

TRANSFORM **YOUR BUSINESS**

One great customer interaction at a time.



IT'S A NEW WORLD FOR MIDSIZE BUSINESSES

Staying competitive in a global market

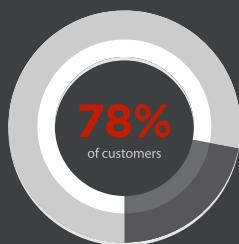
In recent years, international trade barriers have fallen. ***The adoption of new technologies by companies and individuals has risen significantly—especially in emerging markets.*** In short, the opportunities for expansion and growth are unprecedented.

Enabled by lean operating models and significant cash positions, midsize businesses have not waited for their domestic economies to fully recover. They are on the move, so don't let your business get left behind.

To compete and succeed in this hyper-competitive environment, businesses need to closely review whether or not they are doing all they can to delight—and retain—customers. Let's take a closer look and see how a multichannel approach might better satisfy the needs of midsize businesses and the customers they serve.

MIDSIZE BUSINESSES THAT DEPLOY A MULTICHANNEL CONTACT CENTER CAN:

IMPROVE CUSTOMER SATISFACTION:



prefer multiple channels to meet their needs¹



try various methods to communicate with companies¹

- Improve customer satisfaction by as much as 78%, because customers are happier when you provide multiple channels to meet their needs.¹

- Increase profitability, because 82% of customers will spend more of their money with companies that provide good customer service.¹

- Boost customer retention, because 23% of B2C consumers and 32% of B2B customers will share experiences online in ratings, reviews, blogs, and tweets, so you want to make sure they have good experiences to share.³

IMPROVE CUSTOMER RETENTION:



23% of B2C consumers and



32% of B2B customers share experiences online in ratings, reviews, blogs and tweets⁴



GIVE CUSTOMERS WHAT THEY WANT.

Customers want you to be there for them—when, where and how they need you. Of course, they may still prefer to reach customer service by phone, but an ever-growing number of people now prefer to use other channels to reach you—email, chat, and online channels.

In fact, due to the widespread use of mobile devices, customers increasingly expect these additional channels to be available—and they become frustrated when they are not there. So if you can't cater to the demand for new communication channels, your business is vulnerable. Consider the following measurements:

78%

of millennials
abandon brands after
just one bad contact
center experience.¹



4.4

Attempts
are made by customers
to solve problems by
phone.²



With each call, customer
loyalty and satisfaction
drops. After three calls,
it's gone.²

50%

of customers say they
constantly change
how they deal
with organizations.¹



YOUR OPPORTUNITY IS CLEAR:

By optimizing how your business interacts with your customers, you can pull ahead of your competition.

UNLOCKING MULTICHANNEL CAPABILITIES WITH AVAYA CONTACT CENTER SOLUTIONS FOR IP OFFICE.

Chances are your midsize business has the same customer experience management aspirations and challenges as larger enterprises. But constrained budgets may have held your business back. Not anymore.

The good news is your business doesn't have to settle for unsophisticated call center capabilities that no longer meet your requirements—or don't satisfy your customers' expectations.

With Avaya's Contact Center Solutions for IP Office™, your midsize business can support higher-quality inbound and outbound customer interactions via voice, email, chat, SMS, and fax.



VOICE



EMAIL



SMS



CHAT



FAX

WHY MULTICHANNEL MAKES A BIG DIFFERENCE:

- Empower customers to reach your business how they choose via email, chat, SMS, or fax.
- Enable interactions to route to the most skilled agents.
- Move customers and agents seamlessly between channels.

HARNESS THE POTENTIAL OF THE AVAYA IP OFFICE PLATFORM

Avaya's Multichannel Contact Center Solutions are deeply integrated into the Avaya IP Office™ Platform, which helps thousands of midsize companies drive growth, connect resources across geographies, and enable higher team productivity. More than 12 million users use it worldwide in over 400,000 systems.

Part of the reason why the IP Office platform is so popular is because it offers midsize businesses a comprehensive, quick-to-deploy, easy-to-maintain unified communications and collaboration platform that can empower IT departments to deliver collaboration-driven innovation to the business in as little as one day.

Contact Center Solutions for IP Office easily integrate with your core IP Office system to help you transform how your midsize business interacts with customers. Move customers and agents seamlessly across channels to maximize productivity, provide better customer experiences, and increase customer satisfaction.



BEST OF ALL, AVAYA'S CONTACT CENTER SOLUTIONS FOR IP OFFICE CAN BE DEPLOYED IN HOURS, NOT DAYS, AND IT'S EASY TO MAINTAIN AND SUPPORT.

OPTIMIZE IT INTEGRATION AND PROVIDE GREAT CUSTOMER EXPERIENCES.

With Contact Center Solutions for IP Office, you can adopt a powerful solution that is robust, yet easy to deploy, maintain, support and priced for midsize businesses.

Plus, it's built on more than a decade of experience with Avaya IP Office, which allows your business to fully improve with software releases that address requests from customers and channel partners.

STAND OUT WITH HIGHER-QUALITY CUSTOMER INTERACTIONS.



Support blended multichannel inbound and outbound contacts (voice, email, chat, SMS, fax).



Feature industry-leading agent and supervisor desktops, call recording and reporting.



Offer flexible deployment options—a dedicated server or in a virtualized environment.



Easy to set up, maintain, and manage.



Are priced for midsize businesses.

Turn to **Avaya Contact Center Solutions for IP Office** and add world-class innovation and leadership in multichannel customer experience management to your midsize business easily, effectively, and affordably.

1. Avaya Survey of Consumers in US and UK.
2. 2011 study conducted by Customer Care Measurement & Consulting.
3. Avaya Case Study: University of Alabama's Health Services Foundation Maximizes Performance at the Lowest Cost with Avaya Contact Center Solution.