



## Knowledge & Insights

### Transform customer and employee engagement with timely insights, context, and knowledge

One of the biggest challenges to providing a great customer experience is having access to the right data at the right time. It's no small task to collect, analyze, and interpret massive amounts of data—in real time—to meet customers where they are and take next-best actions.

AI-powered tools can help improve the customer journey in significant ways, while boosting contact center efficiency and enhancing the overall experience for both customers and employees. That's a win-win-win.

Avaya OneCloud™ CCaaS uses AI to infuse knowledge and insights into every customer interaction by:

- Making customer self-service effortless and embedding virtual assistants to guide the customer journey, answer inquiries, and predict next-best actions.

- Intelligently matching customers with employees by applying patterns of successful interactions and deploying sentiment analysis in real time—leading to happier customers and higher sales conversions.
- Providing real-time suggestions, prompts and dynamically generated knowledge articles—all based on in-the-moment voice and digital customer interactions.

### Improve the Employee Experience to Elevate the Customer Experience

To meet the expectations of today's customers, employees need the right answers, every time. Avaya OneCloud CCaaS has AI-powered capabilities to help deliver personalized customer interactions, gain deeper insights, increase employee performance, and improve brand loyalty.



**72%**

By 2022, Gartner predicts 72% of customer interactions will involve emerging technology such as machine learning.

**5-10%**

Forrester expects firms that use AI effectively to see revenues increase 5-10%.

**Enhanced call routing** — Match each customer with the best possible employee using real-time assessments of past behaviors, interactions, and employee skills.

**Speech and text analytics** — Pinpoint cost drivers, trends, and improvement opportunities by automatically surfacing actionable intelligence from thousands—even millions—of recorded customer interactions.

**Customer feedback** — Collect and analyze customer data in real time; generate dynamic surveys to measure the effectiveness of employees, products, and processes.

**Knowledge management** — Reduce call volume and handle times by delivering the right knowledge articles to employees and to customers via self-service options.

**AI virtual assistants** — Embed intelligent virtual assistants to guide the customer journey, answer queries, and deliver near-human interactions at scale.

**AI agent assistants** — Provide transcripts and insights before call connections, and deliver real-time suggestions, prompts, and relevant knowledge articles during conversations.

**Desktop and process analytics** — Increase employee efficiency, reduce costs, and enhance the customer experience by tracking, measuring, and analyzing employee desktop activity.

**“I know I can count on Avaya to offer the features and applications we’ll need to stay competitive and keep offering top-notch service to our customers.”**

—**Michael Ruf**, IT manager, Tippmann Affiliated Group.

**Real-time dashboards** — View real-time status of contact center activities; create custom views and dashboards to monitor daily activities as they happen.

**Historical reporting** — Visualize the historical performance of the contact center over a specified time interval to identify opportunities for improvement.

The right tools give employees the knowledge and insights to deliver the best possible customer experiences—and enhance their own job satisfaction.

Take the next-best action with **Avaya OneCloud CCaaS**.



FOR MORE INFORMATION:  
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## About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at [www.avaya.com](http://www.avaya.com).