



MetriStar Top Provider Award

Workforce Optimization Platforms

Avaya

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Metrigy 2022 MetriStar Awards: Avaya

Category: Workforce Optimization Platforms

Avaya has earned the Metrigy MetriStar Top Provider Award for Workforce Optimization (WFO) platforms. The value of the MetriStar Award is that it is based on both customer ratings of providers and quantitative metrics correlating the use of a vendor’s products and services with measurable business success.

Product Category

Workforce Optimization Platforms: WFO platforms (also called Workforce Engagement, or WFM, platforms) include applications, data, and analytics to continuously improve the efficiency of the contact center staff and overall operations. WFO applications include any combination of quality management, call/screen recording, analytics (sentiment, agent, and predictive), workforce management, gamification, desktop and performance management, task management, and recruiting/onboarding. Organizations may buy the one-off applications or a full portfolio from a WFO platform provider.

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

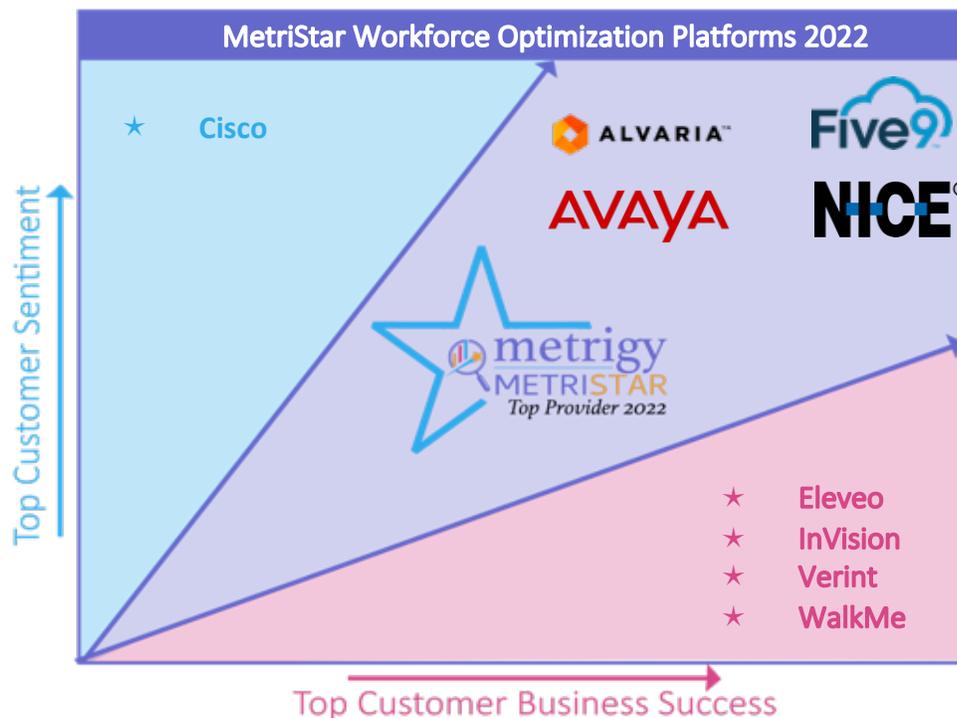


Figure 1: MetriStar WFO Platforms (Names in alphabetical order)

Research Methodology

Business Success

Research participants of our *Customer Experience MetriCast 2022* research study provide data on before-and-after changes in business metrics (revenue, costs, customer ratings, and agent efficiency) resulting from the use of WFO platforms.

In the first sub-column of each section in Figure 2 below, we show how many participants said WFO platforms improved the metric, made it worse, or resulted in no change. The second sub-column shows the percentage improvement or degradation for each metric. We calculate the overall mean for each metric using *all* figures—even 0% for those with no change—noted in the purple row below. Research participants with at least half of their metrics greater than or equal to the overall mean are placed in the success group.

We then calculate the percentage of each provider’s customers in our study that are in the success group. For WFO providers, 25% to 66.7% of each company’s customers were in the success group, with the average at 43.7%. *Avaya customers saw measurable success: 44.4% of them were in the research success group. Specifically, Avaya’s success group saw a 23.7% revenue increase, 14.3% cost decrease, 17.6% customer ratings improvement, and 22.1% improvement in agent efficiency.*

WFO Business Metric Changes								
Change	Revenue		Costs		Customer Ratings		Agent Efficiency	
	How many?	Mean change	How many?	Mean change	How many?	Mean change	How many?	Mean change
Improved	66.3%	28.9%	57.3%	-27.0%	63.7%	28.7%	62.5%	26.9%
Made worse	8.6%	-23.3%	11.9%	29.6%	8.1%	-30.2%	9.1%	-26.6%
No change	20.0%	0.0%	25.8%	0.0%	23.4%	0.0%	23.4%	0.0%
Success Group ≥ overall mean change	15.4%		-10.9%		14.1%		12.6%	
<small>Unsure responses may result in "How many?" columns totaling < 100%</small>								

Figure 2: WFO Business Metric Changes

The majority of companies across all categories in the *Customer Experience MetriCast 2022* study see improvements in their business metrics. But some find their metrics either stay flat or worsen with the addition of a new CX technology. For example, the cost of buying, implementing, and training may increase costs before savings emerge. Customer ratings (and revenue) may drop because some don’t like the new technology, the technology is not implemented or integrated well, or it doesn’t save them time. With WFO, some companies gather feedback about agent performance—but then they don’t act upon it, and this, in turn, may propagate to other areas, such as customer ratings. Agent efficiency may suffer if training was poor and agents weren’t able to determine how to use the technology to automate some of their manual functions, deflect live agent calls, or add new value to an existing interaction.

Customer Sentiment

In addition to business success, we ask research participants to rate providers on a variety of areas, as noted in Figure 3 on the following page. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For all WFO providers, the overall average customer sentiment score is 3.37; individual company scores range from 3.05 to 3.43.

Avaya’s overall score was 3.39, with reliability (3.47), ability to assist with customer service initiatives (3.44), and technical features of the service (3.42) as its top-performing areas. Figure 3 shows how individually each rated provider scored relative to the average across each of the categories rated.

Workforce Optimization MetriStar: Customer Sentiment Ratings vs. Average								
Provider	Technical features of the service	Response time to problems and questions	Reliability	Effectiveness at improving agent experience	Ability to assist you with your CX initiatives	Analytics capabilities	Artificial intelligence capabilities	Average Score
Aspect	▲	▼	▼	▲	▲	▲	▲	▲
Avaya	▲	▲	▲	▼	▲	▼	▲	▲
Calabrio	▼	▼	▼	▲	▼	▼	▼	▼
Cisco	▲	▲	▲	▲	▲	▲	▲	▲
Eleveo	▼	▲	▼	▲	▲	▼	▼	▼
Five9	▼	▲	▲	●	▲	▲	▲	▲
Genesys	▲	▼	▲	▲	▼	▼	▼	▼
InVision	▼	▲	▼	▼	▼	▲	▲	▼
NICE	▲	▲	▲	●	▲	▲	●	▲
Nuance	▼	▼	▼	▼	▼	▼	▼	▼
Talkdesk	▼	▼	▼	▼	▼	▼	▼	▼
Twilio	▲	▼	▼	▲	▼	▲	▲	▼
Verint	▼	▲	▼	▼	▼	▼	●	▼
WalkMe	▲	▼	▼	▼	▲	▼	▲	▼
Average Score	3.39	3.36	3.41	3.37	3.41	3.36	3.30	3.37

Other providers were rated and factored into the average scores, but they didn't garner enough responses to be counted individually.
 LEGEND ▲ = Above average. ▼ = Below average. ● = At average.



Figure 3: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

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

- MetriStar Top Provider.** Research participants rate these providers at least 3.37, and at least 43.7% of each provider’s customers are in the Metrigy Success Group. These providers—Alvaria (formerly Aspect), 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.
- Top Business Success.** At least 43.7% of these providers’ customers achieved above-average business success while using their products or services. Providers recognized are Eleveo, InVision, Verint, and WalkMe.
- Top Customer Sentiment.** Only one additional provider, Cisco, earned at least a 3.37 average score for the customer sentiment categories in Figure 3.

Companies Rated

Metrigy received input for a total of 17 WFO providers. Of those, we received enough ratings for those cited in Figure 3. We received ratings, but not enough, for Concentrix, Microsoft, and Salesforce.

Metrigy's Take

Avaya's *Workforce Engagement* product suite complements its broad range of contact center offerings. Like many WFO products, Avaya's primary goal is to improve agent productivity and boost operational efficiency. Through its partnership with Verint, Avaya's cloud-based service includes voice and screen recording, quality monitoring, performance management, workforce management, speech analytics, customer feedback, and desktop process analytics.

Given agent turnover rates are on the rise, with the average more than 30% now, WFO solutions have become vital to evaluate agent performance and coach them to continuously improve. The variety of analytics can show which agents are performing exceptionally, and which are not—giving supervisors the tools they need to reward and coach agents to keep customer satisfaction high.

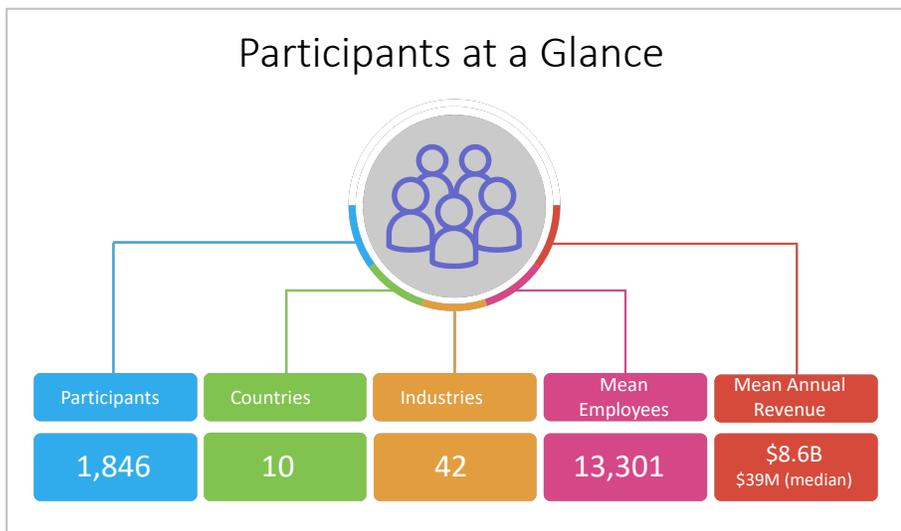
Noteworthy points about Avaya's offering include the following:

- It's vital to analyze agent performance in relation to customer feedback, as they are tightly linked. Avaya allows for the secure capture, analysis, and storage of both customer and agent data.
- Avaya offers a mix of deployment models, including private, public, hybrid, or mixed cloud architectures. This flexibility removes any architectural hurdles for companies interested in WFO.
- Avaya has developed a [calculator](#) to show CX leaders the cost savings they can derive through adding *Workforce Engagement* to their portfolio.
- Companies can buy the entire suite of applications or only those they need with a usage-based pricing structure, which helps control costs.

From a broader standpoint, CX and IT leaders increasingly want integrated offerings. Through its OneCloud platform, Avaya can deliver integrated offerings that include Unified Communications, contact center (including WFO), and Communications Platform as a Service (CPaaS). Though it delivers some of these offerings through partnerships with other technology providers, enterprise IT leaders said they are pleased with Avaya's tight integrations.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2022* research study in November and December 2021. We surveyed 1,846 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers



(and why), applications in use, provider ratings, business success, and more. We analyzed both quantitative and open-ended qualitative commentary from CX leaders on what they like most and least about their providers.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: Artificial Intelligence (AI) platforms, Communications Platform-as-a-Service (CPaaS) platforms, contact center platforms, contact center platform management tools, conversational AI, customer self-service knowledge bases, visual engagement applications, voice biometrics, Voice of the Customer (VoC) platforms, and Workforce Optimization (WFO) applications.

To get more details on this and other research, please visit www.metrigy.com.

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