



## Avaya Self-Service Market Applications

Enhanced caller experience through personalized, interactive, inbound speech recognition

### Eliminating inconsistent customer experience and wasted agent time

How many times each day do customers bypass your contact center IVR systems and ask your agents to perform the simplest tasks? It's a common problem in contact centers of all sizes and across industries—especially those with complex call flows. But why does it happen?

One reason is changing consumer expectations. Speech recognition applications have come a long way in a short time. People now verbally ask their smartphones for directions, to dial a friend or perform dozens of other basic tasks. Using these apps has become second nature to millions of people.

It's no wonder, then, that customers are impatient if they call your business and are required to wade through multiple layers of touch-tone menus to complete the simplest actions. Or they have to repeat their information multiple times after being transferred from one agent to another. It doesn't need to be this way.

"We realized a 25 percent increase in self-service automation [self-service task-completion rate] by implementing a speech-automated health insurance solution, compared to an older touch-tone (DTMF) solution."

- Avaya insurance industry client

### Personalized speech recognition applications from Avaya

Avaya Self-Service Market Applications are inbound speech-recognition-driven applications that automate common, repetitive tasks for contact centers in most industries. Using directed dialog speech recognition technology with touch-tone (DTMF) back-up, these applications, based on proven design methodologies, are easily implemented and personalized to meet the unique needs of your business and accelerate time to market. Examples of our industry-specific applications include:

**Health insurers** (see Figure 1)—caller identification and verification, member and provider options, benefits, claims, eligibility, replacement member cards, intelligent routing to agent.

**Banks**—caller identification and verification, account balance, funds transfer, account changes, transaction history, intelligent routing to agent.



**Utilities**—caller identification and verification, account balance, outage reporting, eligibility, payments, intelligent routing to agent.

By tailoring capabilities to the specific needs of call centers in these and many other industries, Avaya Self-Service Market Applications help reduce contact center costs, improve resource utilization, deliver rapid return on investment and—most important—help you create competitive advantage through enhanced customer experience.

Helping maintain security and privacy is another area where Avaya Self-Service Market Applications excel. Often, customers are required to provide different types of information for verification purposes depending on the channel they choose. Avaya Self-Service Market Applications unify the authentication process, verifying

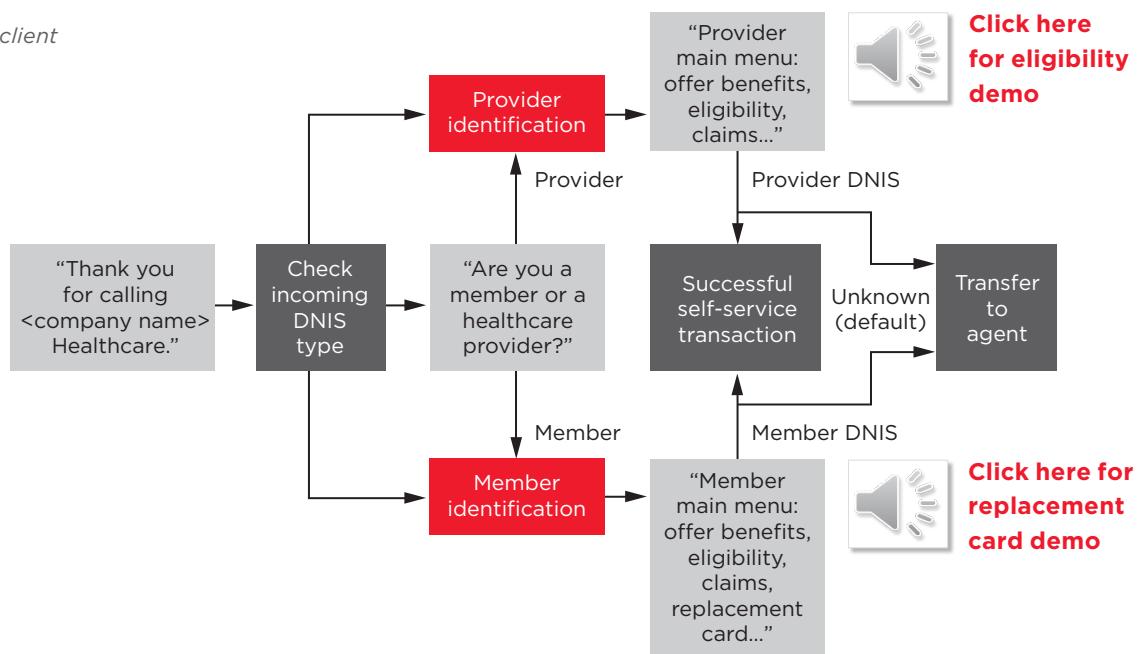
the caller's identity and then forwarding the authentication information to the live agent should agent assistance be requested. This approach simplifies the authentication process for your customers, eliminates the need to repeat information, and mitigates risks to security and privacy.

## The foundation for richer customer interactions

Beyond basic functionality, Avaya Self-Service Market Applications serve as a platform for enriching the customer experience. The applications integrate easily with many back-office systems, including Web services, customer databases, order management systems, accounts payable and accounts receivable, and customer relationship management applications.

**"We experienced a 95 percent increase in grammar speech recognition rate with a banking speech solution."**

- Avaya banking industry client



Want to have two-way interactions with your customers while they are still in self-service mode? Avaya Self-Service Market Applications leverage the powerful capabilities Avaya Aura® Experience Portal and Avaya outbound interaction applications such as Avaya Proactive Outreach Manager and Avaya Proactive Notifications. With these applications working together, you can create an almost endless array of two-way interactions using voice, e-mail, text or short message service (SMS). Plus, it helps you protect and extend your investment in those other Avaya contact center applications.

You can use Avaya Self-Service Market Applications alone to gain new efficiencies in your contact center. Or combine them with other capabilities available through the full array of Avaya Self-Service Software Applications and other emerging technologies. That way, you can expand the range of activities customers can perform through self-service. You can design customer interactions to accomplish very specific business objectives. And, at the same time, you can gather valuable information for customer service, product development and marketing purposes.

## Added value through deployment and application support

If you don't have the in-house resources to deploy Avaya Self-Service Market Applications or

you prefer to keep your resources focused on other value-added work, Avaya Professional Services can help. Our solution delivery methodology features industry-leading processes and quality assurance practices that have been refined and reinforced across hundreds of projects around the world.

Whether engaged for deployment of a single project or providing end-to-end oversight of a complex initiative, our Avaya Professional Services team will assess your unique business requirements and objectives and then meet your needs through an extensive discovery and execution process. We are adept at designing the particular experience you want customers to have when they call into your contact center. We bring a wealth of industry-leading practices and unique experiences from projects around the world to help you avoid implementation pitfalls and unintended consequences of customer experience design decisions.

To maintain the ongoing health of your Avaya Self-Service Market Applications, our Avaya Professional Services team also provides tailored Avaya Application Support Services that fully integrate with standard Avaya maintenance and support services. Adding this tailored application support gives you access to specialized Avaya Professional Services resources, on an ongoing basis, while maintaining a single point of contact and accountability.



## Why choose Avaya?

With the Avaya Self-Service Market Applications, you have the opportunity to access Avaya:

**Experience.** You can rely on our technical know-how, deep vertical expertise and business experience. Our professional services specialists have, on average, more than 15 years of experience applying communications technologies that support complex business processes across a variety of industries.

**Resources.** More than 1,300 Avaya strategic consultants, network architects, program managers and other technical experts around the world are ready to provide business and technical consulting services through flexible sourcing models.

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**Reach.** Our Avaya Solution Development Methodology supports the global scale, consistency and delivery capabilities necessary to meet the challenges of your business, including responding to your customers' needs and preferences. Using their broad range of strategic, technical and management skills, our consultants execute more than 2,000 projects each month around the world. Rest assured that, through our global resourcing model, no matter where your business is located, the right specialist for your project will be deployed.

**Objectivity.** While our consultants are experts in Avaya applications and architecture, many clients we serve have multivendor environments. You can rely on our extensive experience across a breadth of communications technologies, including industry certifications from multiple vendors and our focus on designing optimal solutions for your organization.

## Learn more

For more information about Avaya Self-Service Market Applications, please contact your Avaya Account Manager or Authorized Partner or visit us at [avaya.com/professionalservices](http://avaya.com/professionalservices).

## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

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