operational performance, and enhance agent engagement and productivity.
- Workforce optimization—uniting all of your workforce optimization requirements on one, integrated platform so you can capture, share and act on information from across your enterprise and use the data to make informed workforce decisions faster.
- Engagement application development—integrating and extending your new and existing applications with Avaya unified communications and contact center technology to bring rich communications capabilities into your business faster.
- Self—service and automation—automating repetitive tasks to create personalized, interactive, speech—driven applications while enabling highly engaging, proactive outbound campaigns that give your customers the right information at the right time.

### Why Avaya Customer Engagement Solutions

With more than 20 years of helping organizations solve some of their biggest business communications challenges, Avaya is known for our deep knowledge of customer experience management best practices and our ability to apply them to diverse organizations. We have the largest share of the contact center market globally<sup>3</sup> and are the industry leader in contact center infrastructure.<sup>4</sup> We deliver that leadership to our clients through a global partner ecosystem of industry and application development specialists, backed by Avaya experts.

How do those credentials translate into business results for our clients? Avaya leads the industry with the lowest total cost of ownership for large contact centers.<sup>5</sup> We help our clients formulate their specific customer experience vision, create a suitable road map to achieve it, and translate that road map into detailed plans to deliver the solutions.

With Avaya, you have access to a broad, feature—rich communications and contact center portfolio. Our solutions are business—led with integrated propositions based not only on the technology but also the financials, delivery and support of the solution. Avaya Customer Engagement solutions can help you transform your customers' experience, one great interaction at a time.

### Learn More

For more information about Avaya Customer Engagement solutions, contact your Avaya Account Manager or Authorized Partner, or visit us online at [www.avaya.com/usa/solutions/#CustomerEngagement](http://www.avaya.com/usa/solutions/#CustomerEngagement).

3. Gartner, Inc., Market Share, Contact Centers, Worldwide, 2014.

4. Gartner, Magic Quadrant for Contact Center Infrastructure, WW, Drew Kraus, Geoff Johnson, Steve Blood, June 2014.

5. Nemertes Contact Center TCO research, February 2014. [http://www.webtorials.com/main/resource/papers/avaya/paper79/Nemertes\\_CC\\_TCO-brief.pdf](http://www.webtorials.com/main/resource/papers/avaya/paper79/Nemertes_CC_TCO-brief.pdf).

