



MetriStar Top Provider Award

Workforce Optimization Platforms

Avaya

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Metrigy MetriStar Awards: Avaya

Category: Workforce Optimization (WFO) Platforms

Avaya has earned the Metrigy MetriStar Top Provider award for Workforce Optimization platforms. The value of the MetriStar award is that it is based on customer ratings of providers and quantitative metrics correlating the use of a vendor's products and services with measurable business success. Customers use Avaya's Workforce Optimization suite, which includes call/screen recording, quality management, workforce management, speech analytics, desktop analytics, customer feedback, and encryption.

Product Category

Workforce Optimization (WFO) platforms: WFO platforms include applications, data, and analytics to continuously improve the efficiency of the contact center staff and overall operations. WFO applications include quality management, call/screen recording, analytics (sentiment, agent, and predictive), workforce management, gamification, desktop management, and performance management.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** - Recognizes technology providers whose customers achieved high business success *and* achieved above-average customer sentiment ratings
- **Top Business Success** - Highlights providers with above-average percentage of customers achieving business success
- **Top Customer Sentiment** – Highlights providers with above-average customer sentiment scores

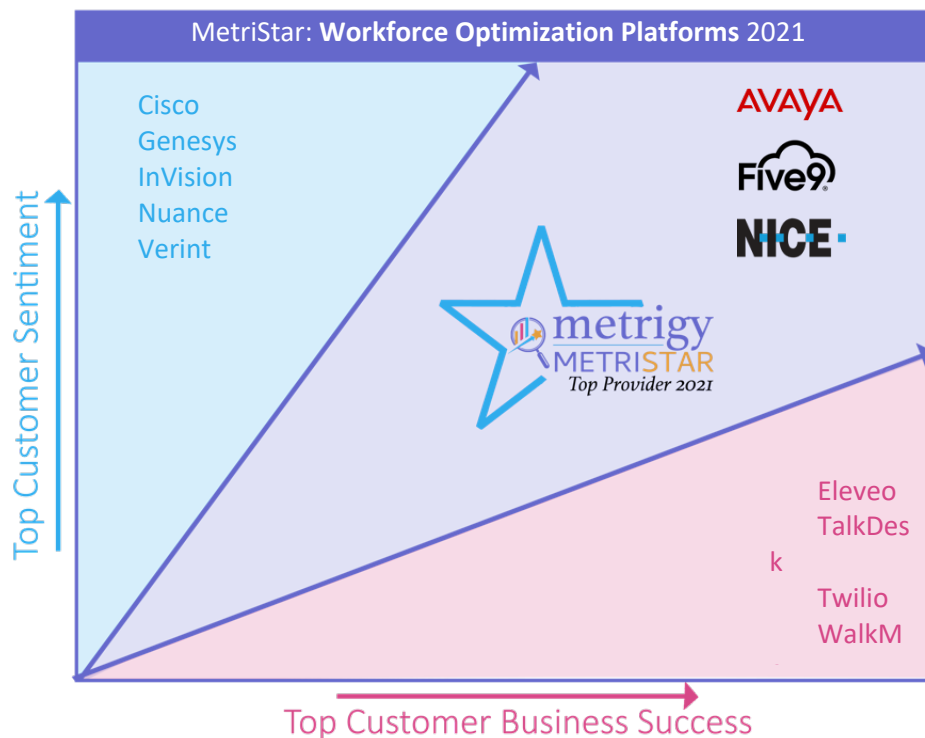


Figure 1: MetriStar: Workforce Optimization Platforms (**Names in alphabetical order**)

Research Methodology

Business Success

Research participants provide data on before-and-after changes in business metrics resulting from the use of WFO applications. Metrigy places those whose business metrics are greater than or equal to the mean in one or more of the categories, as indicated below, into the success group.

- Revenue: Increased by >41.7%
- Costs: Operational costs decreased by >3.1%
- Customer ratings: Improved by > 54%
- Employee satisfaction: Improved by >62.7%
- Agent efficiency: Increased productivity (measured in time) by >46.6%

We then calculate the percent of each provider's customers in our study that are in the success group. For WFO providers, 37.5% to 75% of each company's customers were in the success group, with the average at 59.4%. *Avaya customers saw measurable success: 60% of them were in the research success group. Specifically, they saw a 33.7% revenue increase, 7.5% cost decrease, 50.3% customer ratings improvement, 59.7% improvement in employee satisfaction, and 51.1% improvement in agent efficiency.*

Customer Sentiment

Research participants rate providers on a variety of areas, as noted in the table below. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For all providers, overall average customer sentiment score is 3.24, and a range from 3.04 to 3.42 for those rated individually. *Avaya's overall score was 3.25, with "technical features," and "response time to problems/questions" and "analytics capabilities" as its top-performing areas (3.35, and 3.32, and 3.30, respectively).* The table below shows how each provider scored relative to the average across each of the metrics rated.

Workforce Optimization MetriStar: Customer Sentiment Ratings vs. Average								
Provider	Technical features of the service	Response time to problems, questions	Reliability	Effectiveness at improving agent experience	Ability to help with your CX initiatives	Analytics Capabilities	AI capabilities	Average score
ASAPP	▼	▲	▼	▲	▲	▼	▼	▼
Aspect	▼	▼	▼	▼	▼	▼	▼	▼
Avaya	▼	▲	▼	▲	▼	▲	▼	▲
Calabrio	▲	▼	●	▼	▼	▲	▼	▼
Cisco	▲	▲	▲	▲	▲	▲	▼	▲
Eleveo	▼	▼	▼	▼	▼	▼	▲	▼
Five9	▼	▲	▼	▲	▼	▲	▲	▲
Genesys	▲	▲	▲	▲	▲	▲	▲	▲
InVision	▼	▲	▲	▲	▲	▼	▲	▲
Lifesize	▲	▲	▼	▲	▲	▲	▲	▲
NICE	▲	▲	▲	▲	▲	▼	▲	▲
Nuance	▲	▲	▼	▲	▼	▲	▲	▲
Talkdesk	▼	▼	▼	▼	▲	▲	▼	▼
Twilio	▼	▲	▲	▼	▲	▼	▼	▼
Verint	▲	▲	▲	▲	▲	▲	▲	▲
WalkMe	▲	▼	▼	▼	▼	▼	▲	▼
Average Score	3.37	3.25	3.28	3.18	3.24	3.17	3.22	3.24

LEGEND ▲ = Above average. ▼ = Below average. ● = At average.




Figure 2: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories that comprise the VoC MetriStar are described here:

- **MetriStar Top Provider.** Research participants rate these providers at least 3.24, *and* at least 59.4% of each provider’s customers are in the Metriqy Success Group. These providers—Avaya, Five9, and NICE—have earned a **MetriStar Award**. All received high sentiment scores, and customers documented business success through the use of their products and services.
- **MetriStar Top Business Success.** At least 59.4% of these providers’ customers achieved above-average business success while using their products or services. Providers recognized include Eleveo, Talkdesk, Twilio, and WalkMe.
- **MetriStar Top Customer Sentiment.** These providers—Cisco, Genesys, Invision, Nuance, and Lifesize—earned at least a 3.24 average score for the customer sentiment categories in Figure 2.

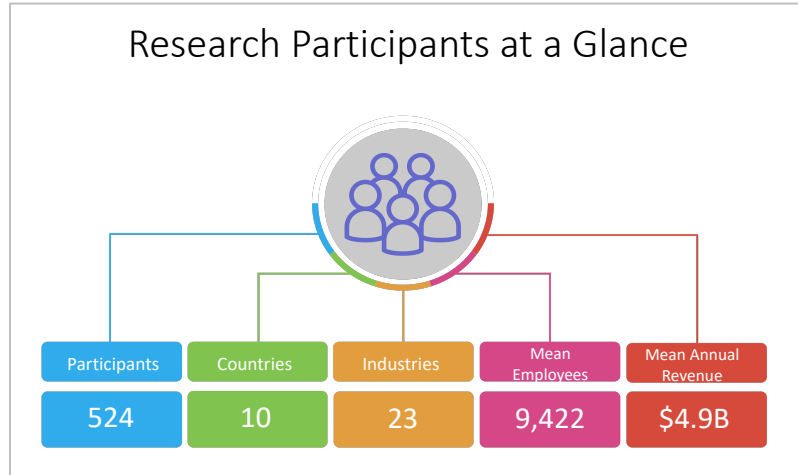
Companies Rated

Metriqy received input for a total of 19 WFO providers. Of those, we received enough ratings for ASAPP, Aspect, Avaya, Calabrio, Cisco, Eleveo, Five9, Genesys, InVision, Lifesize, NICE, Nuance, Talkdesk, Twilio, Verint, and WalkMe. We did not receive enough ratings for Enghouse, Jacada, and Tethr.

Study Overview

Metriqy conducted our global **2021-22 Workforce Optimization and Engagement** research study, from March through April of 2021. We interviewed or surveyed 524 CX, IT, and business leaders from organizations headquartered in 10 countries. We analyzed data and qualitative commentary on adoption, drivers, technology partners, costs, and business success for a variety of areas. These areas include Workforce Optimization (WFO), Workforce Engagement Management (WEM), Voice of the Customer,

contact center, chatbots, voice biometrics, self-service, AI, interaction channels, customer engagement transformation priorities, and workplace changes. For more details on this and other research, please visit www.metrigy.com.



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metrics and analysis, for technology providers and enterprise organizations.