AVAYA

AVAYA OCEANA™ SOLUTION

A PURE-PLAY, DIGITAL CONSUMER ENGAGEMENT PLATFORM

Providing a clearer, more complete view of your digital customers' activities, Avaya Oceana can help your contact center:

• Drive customer satisfaction, loyalty and lifetime value

• Create a competitive differentiated brand experience

• Optimize agent and resource productivity

• Deliver better business outcomes

• Align staff with enterprise goals while improving productivity

True multi-touch customer engagement for increased loyalty, retention and lifetime value to your organization

In an era of digital transformation, there can be a real disconnect between intent and action. Nine out of 10 enterprises are undergoing digital transformation and making customer experience their top priority. Yet few of them have actually mapped their customers' journeys as a way of guiding their strategies.[1]

One place where this disconnect often plays out is in contact centers. How can you understand your digital customers' journeys if you can't follow them through the purchase life cycle? Typically, a complete, unobstructed view isn't possible with "multi-channel" 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 fragmented views of customer interactions and enterprise data. Customers become frustrated because they expect a seamless digital experience, regardless of touch point and where they are along their journey. Low customer satisfaction (CSAT) and net promoter scores (NPS) often indicate there is a problem.

Yet the problem goes deeper. The point solutions that create the illusion of multi- or omnichannel often create complexities that result in problems with systems integration, maintenance and upgrades. Costs increase. Performance suffers. CSAT and NPS metrics used to determine strategy, investments and priorities fail to meet business goals.

[1]http://www.altimetergroup.com/2016/02/the-top-digital-transformation-priorities-for-2016-part-1/

True Integrated Multi-touch

Avaya Oceana comes to you "out of the box" with complete, integrated, multi-touch support. This means it supports all media, including e-mail, chat, SMS, intelligent chatbot, co-browse, social media and video[2] — just what you would expect from a next-generation multimedia omnichannel solution — 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 if they use multiple different channels during an interaction*—your agents and subject matter experts have a single view of customers, their journeys and related context, both immediate "in the moment" and past. 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 multi-touch.

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 Oceana family includes:

Avaya Oceana™, our next-generation, multi-touch digital communications experience solution for contact centers.

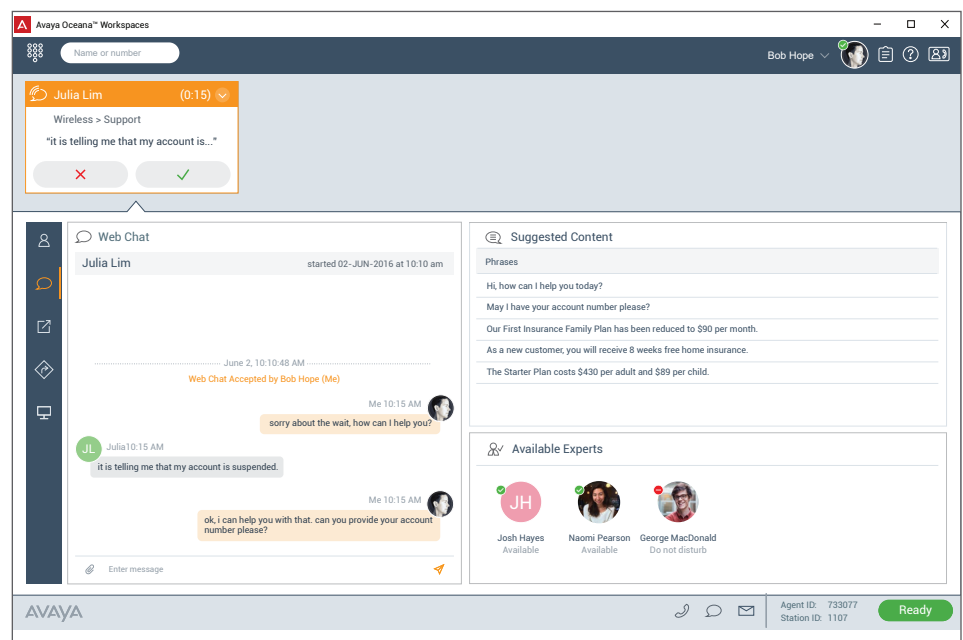*Avaya Oceana Workspaces — Agent View*

Avaya Oceana™ Workspaces, a browser-based desktop that enables 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.
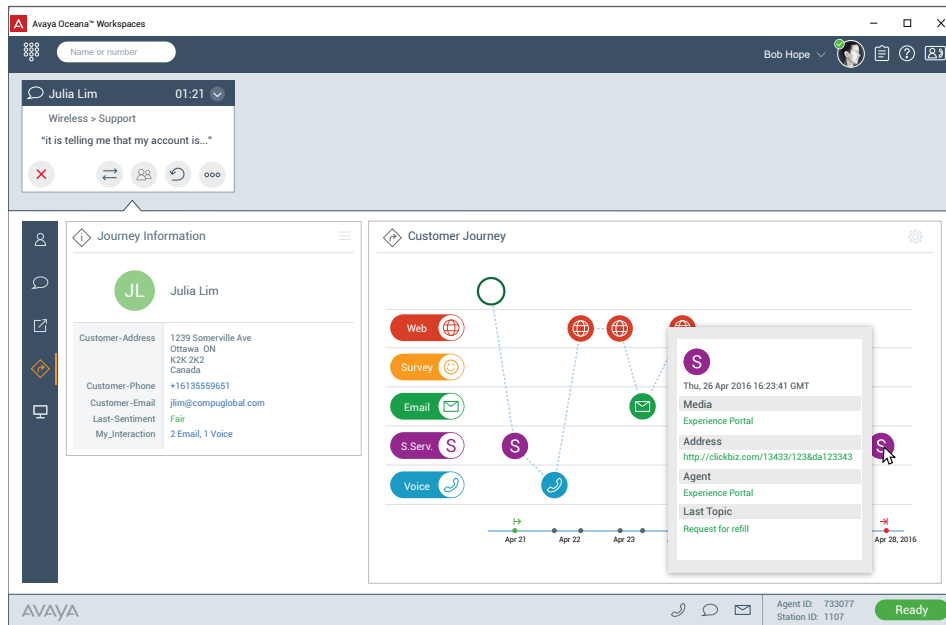
Avaya Oceanalytics™, breaking down the silos around traditional analytics tools through flexible collection, consolidation, normalization, processing and analysis and generating rich visualization of data to fuel real-time decision making.

Designing a Complete Digital Consumer 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.

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 Oceanalytics—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 may consist of customer information (historical and real-time) and enterprise data, along with situational or environmental data such as the customer's device and location. This data can be used by the workflows, resource-matching engine, agents and staff to make smarter real-time decisions on behalf of the customer and the business.

On an operational level, Avaya Oceana is purpose-built to pair with your existing Avaya Aura® solution. This enables you to extend your return on investment while layering on digital channels and building today an even stronger foundation for future innovations.

Oceana Snapshot

Rich multi-touch engagement. Your customers can engage across all devices and channels, mobile and Web, with what is needed when it's needed, where it's needed—all seamlessly, together and in context.

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 customers' needs and the requirements of your business.

THE FOUNDATION OF OCEANA: AVAYA BREEZE

Avaya Oceana and Oceanalytics are built on Avaya Breeze. This open, modular and easily extensible technology platform facilitates the design, creation and deployment of advanced applications, without developers having to acquire specialized communications expertise.

Open means it's much easier for your organization to leverage and integrate with virtually any third-party data and applications.

Modular means that you can select a range of capabilities over time, from new channels to workflows to analytics, just to name a few, to meet your company's specific goals and initiatives and to drive business results. Flexible models include leveraging Avaya Snap-ins from the Avaya Snapp Store, building your own apps through the development capabilities of Avaya Breeze, or integrating with Avaya and third-party solutions.

Extensible means that Avaya Oceana and Oceanalytics provide a platform on which your organization can grow over time to create new, innovative, differentiated customer and employee experiences as your business transforms, as well as accommodating new and future requirements.

Learn More

To learn more about Avaya Oceana and Oceanalytics, contact your Avaya Account Manager or Avaya Authorized Partner. Or visit us online at **www.avaya.com/oceana.**

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**.**

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 enterprise 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. Oceana Workspaces delivers in a way that will help you not only reduce agent turnover, but also create an improved, more engaging consumer experience.

Advanced analytics. Avaya Oceanalytics 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 organization, not solely within the contact center.

Extended reach into the enterprise. Easily engage resources from across your enterprise, irrespective of their location, job or device, enabling you to enhance and differentiate your customers' experiences.

Innovation platform. Built on Avaya Breeze™, Oceana can be easily extended with third-party and custom apps and cloud services via modular Snap-ins. This open approach helps protect and extend your current technology investments.

Catch the Oceana Wave Now

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.

Discover Avaya Oceana and Oceanalytics 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.

Provide feedback for this document