AVAYA

AVAYA OCEANA® SOLUTION

Deliver the experience your customers expect

In an era of digital transformation and the Internet of Things (IoT), businesses are constantly faced with new technologies, churning customer trends and growing data sources that impact their customer experience strategies. And while customer experience and service improvements are clear priorities, the largest obstacle organizations face is integration with existing systems[1]. This lack of integration with existing systems and processes can lead to disconnects across the organization and, perhaps, most impactful in contact centers.

How can you understand your customers' digital journeys if you can't follow them through the purchase lifecycle? Typically, a complete, unobstructed view isn't possible with "multichannel" or even "omnichannel" environments. They are frequently just multiple disparate channels acting independently and in silos, both within the contact center and across the broader enterprise.

Agents become frustrated with the fragmented views of customer interactions and enterprise data that impede their productivity and effectiveness. Customers become annoyed because they don't receive a seamless digital experience, resulting in low customer satisfaction (CSAT) and poor net promoter scores (NPS).

And point solutions that claim to resolve disconnects can actually create the illusion of multi- or omnichannel and can often increase complexities that result in problems with systems integration, maintenance and upgrades. The impact on your business? Costs increase. Performance suffers. CSAT and NPS metrics fail to meet expectations.

Avaya Oceana can help your organization bridge the gaps and help you shape intelligent connections.

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[1]https://www2.deloitte.com/us/en/pages/operations/articles/global-contact-center-survey.html

True Integrated Omnichannel

Avaya Oceana comes to you "out of the box" with complete, integrated, multi-touch support. It supports all media—including email, chat, SMS, intelligent chatbot, co-browse, social media, video, and Internet of Things—across various devices.

Avaya Oceana integrates seamlessly with other Avaya customer engagement solutions and third-party apps. It enables you to deliver a unified omnichannel experience that is integrated at both the channel and data levels. With this foundation, you gain unprecedented flexibility to customize workflows. It's no longer about building routing rules. It's about designing and executing business strategies that deliver optimal customer experiences and produce superior outcomes, leveraging resources across your enterprise rather than just in the contact center.

Regardless of the channel your customers select—or even when they use multiple different channels during an interaction—Avaya Oceana gives your agents and subject matter experts a single view of customers, their journeys, and related context, both immediate 'in the moment' and historical. With this solution, the customer journey and the agent's view of it can also extend beyond the walls of the contact center. For example, during a customer interaction, an agent may reach out to a subject matter expert elsewhere in the enterprise

for support. With Avaya Oceana, you can even send the customer straight to the subject matter expert, capture this activity, understand what happens across all elements of the customer journey, and use that "intelligence" to produce desired outcomes. That's true integrated omnichannel.

The Oceana Family

At a time when the digital experience is increasingly the focus of customer engagement, Avaya Oceana offers you not only true, multi-touch communications capabilities, but also the tools and resources to create individualized customer experiences based on a contextual, 360-degree view of your customers' journeys. The Avaya Oceana family includes:

Avaya Oceana®, our next-generation, multi-touch digital communications experience solution for contact centers that empowers you with an end-to-end view of your customer journey.
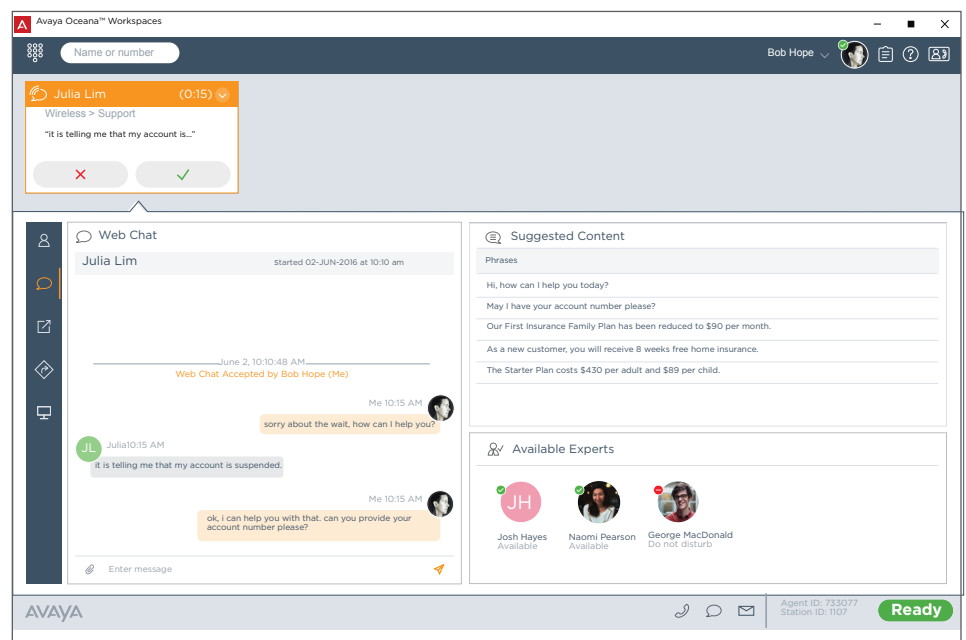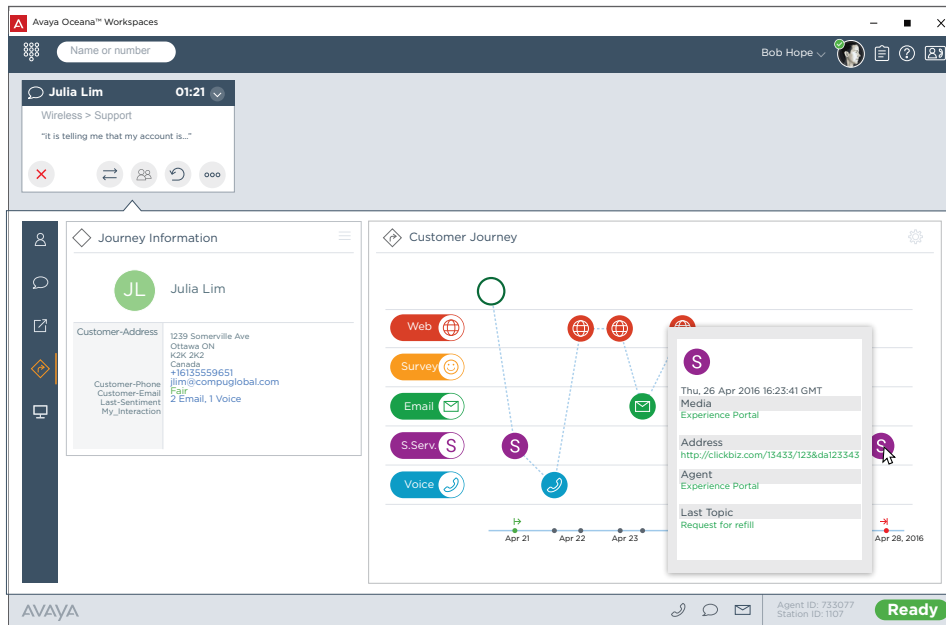
Avaya Oceana Workspaces — Agent View

Avaya Oceana® Workspaces, a browser-based desktop that enables your contact center agents to handle multiple interactions across channels simultaneously through a single workspace and delivers a full view of a customer's journey across all touch points.

Avaya Analytics™, breaking the silos from traditional analytic tools through flexible collection, processing and analysis to provide holistic, rich, visualization of data to fuel real-time decision making.

Designing a Personalized Digital Customer Experience

Avaya Oceana provides the right media at the right time, every time. It enables your organization to apply all relevant information and context to deliver a unique, personalized and enduring experience across the customer's entire journey.

AVAYA OCEANA: EMPOWERING BUSINESSES TO DELIVER AND MANAGE EXCEPTIONAL PERSONALIZED CUSTOMER EXPERIENCES

Avaya Oceana enables businesses to quickly adapt to dynamic customer expectations and provides the ability to connect and integrate third-party technologies for optimal effectiveness.

Cultivate the ultimate customer journey enabling your business to personalize every step and possibility of customer-agent interactions. This purpose-built single omni-channel solution provides complete integration and management of your traditional phone and digital channels.

Take a holistic view of your customer contact world. Address customer touchpoints, routing, resource matching, leverage context, and acknowledge preferences—capturing every detail along the way.

Capitalize on big data across your entire enterprise. Get real-time, fully meshed insights into customers. Avaya Analytics™ breaks down the silos around traditional analytics tools. You'll have rich visualization of data to fuel real-time, smarter decision-making that will help shape your business strategies and ultimately drive your customer satisfaction and improve agent experience.

Your experts can seamlessly handle customer interactions, in context, across all devices and channels. That experience is enhanced with intuitive agent desktop workspaces, strategic business rules and criteria, and—with Avaya Analytics—cradle-to-grave analysis of the end-to-end customer journey. Avaya Oceana also makes it easy to bring knowledge workers from across the enterprise into customer experience routing strategies to improve service and sales outcomes.

You can map the customer journey across self-service and assisted service channels, storing data crumbs during the journey in an in-memory data grid. Data can come from historical and real-time customer information, the broader enterprise, along with situational or environmental data such as the customer's device and location. With Avaya Oceana, you can turn this data into valuable insights that can be used by workflows, resource matching engine, and agents, supervisors and business leaders to make smarter real-time decisions on behalf of the customer and the business.

Avaya Oceana is purpose-built, single omnichannel solution that provides complete integration and management of your traditional phone and digital channels. Pair it with your existing Avaya Aura® solution to further extend your return on investment while layering on digital channels, enabling your to create a strong foundation for future innovations that can address evolving customer needs.

Avaya Oceana Snapshot

Rich multi-touch engagement. Your customers can engage across all devices and channels, mobile and web, giving them what they need, when they need it, how they need it—simply, seamlessly, and in context.

About Avaya

Avaya is a global leader in digital communications software, services and devices for businesses of all sizes. Our open, intelligent and customizable solutions for contact centers and unified communications offer the flexibility of Cloud, on-premises and hybrid deployments. Avaya shapes intelligent connections and creates seamless communication experiences for our customers, and their customers. Our professional planning, support and management services teams help optimize solutions, for highly reliable and efficient deployments. Avaya Holdings Corp. is traded on the NYSE under the ticker AVYA. For more information, please visit www.avaya.com.

Visual workflows. Drag-and-drop design makes it easy for your agents to bring the right resources, content, and context together across your Customer Relationship Management (CRM) and other systems to serve customer needs and the requirements of your business.

360-degree customer context. Capture customer, business and situational context across all touch points by storing data crumbs in a high-speed, in-memory data grid. Use relevant context to route workflows and display data for agents, enabling smarter decisions.

Next-generation direct-to-agent routing. Automatically match customers to the best agent or resource through real-time awareness of customer interactions, information and context, along with business goals, KPIs, and enterprise data with attribute-based routing.

Intuitive agent and supervisor workspaces. HTML5-based omnichannel desktops are easy to use and a powerful driver of user productivity. Today's digital consumers expect advanced and personalized experiences. Avaya Oceana Workspaces will help you not only reduce agent turnover, but also create an improved, more engaging customer experience.

Advanced analytics. Avaya Analytics is designed for multi-touch experiences from the ground up with an open data model designed to provide new and powerful insights. It leverages the richness and fullness of your enterprise data sources, making the data within these sources easily

accessible and usable. Real-time processing and analysis capabilities help your staff turn that data into actionable insights across the contact center and beyond to your entire organization.

Extended reach into the enterprise. Easily engage resources from across your enterprise— regardless of their location, job or device—enabling you to enhance and differentiate your customer experience.

Innovation platform. The value of Avaya Oceana can be easily extended with third-party and custom apps and cloud services via modular Snap-ins. This open approach helps to protect and extend your current technology investments.

Deliver the experience your customers expect

As consumer and competitive pressure grows to digitize more processes from end to end, why fall behind? Communications are at the core of most businesses' success. Here is a chance to leap far ahead of competitors by offering your customers a truly differentiated experience—personalized services, with full context, across all touch points from one end of the customer journey to the other.

Avaya Oceana and Avaya Analytics can be true game-changers for your business. Learn more today so you can enjoy real digital transformation, ahead of your competitors, and at the same time get out in front of your customers' growing expectations.

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