



EBOOK

A Day in the Life of

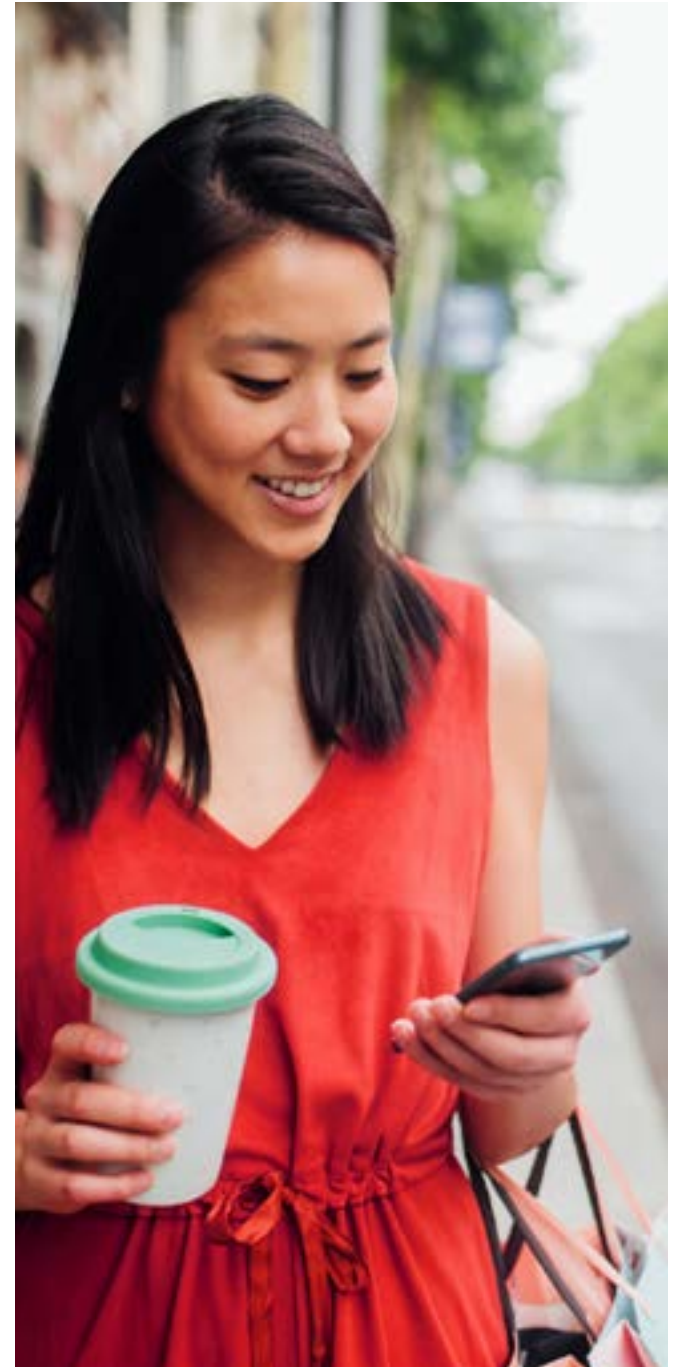
YOUR CONTACT CENTER

with **AVAYA** OneCloud™
CCaaS



A CONTACT CENTER DESIGNED FOR THE “**EVERYTHING CUSTOMER**”

Businesses today face unique challenges when it comes to customer experiences. Customers want to be able to interact with companies in their own way, on their own time—and across multiple platforms. They want the freedom to call one day, and text or chat the next without any change in the level of service they receive.



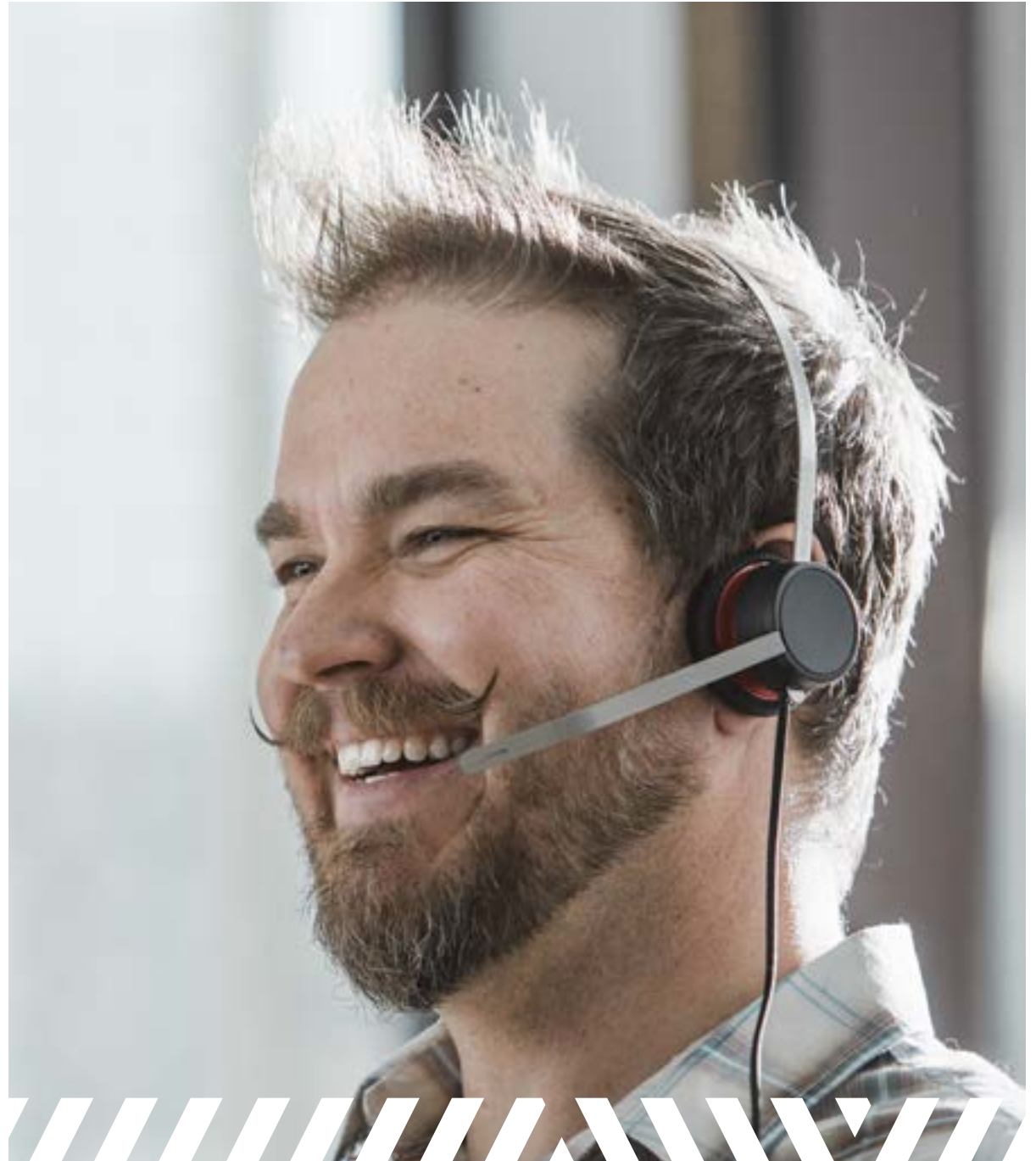
No matter the size of your customer experience team, Avaya OneCloud™ CCaaS provides a powerful cloud-based solution to create meaningful experiences for today's customer—and the employees who serve them—from any location.

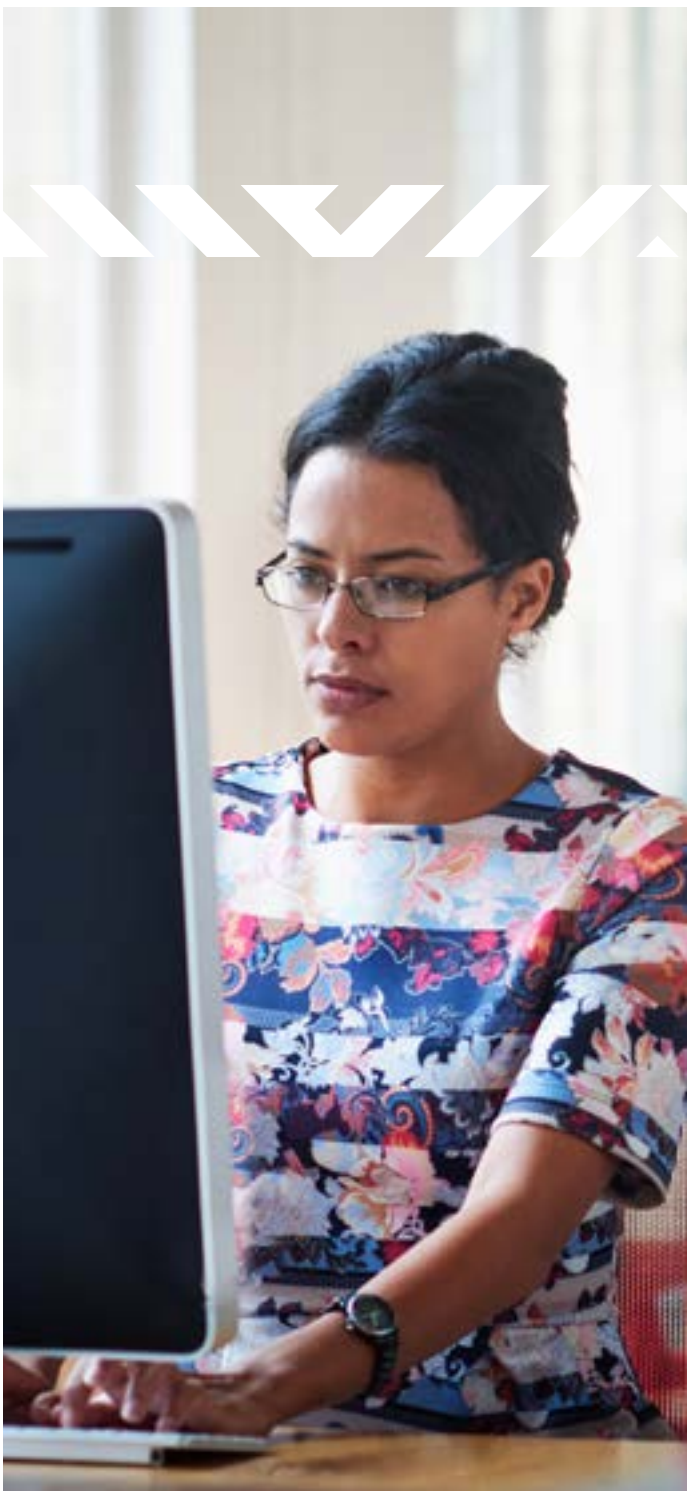
Avaya OneCloud CCaaS gives you the tools to make every interaction a memorable experience for customers and employees alike.

- Inspire employees to provide quality experiences across voice and digital channels—all in a single desktop view.
- Monitor performance analytics to help employees reach key performance indicators and provide feedback in real-time.
- Create customer-experience superstars by matching employees' unique skills with customer needs.

Read on to learn how to wow your customers with a scalable contact center.

Employees can serve customers right where they are, across digital channels, without having to change screens.





Multiexperience

Lisa is a contact center manager for a smaller real estate firm. Her team helps potential customers find and connect with the right real estate agent to assist in their home search, and answer questions along the home buying journey, including explaining complex documents that will be sent to the mortgage broker.

Recently, customers have been complaining about extended hold times and having to repeat information to employees. And some customers ask why there are no other ways to connect with customer service, like chat or texting.

Avaya OneCloud CCaaS helps Lisa solve these challenges by providing a single desktop view for employees to access all customer information. Employees can serve customers right where they are, across digital channels, without having to change screens.



Memorable Customer Experiences

Avaya OneCloud CCaaS gives your employees the power to serve customers—and understand their needs from the start.

- Connect every touchpoint of the customer and employee journey with 360-degree visibility.
- Help customers find what they're looking for and troubleshoot issues with co-browsing capabilities.
- Gather customer information across departments and provide solutions using CRM integrations.
- Empower customers to choose their level of interaction with self-service options across multiple channels.

Engaged Employee Experiences

To deliver the most positive experience possible, employees need tools to meet customer challenges as they come—including having context ready on-the-fly. With Avaya OneCloud CCaaS, every employee can have their own AI-powered virtual assistant to provide up-to-the-minute context on all customer interactions.



AI and Knowledge

Edgar works in the contact center for a regional investment firm. He spends his time interacting with potential clients looking to open new accounts, connecting current clients with the firm's advisors, and answering questions about investment strategies and changes in market conditions.

With continuous changes in the stock market, Edgar needs to be able to have the latest numbers available for every interaction. And he needs to have quick access to each client's current portfolio in order to explain where their investments are and how the market affects their individual accounts.

With artificial intelligence (AI) infused into Avaya OneCloud CCaaS, every customer service team member has the right insights and answers, every time.





Smarter Interactions for Customers and Employees

Avaya OneCloud CCaaS gives employees real-time customer information available on a single screen, so providing the best customer experience is the focus of every interaction.

- Ensure higher-quality interactions for customers with self-service options, proactive outreach, and automated processes.
- Create happy customers by connecting them with the right employee to get the right answers—fast.
- Empower employees with a virtual assistant that provides real-time prompts and guidance during customer interactions.

With Avaya OneCloud CCaaS, Edgar can work with confidence knowing that he has the most up-to-date information. He can see every investment transaction and easily speak to each portfolio, all from a single screen. With the virtual assistant, he's prompted to provide information about related funds and indexes that will be beneficial to clients, depending on their age and risk tolerance. And, with self-service options and agent pairing, Edgar knows clients are getting service faster—and he can focus on more in-depth interactions.



Analytics and Reporting

Because customer needs and desires are always changing, contact center employees and managers need up-to-the minute insights at each phase of the customer journey to fine-tune interactions and create experiences that matter.

Consider Ramona, who is the customer service manager for a local chain of coffee shops. Her employees need information on topics ranging from gift cards to questions about birthday rewards and errors on rewards points, to setting default store locations on their mobile app and ordering online. They need to be able to take customer feedback on in-store experiences, check balances and re-load gift cards, and even coordinate with stores when local catering is needed for an event. Call volumes and depth of interactions can vary, so Ramona needs to be prepared for anything.



With the built-in analytics of Avaya OneCloud CCaaS, you can keep a finger on the pulse of your contact center at all times—and quickly adjust to customer demands or frustrations on-the-fly.

Built-in Reporting in Real Time

With Avaya OneCloud CCaaS, you can learn exactly what customers and employees need—before they do.

- Create customer experience superstars with almost immediate feedback and regular performance management.
- Forecast and track historical changes in volume and resourcing to ensure you have the right number of employees available.
- Improve your business with insights to optimize processes and make adjustments as needed.

Using the built-in analytics dashboard, Ramona can now see call volumes and employee desktop productivity data in real time. She can adjust the number of available employees to match volumes at a certain time of day or implement new self-service options to offset high call volumes and give customers quick answers. And with almost immediate feedback on interactions, Ramona has a better idea of training needs that can help employees be more confident and exceed customer expectations.

Workforce Engagement

It's no surprise that happy employees create better customer experiences. By simplifying work, you create better outcomes for your employees and customers. Employee turnover can be costly in terms of onboarding and training, and it can be detrimental to the morale of your current employees. A customer service center is only as good as its employees.

Dallin has been experiencing high turnover in the contact center for his outdoor retail company. Employees have cited a lack of flexibility and complicated systems as reasons for leaving. Dallin needs to reduce turnover, and he needs the ability to attract quality employees and give them incentives to stay.





Employees have all the tools they need to succeed, which keeps them engaged in their work and with the company for the long term.

Get More For and From Employees

Avaya OneCloud CCaaS gives employees the freedom to create meaningful customer experiences all in one place.

- Simplify work for employees with all the tools they need in one place, whether they work from the office, home, or anywhere in-between.
- Empower employees to make the right decisions every time with real-time customer insights.
- Provide a superior employee experience and help prevent attrition by giving employees the freedom to succeed with flexible tools.
- Provide faster, easier feedback to employees with speech-to-text transcription and automatic call recording.

Because Avaya OneCloud CCaaS is a browser-based app, Dallin's employees can easily access everything they need to wow customers. They have all the tools they need to succeed, which keeps them engaged in their work and with the company for the long term.



AVAYA OneCloud™ CCaaS

Your Perfect Customer and Employee Experience Solution

Customers are the lifeblood of your business. Avaya OneCloud CCaaS makes the experiences that customers are craving seem effortless, while keeping employees empowered to succeed.

Avaya OneCloud CCaaS is packaged and priced so you can be up and running quickly with the features and options you need. It's all available in a single cloud-based app that works from anywhere. And along with Avaya Cloud Office, you can get the best of customer experience and employee connection—all in one place.

Reimagine Your Contact Center with Avaya

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