



MetriStar Top Customer Sentiment

Unified Communications-as-a-Service (UCaaS)

Avaya

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Metrigrig MetriStar Top Customer Sentiment: Avaya

Category: Unified Communications-as-a-Service (UCaaS) Platforms

Avaya has earned a Metrigrig MetriStar Top Customer Sentiment award for Unified Communications-as-a-Service (UCaaS) platforms. The value of the award is that it is based solely on how customers rate their providers across a variety of key performance metrics. Metrigrig obtained customer sentiment ratings from participants in our *Workplace Collaboration: 2021-22 Research Study* who have deployed UCaaS platforms, and who have purchasing and / or operational responsibilities for them. We gathered data on 15 leading providers, 8 of whom received enough responses to qualify for inclusion in this report.

Product Category

Unified Communications-as-a-Service: UCaaS provides cloud-based calling services, often bundled with additional features including video-enabled meetings, team messaging, audio conferencing, auto-attendant, voicemail, and in some cases, contact center functionality. UCaaS providers typically support both traditional desktop phones as well as UC desktop and mobile applications, and video endpoints

Award Description: Top Customer Sentiment

The Top Customer Sentiment award highlights providers with above-average customer sentiment scores. 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 3.26, with individual provider scores ranging from 2.95 to 3.39. *Avaya's overall score was 3.39, highest among all providers, with "technical features," and "response time to problems / questions", "reliability" and "audio performance" its top-performing areas.* The table below shows how each provider scored relative to the average across each of the metrics rated.


| Metrigrig MetriStar: Customer Sentiment Ratings vs. Average, by Provider | | | | | | | |
|--|-----------------------------------|--------------------------------------|-------------------------------|----------------------|------------|-------------------|---|
| Provider | Technical features of the service | Response time to problems/ questions | Technical/service reliability | Account team support | Innovation | Audio performance | Average |
| 8x8 | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| ALE | ▲ | ▲ | ▲ | ▼ | ▼ | ▲ | ▲ |
| AT&T | ▲ | ▲ | ▼ | ▲ | ▲ | ▼ | ▲ |
| Avaya | ▲ | ▲ | ▲ | ▼ | ▲ | ▲ | ▲ |
| Cisco | ● | ▼ | ▲ | ▲ | ▼ | ▼ | ▲ |
| Microsoft | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ |
| RingCentral | ▲ | ▼ | ▼ | ▼ | ▲ | ▲ | ▲ |
| Zoom | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ |
| Average Score | 3.39 | 3.22 | 3.23 | 3.08 | 3.28 | 3.33 | 3.26 |
| LEGEND ▲ = Above average. ▼ = Below average. ● = At average. | | | | | | |  |

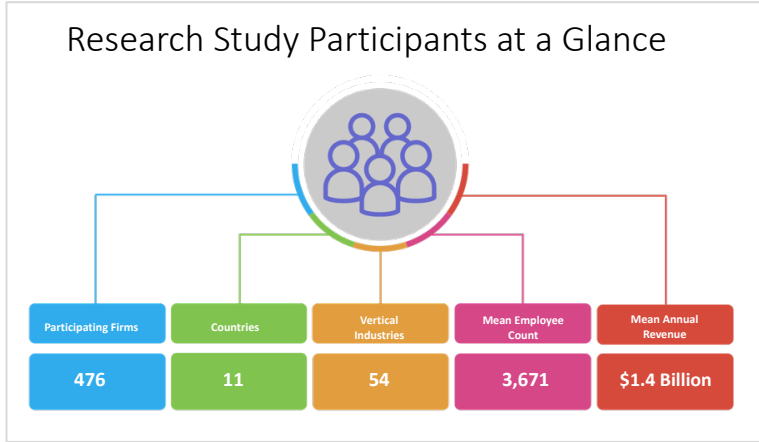
Figure 1: Customer Sentiment Ratings vs. Average, by Provider

Companies Rated

As noted above, a total of 15 companies received ratings for UCaaS. In addition to the eight providers shown in Figure 1, another seven providers did not receive enough ratings to be counted individually. Those include BT, Comcast, Dialpad, Mitel, NEC, NTT, and Verizon.

Study Overview

Metrigy conducted our global [Workplace Collaboration: 2021-22](#) research study, from December of 2020 through January of 2021. We interviewed or surveyed 476 IT leaders with collaboration responsibility from organizations operating in 11 countries. We gathered data on adoption, budgets, costs, and business success for topics and technologies, including calling, team collaboration, meetings, virtual whiteboards, social software, CPaaS, as well as related management, security, and PSTN connectivity technologies. We also gathered data on how organizations are supporting remote workers and their plans for returning to the office.



ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.