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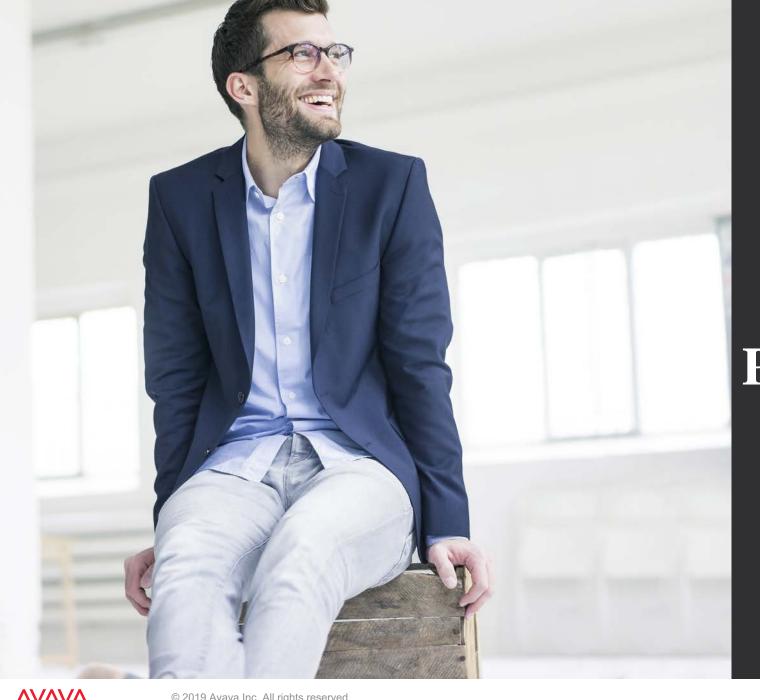


The Back to Front of Customer Experience

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Differentiation has changed....

FROM Products and Services

> TO Experiences

Intelligent Experiences

The Impact on the Contact Centre has been Significant

More Demanding
Customers

Increasingly Complex Issues

Demand for Specialists

Soaring Attrition



Back Office

Enables the CX

Timely Delivery

3rd

most important factor in buying decision

Delivery & Logistics

81%

of consumers want to speak to delivery drivers

Back Office Errors / Delays

2nd

biggest influencer of customer (dis)satisfaction

BECAUSE THE CX IS OFTEN ONLY AS GOOD AS THE BACK OFFICE

- IDC research, 2018
- Davies Hickman Partners research, August 2018 5
 - Nancy Porte, 2018



But Many Organisations

Are Failing to Align It

ONLY 28%

ONLY 14%

of organizations integrate CX with fulfillment and delivery extremely well

ONLY 20%

of back offices have fully automated tracking against SLAs

of back offices receive automated alerts when service goals at risk

Source

- IDC research, March 201
- Nancy Porte, 2018

When You Get it Wrong...

It Impacts the Entire Business



- Multiple interactions to resolve one issue
- Delays in issue resolution



- Delayed access to resources & support
- Brunt of resulting customer frustration



- Issues 'thrown over wall' without context
- Lack of alignment to customer SLAs

Poor
First Contact
Resolution

Reduced **Customer Satisfaction**

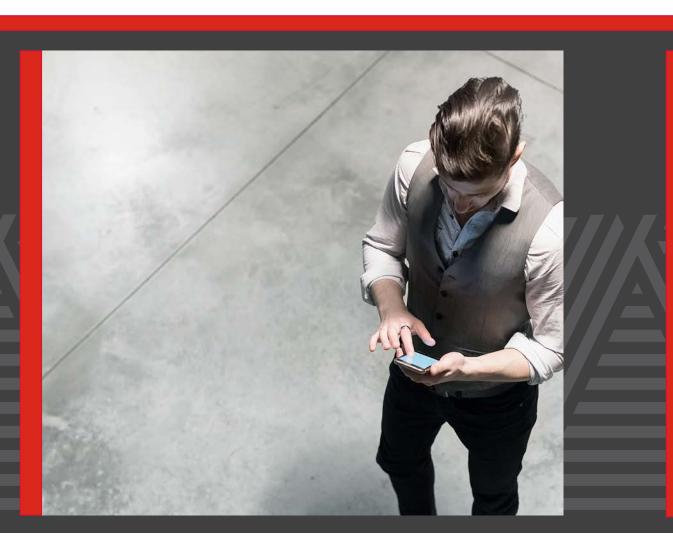
Poor **Employee Satisfaction**

Higher
Operational
Costs



Pervasive Collaboration

For a Connected Experience



Converged Collaboration

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- Work Assignment
- Case Management



A.I. Everywhere

For an Intuitive Experience



 Virtual Assistants and Knowledge

Sentiment and Real- time
 Analytics

Robotic Process Automation

Insights Enabled

For an Informed Experience



Speech, Desktop and Process
 Analytics

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Real-time Dashboards

Customer Journey





Front Office Levels of Efficiency into the Back Office



Enabling the Back to Front Office

Pervasive Collaboration

For a Connected Experience

Al Everywhere

For an Intuitive Experience

Actionable Insight

For an Informed Experience







Great
First Contact
Resolution

High Customer Satisfaction

High **Employee Satisfaction**

Great
Operational
Performance





The Impact on Culture?

ENORMOUS



"Every employee

can affect your company's brand,

not just the front-line employees that

are paid to talk to your customers"

Tony Hsieh

