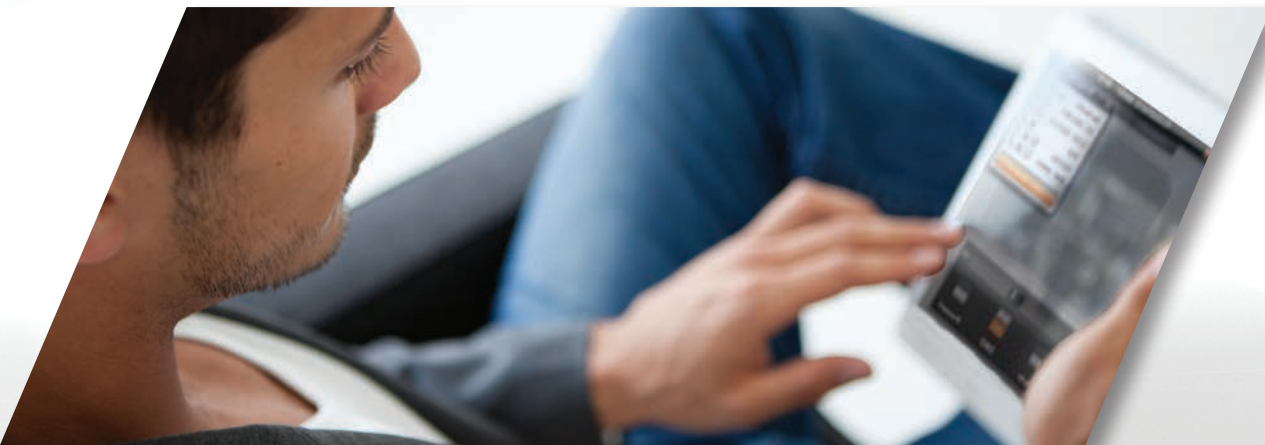




The **MULTICHANNEL
DIFFERENCE**

*Ready.
Set.
Interact.*

Avaya Contact Center Solutions for IP Office



AVAYA

The Power of We™

“How can I help you?”

This question is the engine that drives commerce. It's the link between need and fulfillment. In today's ultracompetitive marketplace, the first—and most important—way you can help your customers is to be where they want you to be, when they want you to be there, accessible on their terms, ready when they get there. If there's any truth to there being no second chance to make a great first impression, then your first impression rests on giving your customers the channels for interaction they use, want, and expect.

When it comes to deciding how customers interact with you, they now pull the trigger.
Ready. Set. Interact.



Every positive customer interaction is a sale.

How and where customers interact says a lot about them. Some may still like using the phone, but many more now prefer email, chat, and other online channels. What's more, once they've shared information, they expect you to remember it. Even if they move from one channel to another. And then to a third.

To compete and win, you need a customer interaction solution that makes those moves easy—and seamless. You need a solution designed to make every potential customer the one thing you want them to be. *Yours.*



Being able to do what's necessary. That's the competitive advantage.

Once, a simple call center or group of people answering phones was enough.
Not anymore. To be competitive now, today's business needs ...

Multiple channels for customer interactions.

The ability to interact the way each customer wants to—easily.

The tools to make each customer experience a positive one.

The real job: *earning* each customer today—and *keeping* each one for tomorrow.

73%

of millennials
will stop doing
business after one
bad experience



82%

buy more from
companies that
make it easy to
do business





A contact center is _____
to my company.

☐ Important

☐ Critical

Customers engage with products and services, but they also engage with the companies that deliver them. Today, how companies interact with customers matters almost as much as what they sell. That's why the value you place on customer interactions is so important.

A contact center is _____ to my company.

This is your answer **if**:

- You have staff answering phones today.
- You think more about solving customers' problems today than what they might mean to you over the next three to five years.
- Your employees simply fix customers' problems when they call—then move on.

But wait. Not so fast.

Upgrading from just phones to a multichannel solution for customer interaction can bring you something you don't have right now: **efficiency**. Your staff will be able to do more than just wait for the phone to ring. They can read and answer customers' email. They can chat online with customers. They can focus on making your customers happy—a very important emotion for customers to feel about your company these days.



A contact center is _____ to my company.

This is your answer **if**:

- You believe that customer lifetime value is vital to your company's future.
- You know that your customers expect to be able to use many different channels to interact with you—and expect to be able to move between them seamlessly.
- You know you need more than a call center to serve customers today.

Upgrading to a multichannel solution for customer interaction can equip your agents to **turn customer service inquiries into incremental sales**. With complete customer intelligence data and the ability to move seamlessly between channels, they can cultivate business by delivering personalized service and building customers' confidence. That's not just more sophisticated customer interaction. It's a more sophisticated way to surpass your company's goals.



Welcome to customer experience control.



Avaya Contact Center Solutions for IP Office put your contact center agents at the center of it all. Think of it as a holistic, 30,000-foot view, along with the intelligence, flexibility, and power to get business done. With Avaya innovations, each agent can access all customer data and move seamlessly between phone, email, and chat—no matter how the interaction starts and no matter where it goes.

Translation: more satisfied customers, greater loyalty, and improved business.



Raise the bar on customer service.

Avaya Contact Center Solutions for IP Office support your customers' contact channel of choice.

That's a great start.

Routing incoming service calls to the right agent, based on each agent's skills, is the next step. Giving your agents access to complete customer data, including trouble tickets, and the ability to facilitate escalation when appropriate, across channels, without hiccups, is what really raises the bar.

Plain and simple, Contact Center Solutions for IP Office are *designed* to help you satisfy your customers.

This isn't just better customer service. It's smart, effective business.



How high is up?

With Avaya Contact Center Solutions for IP Office, your agents have the power to move a Web inquiry up with an offer to chat online. The power to move a chat up to a voice call. The intelligence to know what each customer has already bought, enabling agents to accessorize and upsell.

Customers will feel you know them, *because you will*. You'll connect them to the right person, with the right information ... the first time. Incremental sales will become a natural outcome of a positive experience.

How high *is* up? How high do you want it to be?



Learn how to speak *outbound*.

Inbound is just one of the languages Avaya Contact Center Solutions for IP Office speak. They're also fluent in *outbound* campaigns. Which means you can make better use of your agents' quiet times, prioritizing prospects and connecting agents to them. What powers this is embedded customer intelligence data, with prepared scripts and offers that engage customers. For that, your contact center becomes your secret weapon.

And that makes it something else: *essential*.

How we can help you.

In today's ultracompetitive marketplace, you need a contact center solution that fits. A full-featured solution designed and built for a midsize business. Powerful, with the simplicity and value you need.

The first—and most important—way you can help your customers is to be where they want you to be, when they want you to be there, and accessible on their terms, ready when they get there. If there's any truth to there being no second chance to make a great first impression, then your first impression rests on giving your customers the channels for interaction they use, want, and expect.

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