

POWER GREAT INTERACTIONS WITH REAL-TIME INFORMATION



CUSTOMERS TODAY DEMAND PERSONALIZED, REAL-TIME RESPONSE

70% expect customer facing services and staff to be fully aware of their past interactions.

69% expect to be treated as 'unique' by organizations, where they are contacted in a way they want with offers tailored to their preferences and habits.

66% say they would rather spend money with companies that treat them as an individual.

(Source: *Missing Customer Expectations?*, Avaya, March 2014)

Avaya Context Store Snap-In

In today's highly connected, mobile-first world, organizations need to be ready to serve their customers anytime, anywhere they happen to be, on any device they use. It is increasingly important that organizations raise the bar in terms of the overall customer experience, and increased context awareness is a critical enabler.

For many organizations, a customer's experience is highly disconnected across interactions and touch points, and often out of touch with the customer's real-time situation and needs. Web, mobile, social, and contact center experiences are often managed by separate marketing, sales, or service teams each with their own processes, systems, and databases. As a result, no single service or resource has a truly holistic, real-time view of the customer, their needs, their experience, their journey - or the impact on your business.

A critical piece to having a complete view of your customer's experience is effective use of up to the minute information that enables you to anticipate their needs or wants and individualize next steps.

The Avaya Context Store Snap-In for the Avaya Breeze™ Platform is the answer. The Context Store Snap-in enables you to create a high speed, real-time data repository for tracking, collecting, and sharing relevant

information across your teams, processes, and customer touch points.

It helps simplify your organization's ability to create a consistent customer experience by collecting and sharing real time contextual information across your self-service, contact routing, agent desktop, and communications applications.

Imagine What You Can Do

- Monitor your customer's journey in real time across web, mobile, and enterprise transactions and touch points
- Track multiple conversations in different modalities with continuity to provide better customer service and persistent conversations
- Capture and consolidate customer data across web, mobile, and contact center touch points to simplify an end to end customer journey with data mining and analysis

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

- Capture information about your customer's web visits to better personalize follow-on call routing and self-service
- Simplify delivery of real-time customer and business information to agents via screen-pop without the use of complex, fragile computer telephony
- Track repeat callers, provide a better customer experience, and handle service abusers more efficiently
- Host a malicious or nuisance caller list to intercept or block identified calls in real-time and enable agents to update call lists via simple web or desktop access
- Enhance staff awareness of key events, such as informing account managers and service technicians when customers place a new order using real-time notifications from Context Store
- Preserve context from outbound campaign contacts or notifications and tie to incoming customer calls

The Path to Context Awareness

The Avaya Context Store Snap-in and the Avaya Breeze Platform enable you to create a scalable, reliable, fault-tolerant "universal information bus" to continuously store and share contextual information with your disparate enterprise systems, applications, and data warehouses.

This approach helps improve application performance and shorten response times by holding frequently-requested data in memory, reducing the need for queries to disparate organizational systems to retrieve or validate that data. Its low latency data grid architecture supports hundreds of thousands of customer interactions per hour.

A standard interface framework simplifies integration between different enterprise and contact center systems, and the easy to use REST API and standard connectors reduce the complexity of integration with your existing enterprise and contact center applications.

Transform Your Business with Great Interactions

Leveraging up to the minute information to drive better experiences and make more informed decisions is critical to enterprise success in today's highly connected world. The Avaya Breeze Platform with the Avaya Context Store Snap-in provides the solution.

Learn More

The Avaya Context Store Snap-in and the Avaya Breeze Platform create opportunities to add substantial value to any enterprise. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at avaya.com.

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04/16 • UC7584-02



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