

AVAYA



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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**

**Demand for
Specialists**

**Increasingly
Complex Issues**

**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



But Many Organisations Are Failing to Align It

ONLY
14%

of back offices have fully
automated tracking against SLAs

ONLY
28%

of organizations integrate CX with
fulfillment and delivery extremely well

ONLY
20%

of back offices receive automated
alerts when service goals at risk

When You Get it Wrong...

It Impacts the Entire Business



Customer

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



Contact Centre

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



Back Office

- 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



Enabling the **Back to Front** Office



Pervasive Collaboration

For a Connected Experience



- Converged Collaboration
- 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
- 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



Great
First Contact
Resolution

AI Everywhere

For an Intuitive Experience



High
Customer
Satisfaction

Actionable Insight

For an Informed Experience



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



Thank you.