



INTELLIGENT COMMUNICATIONS

# Delivering a Personalized Customer Experience

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Management

# Why Personalize Now?

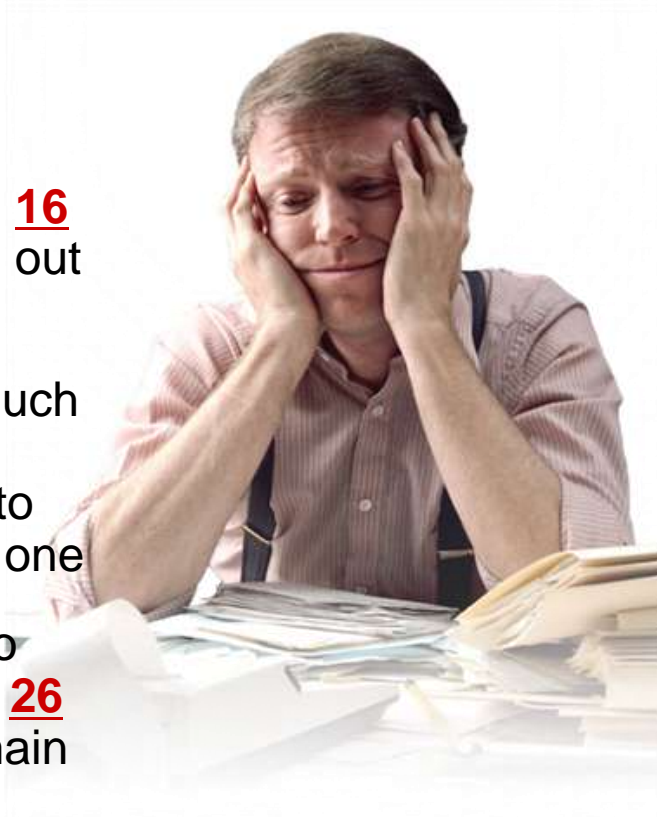
- ▶ Personal data has become a currency that customers are willing to spend for value
- ▶ Personalized experiences on the web need to translate to personalized experiences within the contact center



# Impact of a Poor Customer Experience

- ▶ If a customer is dissatisfied with the level of service you provide, on average, **16** other people will find out about it
- ▶ It costs **5** times as much to attract a new customer as it does to keep an established one

For every customer who bothers to complain, **26** other customers remain silent



Problems Handled Quickly can have positive results

- **70%** of complaining customers will do business with you again **if you resolve the complaint in their favor**

- **95%** of complaining customers will do business with you

again **if you resolve the complaint instantly**

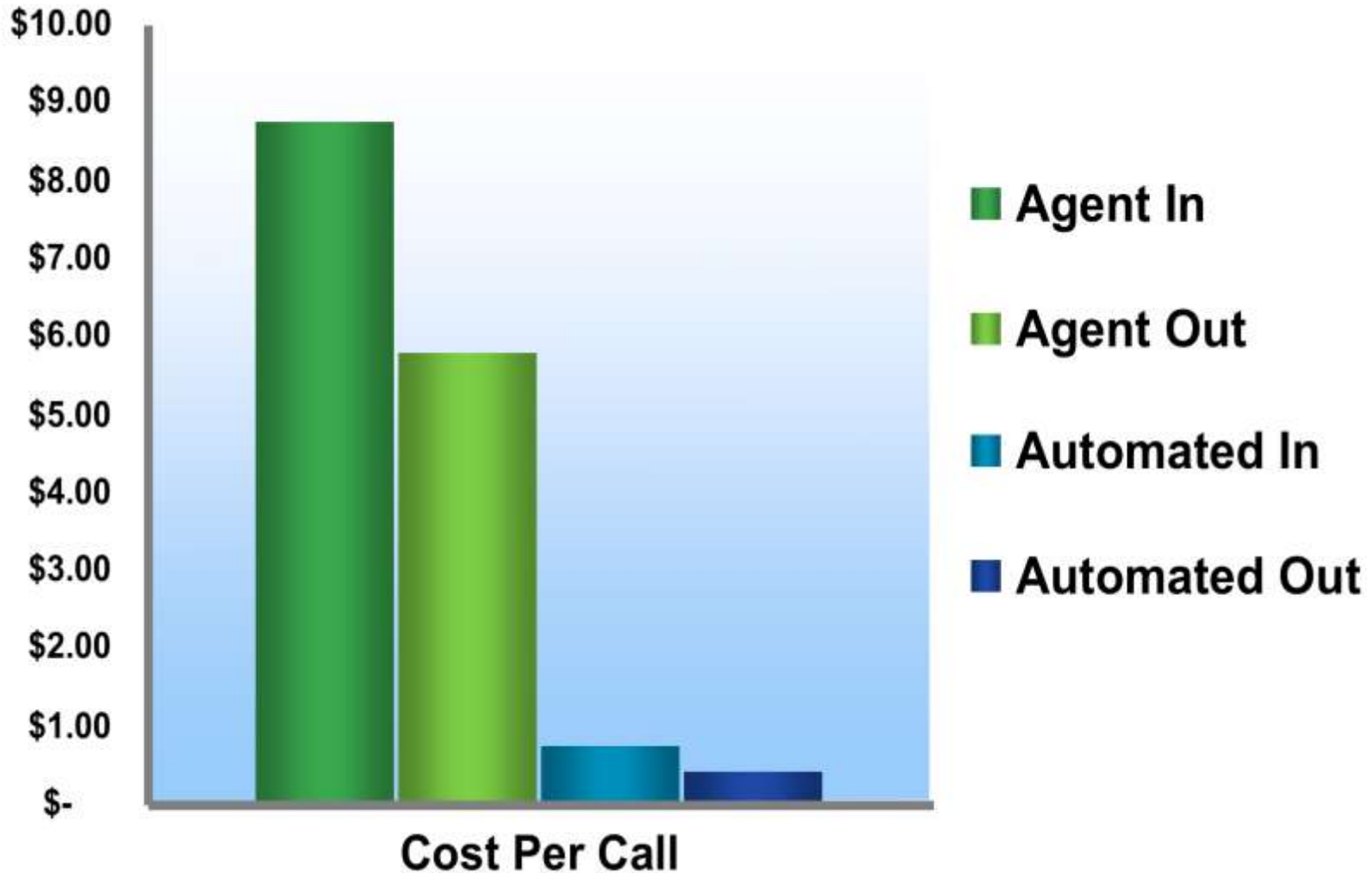
*Your Customer's Experience Translates to Revenue*

# Why Great Customer Service Matters

53%

- ▶ Of consumers will recommend a company to a friend because of positive customer service.
  - Recommend on lower prices – 50%
  - Highest Quality – 41%

# Personalization Drives Automation Rates and Satisfaction



Source: Partner Primary Research, 2009

# Personalization for the Contact Center

***“Thanks for calling,  
first\_name,,last\_name”***

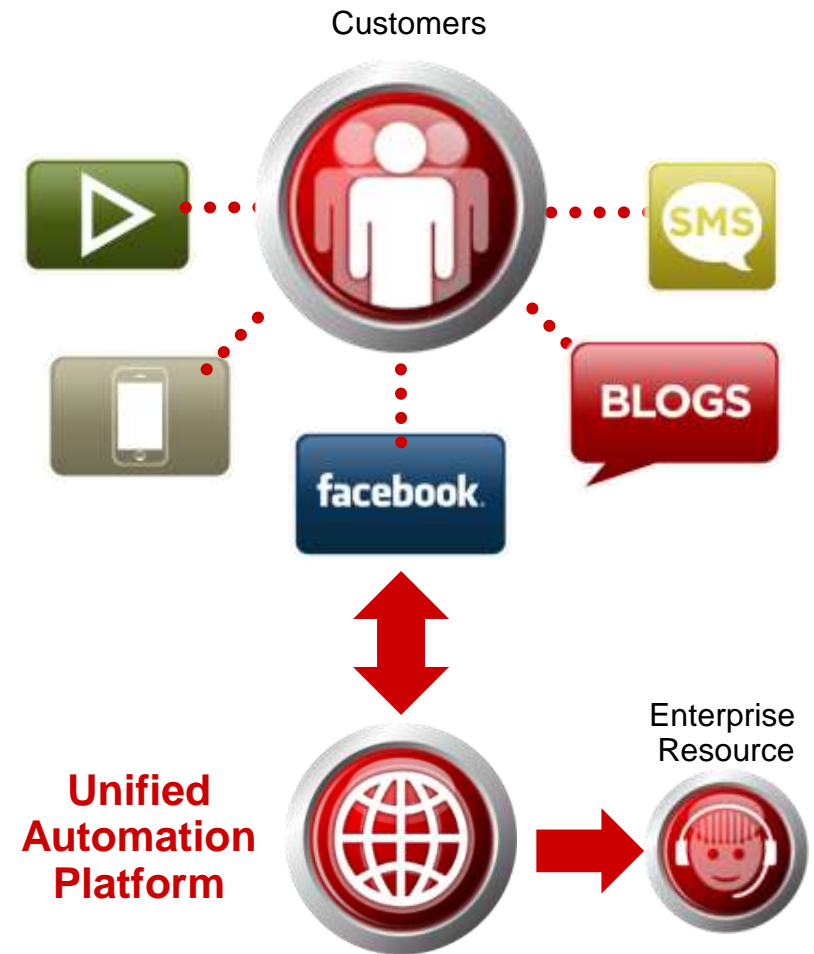
# Personalization Done Right

- ▶ Caller authentication and verification
- ▶ Customer segmentation
- ▶ Caller intent and routing
- ▶ Self-Service Solutions (Speech and Touchtone)
- ▶ Personalized outbound notifications
- ▶ Consistent across multiple channels



# Moving Beyond Traditional Self Service: Expertise and Innovation Available Today

- ▶ Multimedia email, SMS, IM
- ▶ Multimodal voice/video
- ▶ Enterprise contact routing
- ▶ Proactive outbound
- ▶ iPhone applications
- ▶ Twitter, Facebook
- ▶ Standards based SIP, SOA
- ▶ Common media processing
- ▶ Speech analytics

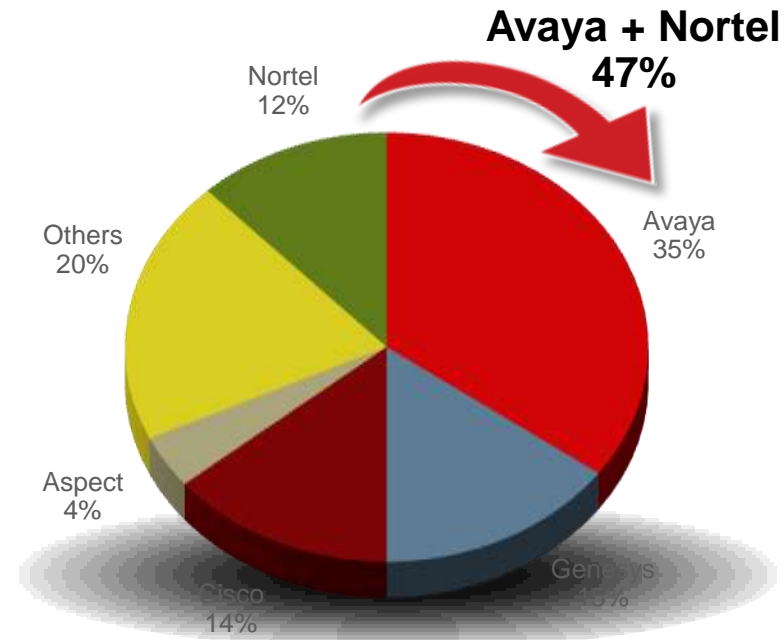




# Avaya Self Service Solutions

- ▶ #1 in global market share – all regions / all products
- ▶ Over 50% of the worlds voice self service transactions are on Avaya
- ▶ Largest partner / developer ecosystem in the industry
- ▶ No cost tools, developer support, sample code, training, and open source projects on Avaya DevConnect

Worldwide Contact Center Market Share



Source: Gartner Group, Calendar 2008

**AVAYA**

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