



# Deliver an Effortless Customer Experience with a Hassle-free, Always-on Contact Center

Customer and employee experiences matter more than anything else.

When you have engaged, empowered employees, it has a direct and positive impact on customer experience.

Avaya OneCloud CCaaS makes it easy for organizations to deliver that effortless customer experience across voice and digital channels and devices while helping maximize employee and team performance. Avaya OneCloud CCaaS empowers employees with faster, more responsive and always-on customer engagement.

Avaya OneCloud CCaaS helps organizations deliver effortless, consistent, and memorable experiences by:


- **Connecting all touchpoints** throughout the entire journey—from voice, email, messaging, chat, social and more.
- **Matching customers with the best employees** based on business rules, internal and external context and desired business outcomes.

- **Getting ahead of every interaction** by predicting needs and proactively engaging customers with customer journey intelligence.
- **Personalizing employee experiences** with a customizable, modern workspace that easily brings customer insights from different applications and systems into a single pane of glass.

Avaya OneCloud CCaaS is designed for how you're working now and in the future.

## Deliver the Experience Customers Expect

Today's customers want to use their smart phone or tablet to interact with organizations across a variety of channels including voice, web chat, email, text messaging, social and more. With Avaya OneCloud CCaaS, organizations can deliver the effortless experience that customers expect—across different touchpoints and devices. It's intuitive and proactive, offering the consistent, personalized service that's needed to build customer loyalty and brand advocacy.



**The intuitive, customizable employee and supervisor browser-based desktop gives employees the information and tools they need—at their fingertips when they need them, and out of the way when they don't.**

## Maximize Employee and Team Performance

Avaya OneCloud CCaaS provides advanced productivity desktop tools to improve the performance of employees and the contact center. Attribute-based routing intelligently pairs customers with the right resources at the right time. The customizable employee and supervisor browser-based desktop gives employees the information and tools they need—at their fingertips when they need them, and out of the way when they don't. The intuitive, unified experience speeds employee adoption with little to no training required.

## Always Have What You Need, Your Way

- **Access all capabilities** with no additional hardware or software; get new features as they become available.
- **Scale easily** when needed.
- Extend capacity to **support remote offices and work-at-home employees** without compromise.
- Rest easy with **worry-free deployment**.
- **Layered innovation** enables you to make the most of everything Avaya OneCloud has to offer, and fast, without sacrificing what you have already.

## Key Capabilities

**Intuitive, Customizable Browser-Based Desktop** – Improve customer responsiveness, employee productivity and the customer experience by empowering employees to serve customer interactions using an intuitive, customizable desktop. Employees can serve multiple customer interactions simultaneously and receive data from multiple sources, including CRM and business systems, in a consolidated view.

**Voice** – Get all the inbound and outbound voice capabilities to deliver the effortless experience customers expect including auto answer, redirect on no answer, attribute routing, enhanced transfer and full reporting.

**AI-Powered Email** - Email integrates with common email protocols providing a wide range of support. Incoming emails are inspected using attributes such as the subject and routed to the right employee based on needs of customers and the business. Employees have all the expected capabilities as with a normal desktop email including the use of email templates for expedited and business authorized responses.

**Always-On Messaging** - Asynchronous messaging provides always-on conversations across time. Help navigate a customer's journey within the conversation by offering form filling, buy now or multiple choices from a selection of items. Persistent conversations give employees context of previous conversations, enabling them to continue the customer engagement from where they ended the last conversation.



## Avaya was recognized as a leader in the 2020 Aragon Research Globe for Intelligent Contact Center



**Web Chat** - Deliver the simple, intuitive, and fast web chat experience customers expect from web sites and mobile applications. Employees and supervisors have the full set of web chat capabilities such as transferring chat sessions to employees using a team address book and replying with templated phrases and relevant URLs.

**Bring Your Own Channel** – Keep pace with ever-evolving customer expectations by integrating home-grown and common messaging channels such as What’sApp, Facebook Messenger and Apple Chat into a single system. You can also easily integrate business services such as Salesforce Digital to further deliver unique experiences.

**Attribute Routing** – Better matching of customers to employees using business rules, internal and external context, and desired business outcomes can have a dramatic impact on both the customer and employee experience. Powerful attribute resource selection capabilities assign the right customer interactions to the right employees available. Advanced market-leading algorithms consider situational contexts (location, weather, time, day, social posts) with customer data (demographic, device preference, contact details, social posts, purchase history, retention risks) and employee attributes (skills, experience, performance, location, language, gender) to match customer inquiries to the right support resources.

**Customer Journey Intelligence** - Empower employees to anticipate customer needs and personalize the customer experience by understanding where customers have been in their buying journey. Customer Journey provides a timeline view of customer interactions across multiple channels and infuses at the desktop a full-bodied set of information that ensures employees are informed and equipped to proactively serve customer inquiries. The Customer Journey timeline can be sorted on category, time and channel to help employees make informed decisions for each step along the customer’s buying journey.



**We couldn't settle when it came to the contact center. We had seen Avaya's recognitions for contact center and customer experience innovation over the years, and we knew they'd be able to take our operations to that next level."**

—Austin Ifedirah, Founder and CEO at Engagent Health.

## **Avaya OneCloud CCaaS enables organizations to quickly and easily layer-on innovative cloud technologies.**

**Business Process Orchestration** – Easy-to-use visual task editors enable business users and IT to create channel logic workflows, manage auto responses, assign text messaging and devise work assignments to fine-tune the experience delivered to both customers and employees.

**Self-Serve Administration** – Stay in control by configuring Avaya OneCloud CCaaS to fit business needs. Easily add new users, move supervisors and employees between groups, scale on demand and assign intelligent attribute routing characteristics without requiring employees to log-out and log-back in.

**Unified Reporting** – Historical and real-time reporting provides easy-to-read information across interactions to monitor, measure and improve customer experience and employee performance. Employee, channel, and attribute routing performance insights help diagnose and resolve problems with staffing, routing strategy, business processes and more. Share reports, dashboards, and insights across the entire organization to further improve the entire business. Create or modify reports to meet specific requirements. Any way you choose, it is a snap to keep a pulse on performance and the overall employee and customer experience.

### **Layered-On Innovation**

With customers scrolling, swiping, talking, texting, sharing, and downloading - anywhere, across any device - it's critical for organizations to support dynamic and increasingly complex expectations around customer and employee experience. Avaya OneCloud CCaaS enables organizations to quickly and easily layer-on innovative cloud technologies to deliver the exact experience that provides customers more options, faster responses, and a more personalized approach.

## Avaya OneCloud CCaaS helps organizations create those memorable experiences for both customers and employees alike with a hassle-free, always-on cloud contact center.

With Avaya OneCloud CCaaS, you can deploy an AI-based virtual agent over the top of your call handling infrastructure that can engage customers in a conversational way so customers can serve themselves faster and more efficiently. If an interaction needs to escalate to an employee, the virtual agent can intelligently route the customer to the best-suited employee using information collected during the self-service experience. Knowledge Management can also help reduce call volumes and handle times by delivering contextual knowledge articles to employees and to customers via self-service options. And connect a CRM system to help immediately recognize customers and access relevant profile information in real time and update customer records in the moment.

Two-factor authentication and voice biometrics can enhance compliance and protect organizations and customers from fraud and liability risks.

Attach an industry-leading, cloud-based Workforce Engagement solution to get more for and from employees including - call and screen recording, automated quality management, performance management, employee coaching, eLearning and staffing and scheduling applications.

### Summary

We live in a world where organizations no longer compete on products and services but instead on the experience they provide to customers. Experiences that are personalized, connected, intuitive and informed are the experiences that are remembered. Avaya OneCloud CCaaS helps organizations create those memorable experiences for both customers and employees alike with a hassle-free, always-on cloud contact center.

Put your trust with the industry leader. Everyone at Avaya has a passion for helping customers achieve their customer, employee, and organizational objectives.

Avaya is changing the world one customer at a time.



## About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter.

Learn more at [www.avaya.com](http://www.avaya.com).