



Team & Customer Engagement

Digital Transformation Solutions
UCC Athens 2017

AVAYA EdgeSM
Diamond



DIGITAL Hybrid
APPLICATIONS
INTEGRATION
USE CASES
SPEED TO MARKET
FLEXIBILITY
VERTICAL BUSINESS
URGENT
OPEN PLATFORMS
SCALABLE
MIDMARKET
Digitization
Cloud
COMMUNICATION
Collaboration
BPOs
Customer Experiences
TRANSFORM
Secure
PURE
DevOps
on-Demand
PRIVATE

A diagram illustrating the Avaya ecosystem. Four red circles are arranged in a diamond shape, connected by a network of white lines. The circles are labeled: 'AVAYA breeze' (top), 'AVAYA equinox' (right), 'CLIENT SDK' and 'AVAYA breeze' (bottom), and 'AVAYA oceana' (left). The background is a night cityscape with glowing light trails.

AVAYA
breeze™

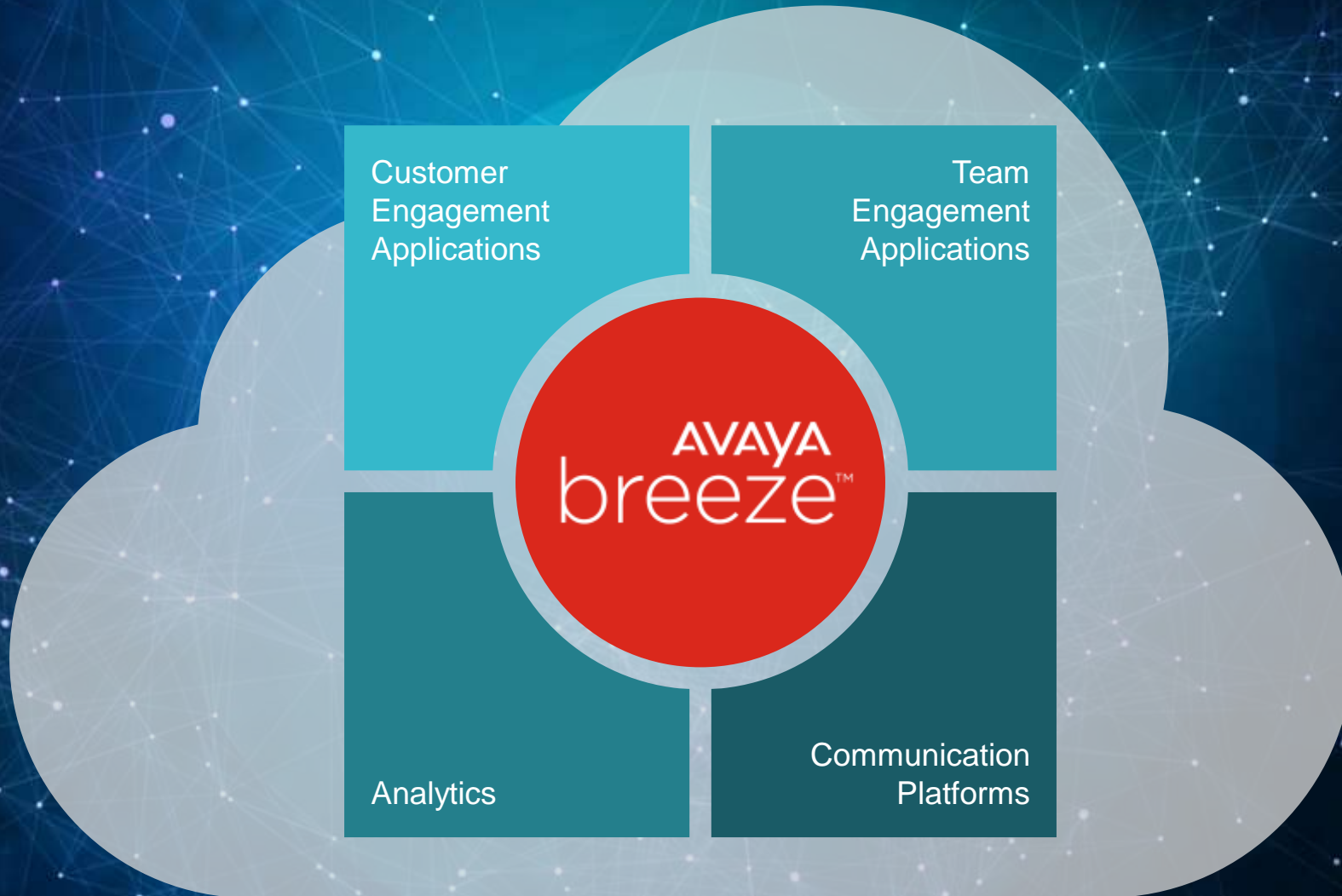
AVAYA
oceana™

AVAYA
equinox™

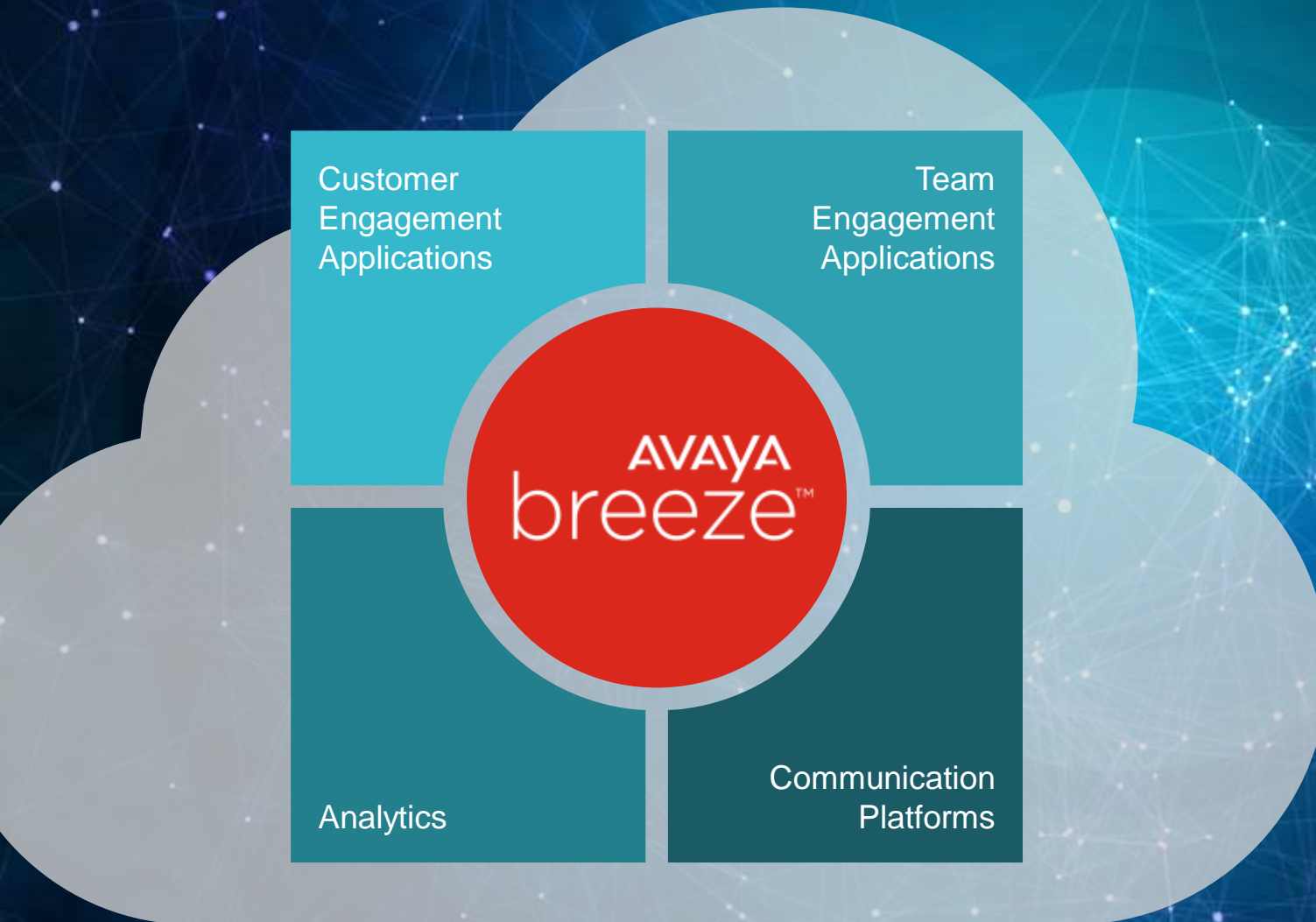
CLIENT SDK

AVAYA
breeze™

Value Creation and Differentiation



Out of the box Communications for any interface



Minimum
Footprint



Office Team
Collaboration



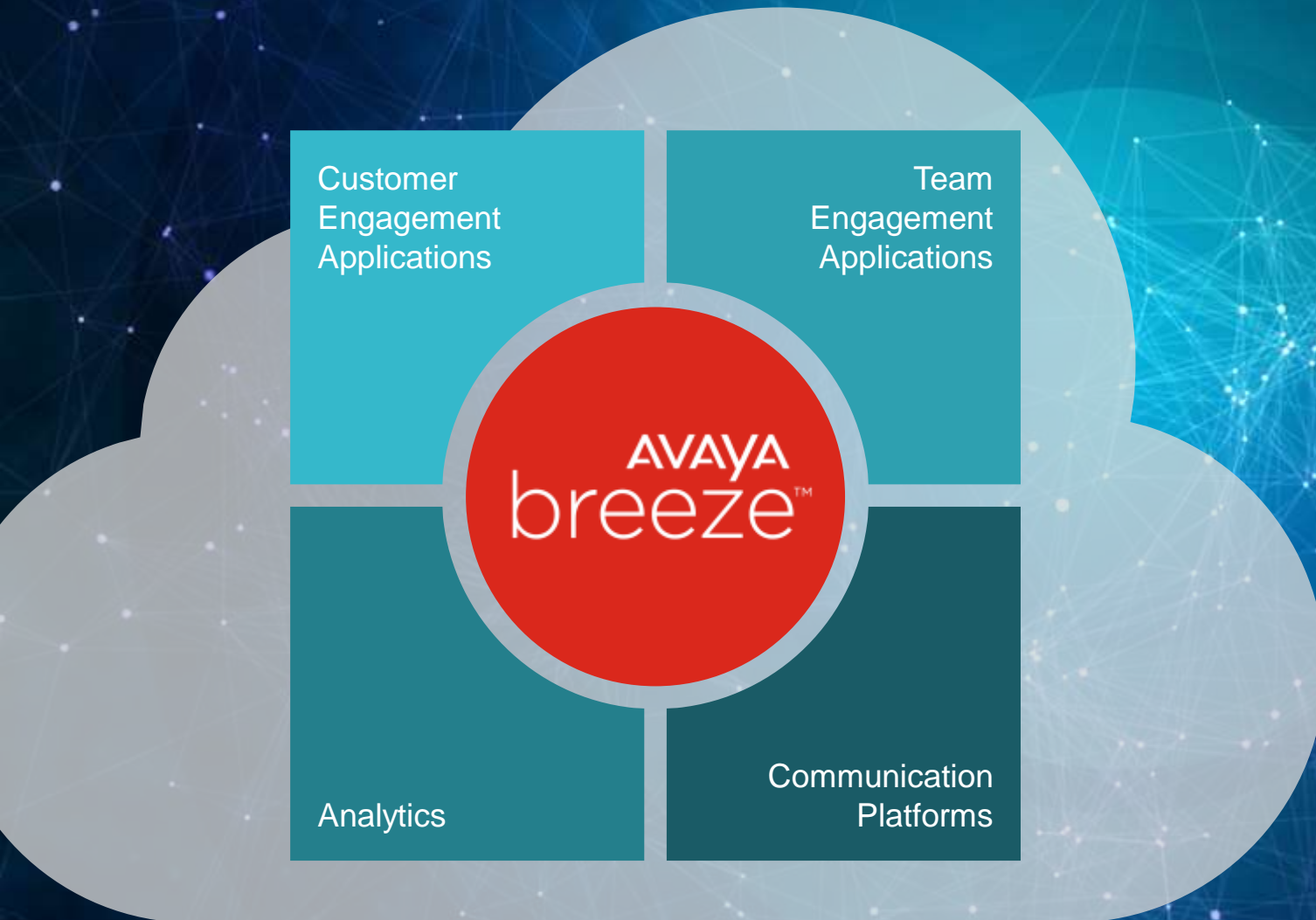
Mobile Users -
BYOD



Social Media
Feed & BOTS



Open APIs & Standards – IoT Ready



End-to-end IoT
Strategy

Breeze IoT
Developer Kit

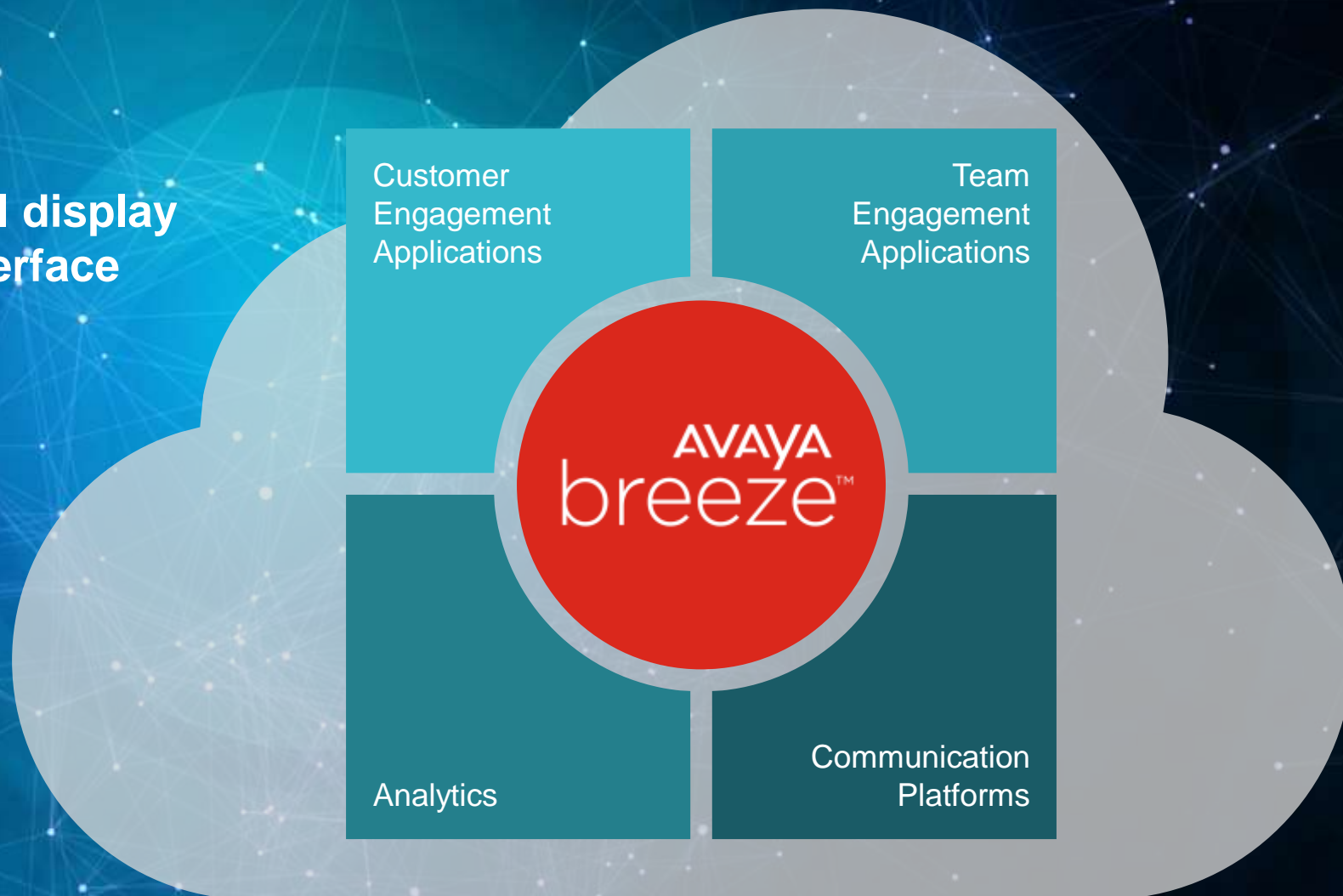
Easy Application
Designer

Big Data
Repository



AVAYA oceana™

- **Customer Journey Graphical display**
- **Agent & Supervisor Web Interface**
- **MultiTouch Interactions**
- **Traditional Voice Channel**
- **Web Click to Call & Video**
- **Web Chat**
- **Automated ChatBot**
- **CoBrowsing**
- **Email & SMS handling**
- **Custom Branding with SDK**



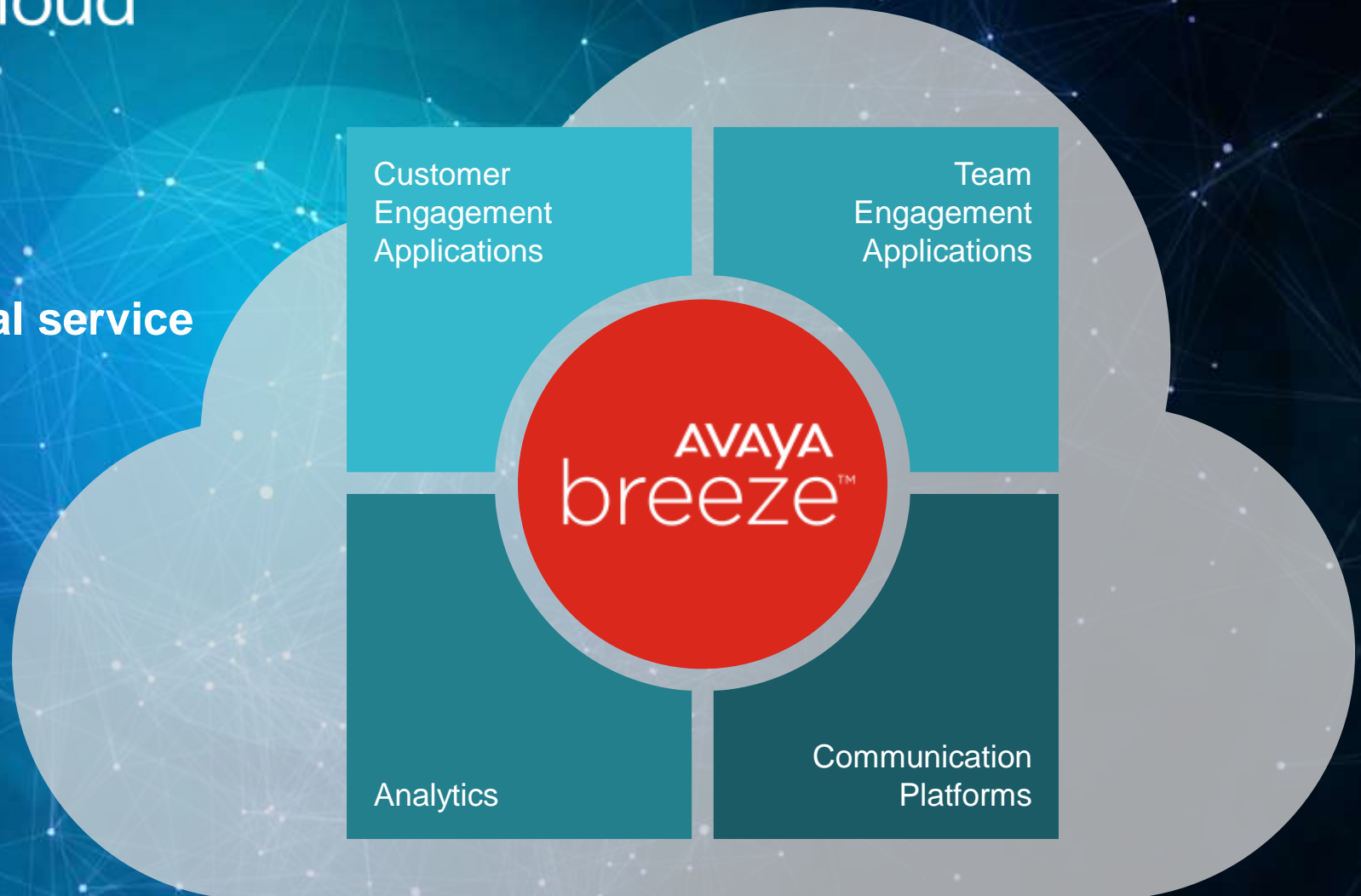
salesforce service cloud

- **Everything cloud ready**
- **Communications enabling**
- **Multi-channel, conversational service**

**Out of the box integrations
with major vendors such as :**

**Microsoft
SAP
Oracle**

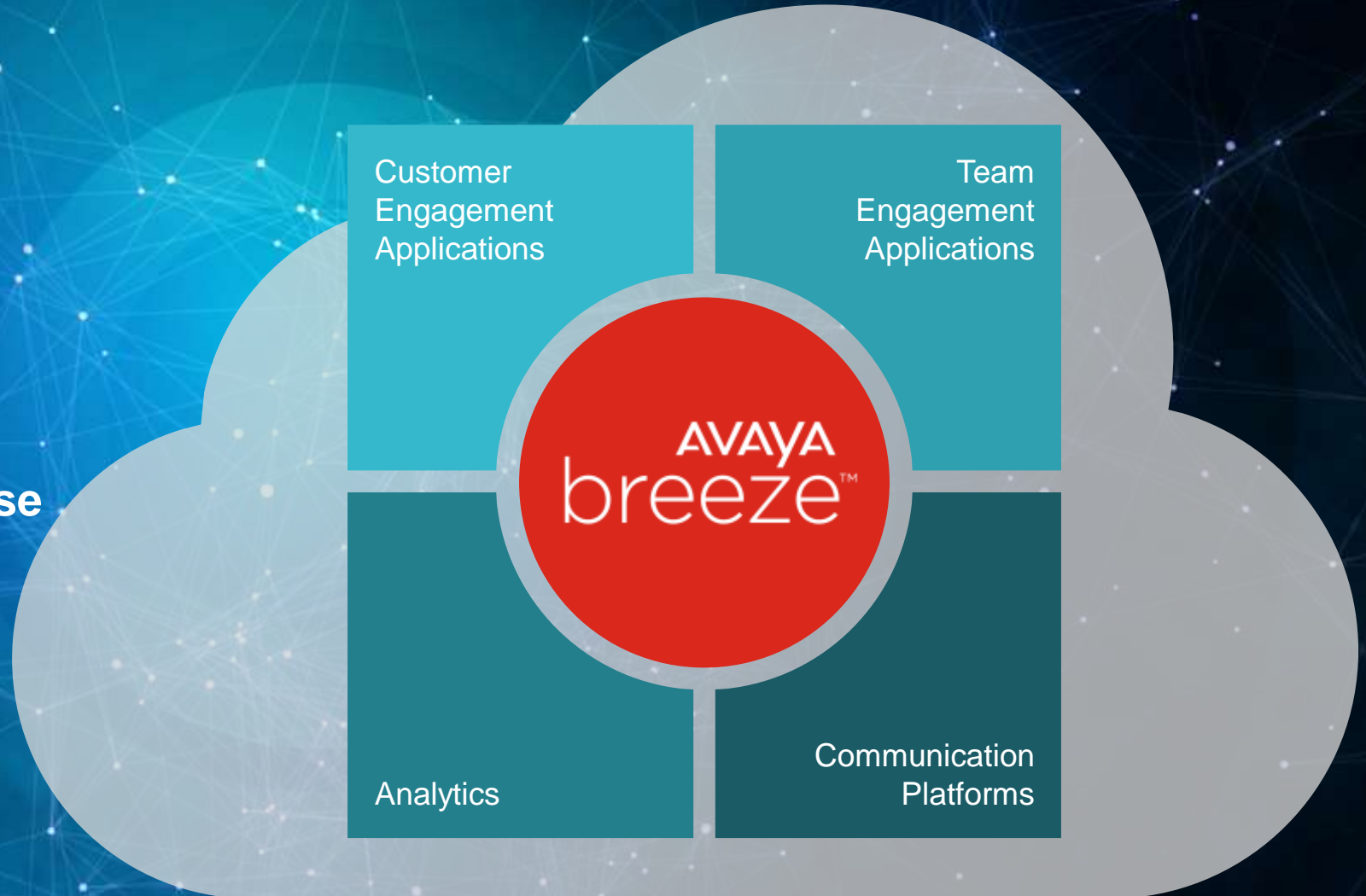
**Any CRM/ERP with APIs and/or
DB schema**

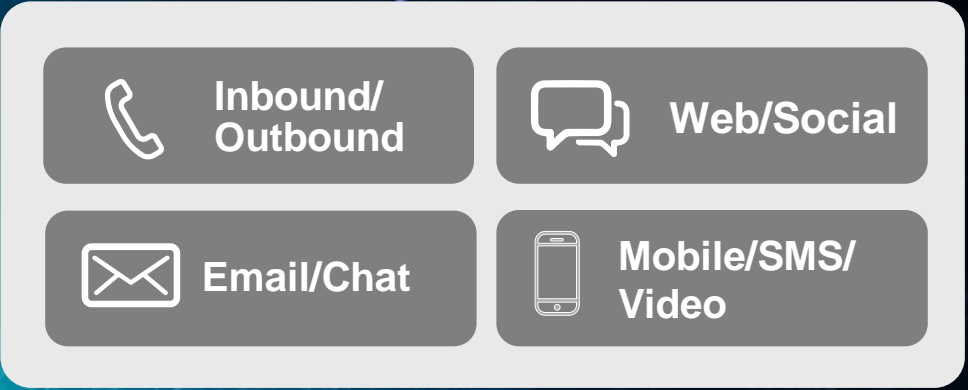
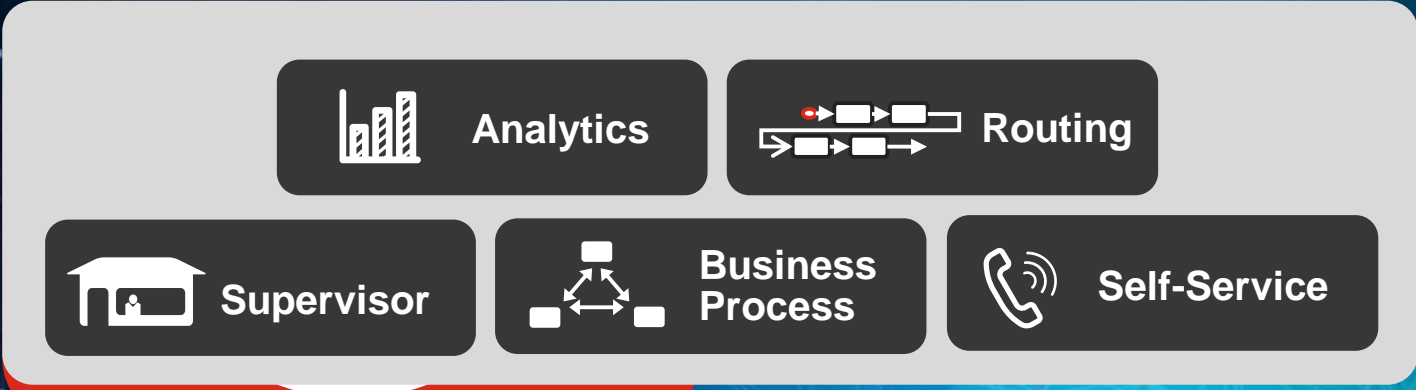




Context Store

- **Data Repository**
- **Interactions Historical Database**
- **Workflow Assignments**
- **Team Attributes**
- **Business Rules**
- **Routing Decisions**





Context Store



TRADITIONAL INTERACTIONS

User calls by phone the IVR trying to reach an agent



IVR

Context
Store



EMAIL

User sends an email and awaits for response

TRADITIONAL INTERACTIONS

User browses corporate website/eshop



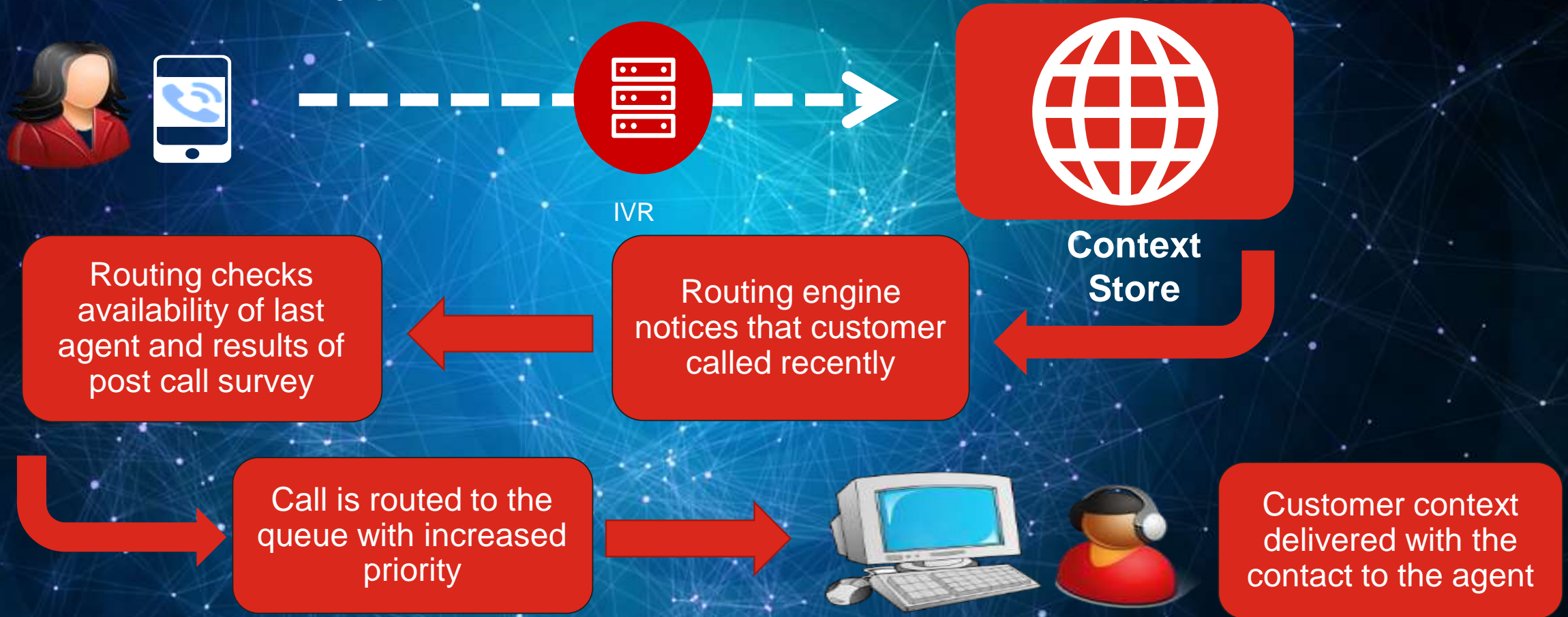
Context
Store



User posts on the corporate social media page

SMART DECISIONS ROUTING

User calls by phone for a new or unresolved request



Customer resolves request faster and more efficient

FROM PHONE CALL TO DIGITAL SESSION

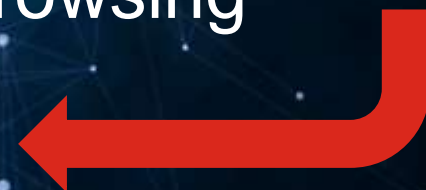
User calls again by phone trying to reach an agent



Agent might conclude that phone is not the right media....then send a link via sms or an email

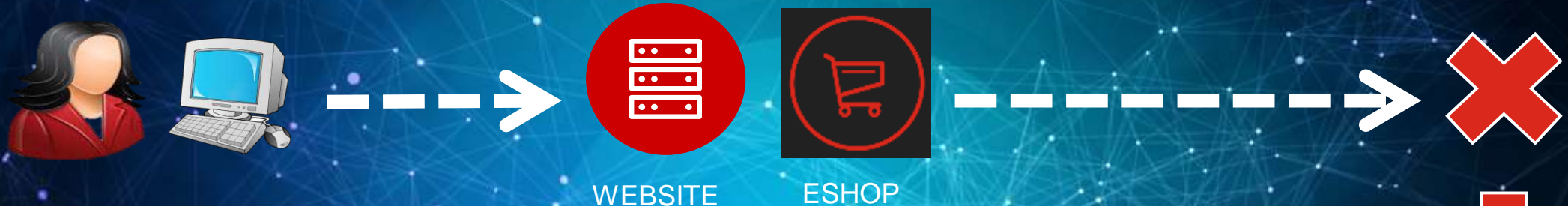


Customer clicks the link and they are now in a Web Collaboration Session – WebChat - CoBrowsing



DIGITAL TO LIVE SESSION

User Logs in and Loads Shopping Cart but Doesn't Buy



A sms is sent to the mobile phone with a link for a chat
User connected to the live web chat session

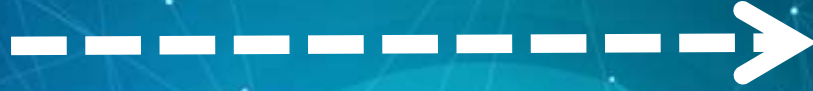


For complex transactions, digital session can
Convert to click-to-call and/or
Click-to-video through browser
Via WebRTC – No plugins !



PUBLIC TO PRIVATE CONVERSATION TRANSITION

Customer writes complaint on corporate Facebook page



Social Media connector monitors feeds and create workflow by rules

Agent provides general response and invites customer to private session
– and send the link by an sms/email



Agent and customer are joined into private Web chat session
- possible upgrade to WebRTC voice & video



Context
Store

AUTOMATED CHATBOT & MESSAGING

Sms is sent to the mobile phone with a link for a web chat
Customer is connected to a Bot before connecting to live agent



Automated answer templates and free text recognition by
retrieving data through Context Store and/or 3rd party DB/Apps



Context Store

Bot Chat session can be on the corporate website/mobile app
or on the social media chat (Messenger, Viber, Whatsapp)

CLIENT SDK
AVAYA
breeze™

- On Premises & Cloud Applications
- Vertical Industry Specific
- Ready Apps in SnappStore



Healthcare

Care Team Coordination
Patient Experience
Secure Care



Financial Services

Mobile\Digital Branch
Customer Experience
Secure Banking



Hospitality

Guest Experience
Back Office
Secure Networking



Real Estate

Video Tours
Localization Capabilities
Dynamic Team Negotiation

AVAYA MESSAGING AUTOMATION