Avaya OneCloud CCaaS

Sample Use Cases

Sample Customer Journey

Customer researches products on website; **interacts with agent using web chat**

Customer purchases products from website

Calls company to inquire about product and shipping details

Automated Self Service enables customer to use touch tones to serve himself or be routed to the appropriate department

Customer chooses to speak with agent

Skills-based routing for voice and digital channels directs the customer to the best equipped agent

Browser-based desktop enables agent to serve customer using built-in web phone app

Live Monitoring enables supervisor to listen to conversation and barge-in when necessary

AI-driven voice analysis delivers prompts to agents based on words and phrases spoken by customer

Real-time and historical reporting identifies improvement opportunities; agent coaching improves skills

Experiences that Matter

Customer inquiry handled quickly and efficiently in single interaction enhancing customer loyalty; **customer sent post call survey to capture interaction feedback**

Compliance enhanced with call and screen recording and quality management

Hydro Ottawa Overcomes Challenges Brought on by COVID-19

Industry: Electric Supplier

"In **less than a week**, Avaya deployed a fully cloud based Software-as-a-Service solution enabling employees including contact center agents to work from home. **Avaya CCaaS** allowed Hydro Ottawa to make this seamless transition with **no interruption of service, ensuring customers could continue to communicate with the company while also facilitating the safety of employees**."

Mark Fernandes
Chief Information Officer
Hydro Ottawa

Opportunity

- Hydro Ottawa needed to keep their contact center running amid the COVID-19 crisis
- Most importantly, Hydro Ottawa needed to serve their customers while keeping their employees safe
- Time to deploy, flexibility and cost-effectiveness were major drivers

Solution

- Avaya OneCloud CCaaS

Results

- Avaya OneCloud CCaaS was deployed in less than one week
- Hydro Ottawa employees were relocated to home offices where they could continue to serve customers without impacting service levels
- Customers are unaware that agents are working remotely since the service received is seamless
- Employees are kept safe from potential COVID-19 infections

Industry: Retail

Large Supplier of Holiday Gift Baskets Adds Seasonal Capacity As They Need It

Opportunity

- Large online retailer of holiday gift baskets needs to add 100-200 seasonal, part-time agents during the months of October through December
- Seasonal workers need to service inbound voice and digital customer interactions
- Inbound interactions need to be routed to the sales, returns or customer service departments

Solution

- Avaya OneCloud CCaaS

Results

- Online retailer can add capacity when they need it the most; and scale back capacity as seasonal demand declines
- Online retailer can serve customers in both voice and digital channels
- Automated voice response application enables end customers to route voice inquiries to the right department
- Skills-based routing matches the best agents with customers across both voice and digital channels

Global BPO, Raises the Stakes with Avaya OneCloud CCaaS and AI

Industry: Contact Center Outsourcer

Opportunity

- Global BPO serves a diverse client base around the world
- An exceptional combination of solutions, channels and technology is the secret sauce for delivering value to their end customers
- Global BPO needed to interact with their customers' end customers using digital channels
- Global BPO needed levels of agility, intelligence and efficiency using cloud-based AI transcription capabilities

Solution

- Avaya OneCloud CCaaS
- Avaya Conversational Intelligence

Results

- Global BPO (and the customers they serve) can now effortless interact over voice and digital channels (email, web chat, SMS and MMS)
- By adding Avaya Conversational Intelligence, the global BPO provider is reducing agent after call work by 65% by automatically transcribing voice interactions into text and inserting the text into the notes section of a client's CRM records
- Global BPO is monitoring customer sentiment, as part of their Net Promoter Program, in real-time using Avaya Conversational Intelligence

Industry: Finance

Banking Institution Keeps Pace with Smart Device Evolution

Opportunity

- Regional bank with contact centers located in two locations with a mix of home-based agents
- Add digital customer engagement to retail bank
- Ensure an outstanding multichannel experience
- Keep pace with smartphone evolution

Solution

- Avaya OneCloud CCaaS

Results

- Effortlessly interact with customers using voice, web chat, email, SMS and MMS
- Home-based agents use the same browser-based desktop and tools as in-house agents
- Supervisors can listen (and barge into) to live calls when needed
- Deliver consistently outstanding customer experience
- End-to-end cloud solution that can grow with the business
- Keep pace with customer communication preferences
- Call and screen recording enhances compliance practices

Industry: Insurance Provider

Insurance Company brings Telephony to the Cloud to Win and Grow Customer Relationships

Opportunity

- On-premise telephony infrastructure was inflexible and IVR left customers frustrated
- Limited or no digital channel customer engagement
- Lacked efficient routing capabilities to ensure customers were connected with the right agents
- Supervisors struggled to gain visibility into agent performance and bandwidth

Solution

- Avaya OneCloud CCaaS

Results

- Avaya OneCloud CCaaS enables agility and flexibility including work-from-home agents
- Customers can engage the insurance company using voice or digital channels (web chat, email, SMS and MMS)
- Automated voice response and skills based routing moves clients to the right agent
- Workforce Management enables supervisors to forecast and staff appropriately; supervisors can easily measure agent performance using Quality Management

Utility Company Spins Up Contact Center in Response to Natural Disaster

Opportunity
- Establish a centralized contact center to communicate and serve customers during hurricane

Solution
- Avaya OneCloud CCaaS

Results
- Cloud-based contact center deployed within 24 hours
- Support more than 1,000 active users and 4,000 voice calls, texts and emails per month which is expected to increase by 60% during the natural disaster
- Customers are able to engage utility company using their smart device across voice, SMS, MMS, web chat and email
- Automated voice response and skills routing delivers customers to the right agents
- Enhanced staff efficiency, productivity and mobility
- Enabled managers to record and monitor calls, and analyze staff performance

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Start-Up Software Firm Creates Customer Success Center

Industry: Technology

Opportunity

- Software firm is experiencing rapid growth but growth is causing growing pains
- Incoming customer support requests are growing and they lack processes to properly serve end customers
- Wants to take advantage of cloud to keeps costs low and get to market quickly
- Needs to quickly add 10-15 customer success agents to their existing 20 person staff

Solution

- Avaya OneCloud CCaaS

Results

- Costs and time-to-market reduced with innovative cloud platform
- Automated voice response enables customers to reach the new customer success center using touch tones
- Managers can quickly add staff; agent onboarding success is enhanced with call and screen recording, live monitoring, quality management, coaching and reporting
- Real-time and historical reporting identifies areas where service can be improved

Industry: Healthcare

Local Dentist Practices Consolidate to Increase Patient Capacity

Opportunity

- Six local dentist offices are creating a new business venture by forming a new business venture
- All 60 existing dentists, dental assistants and back office support personnel are part of the new business venture
- New firm needs to quickly stand-up a contact center to handle appointment, billing and accounts receivable functions

Solution

- Avaya OneCloud CCaaS

Results

- Automated voice response delivers personalization and a new level of professionalism
- Automated voice response enables customers to use touch tones to be directed to the right department
- Digital channel (web chat, email, SMS, MMS) engagement create a service differentiator from competitors
- Agents quickly learn browser-based desktop, agents can serve both voice and digital interactions via singe desktop

Quickly Track, Monitor and Notify Contacts of Potential Exposure to COVID-19

Industries:
Healthcare, State, Local and Government, Higher Educational Institutions

Opportunity

- Contact Tracing places a huge burden on organizations to collect information and monitor potential exposures brought on by COVID-19
- Contact Tracing is an emerging trend where government agencies, educational institutions and healthcare organizations need to quickly stand up a contact center as economies start to reopen
- Organizations quickly need to hire "contract tracers" that have little or no experience

Solution

- Avaya OneCloud CCaaS
- Avaya Cloud Notification Service

Results

- Contact Tracing solution stood up within matter of days
- Enable contacts to interact easily through voice and digital channels
- Reach affected individuals and traced contacts through automated outbound voice and digital notifications
- AI Virtual Agents help ensure all calls are answered quickly reducing ring time and wait time
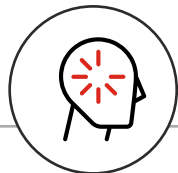
Contact Tracing Journey

Automated Outbound Notification initiates outreach, provides notifications and manages responses

Real-time and historical reporting identifies improvement opportunities; agent coaching improves skills

Live Monitoring enables supervisor to listen to conversation and barge-in when necessary

Skills-based routing for voice and digital channels directs the customer to the best equipped agent

Automated AI Virtual Agent engages with contact using contacts preferred language using voice or SMS/MMS

Compliance enhanced with call and screen recording and quality management

Auto Forms enables contacts to enter information by voice or text and **voice to text transcription** used to record details for later review or for automated analytics.

Browser-based desktop enables tracer to use soft client

AI driven Real Time Sentiment Analysis helps assess the conversation and divert call if necessary

Voice, Digital Channels, and Mobile Detection let information be obtained by contacts preferred means.

Proactively reach out to traced contacts with relevant information

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Thank You

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