



## Success Means Being Everywhere, All the Time

Success in today's world knows no boundaries. From tapping into new markets to reducing production costs or hiring regionally dispersed talent, being everywhere, all the time, offers powerful and attractive benefits.

It's not just large enterprises enjoying these benefits. These days businesses of all sizes have expanded operations, offices, and workforces, or have plans to do so.

The conditions are certainly ripe: innovations in cloud communications and collaboration technologies have made conducting and managing a growing business much easier.

Meanwhile, customer expectations have changed. When customers interact with a company, they expect an effortless experience, making it increasingly important to always stay one step ahead of customer expectations.

In this eBook, we'll explore the unique challenges of communications and how companies can use the cloud to create a seamless, cost-effective, agile, and flexible work environment to support the needs of employees, customers, and the entire organization.





## CHAPTER 1

# Connecting a Workforce

Agility, scalability, and your bottom line aren't the only things that suffer when your communications systems and tools are disjointed. Just about every aspect of work becomes that much harder when in-office and remote employees, including those working from home, need to work together using fragmented tools.

For example, if each geographically dispersed branch office uses a separate messaging solution it's impossible to have quick, on-the-fly chats. Especially after you factor in time zone differences, even a simple question can take a day or more to answer if workers need to rely on email instead of instant messages. And the customer experience suffers when customer service personnel can't easily find subject matter experts to address immediate customer needs.

Disparate phone and video solutions can make it harder to connect with far-off coworkers if the tools aren't compatible or you have to track down people's coordinates on each new platform. It's as far as you can get from seamless.

On a large scale, these individual snags become full-on barriers—disrupting workflows, the customer experience, and wearing employees down. The need to juggle multiple tools and use complicated hacks just to support basic collaboration steals employees' time and energy. When that happens employees burn out, customer experience suffers, and business outcomes deteriorate.

**But it doesn't have to be this way. Just because work is changing, doesn't mean your communications need to be disconnected.**

Just like your business, unified communications knows no boundaries or borders. Consisting of cloud-based messaging, video, and phone within a single app, a cloud-based unified communications solution can easily be deployed to eliminate the inherent challenges of working together to achieve company objectives.

# Be Everywhere All the Time

What does it take to succeed? You need the ability to work wherever and whenever, whether you're traveling from Los Angeles to New York for sales meetings, on-boarding a whole new office in a new locale, or hiring work-from-home employees.

After all, when businesses know no borders they can't afford to work around boundaries that limit results. A sales rep traveling, making a call, and connecting with colleagues must have the same simple experience wherever they are and whatever device they're using. Similarly, customers trying to reach your customer support team expect an effortless experience that includes enabling them to interact with your organization across voice and digital channels such as email, web chat, and text messaging.

Likewise, opening a new branch or onboarding work-from-home employees is complicated enough without the hassle of figuring out communications. When it comes to your messaging, phone, and video meeting capabilities, the best system is one that has you up and running—and working seamlessly with other employees and offices—as quickly as possible.

### **Eliminate barriers holding employees back.**

An organization can't reach peak effectiveness if each department functions as its own island. But separate communications solutions and disparate business apps create barriers and collaboration challenges that make it hard to truly function as a single entity. With an all-in-one app for calling, meeting, messaging, and more, it's as easy to connect with a colleague across the country as a teammate down the hall. A unified system and consistent user experience eases collaboration and eliminates silos that can develop between departments and branch offices.





With everything you need always handy on any device, in any location, cloud-based unified communications let you simplify the way your business communicates. Call, meet, message, and more no matter where employees are located. Stay on task and on schedule with file sharing and task management in virtual team rooms or one-on-one.

### **Deliver the experience customers expect**

Today's customer is more sophisticated than ever. Customers are inquisitive yet impatient, decisive yet unpredictable, and logical yet emotionally perceptive. They know what they want, and it's simply expected that organizations understand and deliver.

Customers want consistent service but they want to be pleasantly surprised. They want full-featured communications options but they want everything to be effortless. In short, they want a lot and what they want is constantly changing.

With a cloud-based contact center that empowers customers to interact across a variety of voice and digital channels—including web chat, email, and text messaging—you can deliver the effortless experience that customers expect and the experience you need to build customer loyalty and brand advocacy.

Always be open for business by enabling customers to complete all or part of their inquiries using self-service. When customers need to speak with employees, intelligent interaction routing helps ensure the best customer-employee pairings. AI-powered augmentation can provide real-time prompts and suggestions to employees based on words spoken during the customer interaction. A browser-based desktop gives employees and supervisors the tools and information they need whether they are working in the office, at home, or at a branch location.



## Bring It All Together

Whether your business is large, medium, or small, delivering a memorable customer experience can be a key differentiator. Metrigy Research Corporation in their 2021 report titled “Why It’s Time to Integrate UCaaS & CCaaS” says that nearly 60% of companies will have a formal customer experience transformation project underway by the end of 2021.

At the heart of these transformation journeys is organizational culture. Without a culture that infuses customer-centric collaboration throughout the entire organization, your efforts to deliver a differentiated customer and employee experience could fail to deliver any experience worthy of your brand.

All-in-one cloud-based unified communications and customer service applications enable organizations to easily embrace a customer-centric culture by making every employee, not just your customer service team, responsible for customer experience. Imagine the experience improvements you can drive by enabling customer service employees to easily reach subject matter experts located in the back office, warehouse, a branch office, or an employee working from home, in the moment when it counts the most: quickly resolving customer inquiries.

It’s no longer good enough to just find the next available person to assist a customer. You need to place customers with the best resource within your organization - whoever that happens to be, wherever they are located. Visualize the value of being able to route a customer who is highly likely to cancel their service with you to one of your top retention specialists. Or routing a caller located in a nearby suburb to an employee who lives in a neighboring city to help foster a personal brand relationship.

Empower customer service employees, sales representatives, and other employees to collaborate on key customer or organizational projects with a single click.

**It’s impossible to reach your employee, customer, and organizational objectives without the right culture. The benefits you derive is a direct correlation on the culture you design or allow.**



“Overall, integration helps to resolve an age-old problem: Contact centers historically have operated as a silo in the organization, with separate technology and little interaction with the rest of the company.”

Metrigy Research Corporation





## CHAPTER 4

# A Reliable and Cost-effective Employee and Customer Experience Platform That's Easy to Deploy

It's finally time for your enterprise to eliminate departmental silos, time to feel and act as a single, integrated, local business wherever you operate. That's where Avaya comes in.

### Avaya Cloud Office® by RingCentral - Communications and More!

As a market-leading public cloud solution, Avaya Cloud Office places you in control of your communications and delivers an experience that's intuitive to use and accessible from a phone, a browser or any mobile device. From a single interface, employees can chat with colleagues, make and receive calls, plan and join meetings, collaborate with screen sharing and video, and keep teams on-task with file sharing, task management, and virtual team rooms that let everyone share and stay up-to-date. But Avaya Cloud Office is more than just a communications platform—it helps businesses understand how communications are impacting their business in real-time. Device monitoring and robust real-time analytics provide full visibility wherever your people and teams are located, from live tracking of devices to dashboards and in-depth reporting on Quality of Service and user trends and behaviors.

From insights across more than 30 Key Performance Indicators (KPIs) to instant alerts, Avaya Cloud Office makes it easy to know exactly what's happening with your business communications. And Avaya Cloud Office does more than just propel communications—it propels customer experience and employee productivity too via a robust suite of integrations with other business apps. From Google to Salesforce to Outlook, Avaya Cloud Office connects with the tools teams are already using, cutting out unnecessary workflows and unleashing new efficiencies.





## Simple to deploy and manage

From navigating local employee and customer experience requirements and regulations—such as emergency services—to sourcing devices, setting up a unified communications system requires significant legwork before you can even make your first call. Avaya Cloud Office utilizes a backbone of 30+ global data centers and peering relationships, providing enterprise-grade reliability, security, and quality of service for businesses of all sizes. The Avaya Cloud Office distributed network is fully redundant in every location we serve, ensuring 99.999% uptime for all your end-to-end communication needs and 24/7 continuity everywhere you do business.

Avaya handles all the cumbersome details involved in bringing a new location online, making it simple to activate extensions with phone numbers and get set up with hardware and calling minutes. With Avaya Cloud Office deploying seamless communications becomes as simple as launching your mobile app, desktop app, or plugging in your phone. And once you're online, it's easy to manage communications centrally and proactively.

Adding or deleting users, monitoring devices, and making changes is simple to do from anywhere using an intuitive cloud-based administration portal.

With 180+ out-of-the-box integrations and open APIs, Avaya Cloud Office fuels productivity, working seamlessly with the other apps employees use every day.



## Avaya OneCloud™ CCaaS – Hassle-free customer service

Avaya OneCloud CCaaS is a pure cloud customer service application. This means your business can empower customers to interact with you across voice and digital channels within a matter of hours.

Our globally recognized Customer Success Team guides each new customer, free of charge, through the set-up process that includes a consultation, ask-the-expert advice, and configuration. Using this guidance, you can fine-tune your experience to meet the requirements of your customers, employees, and business.

Think you may need more assistance? No problem; let's talk. We can assign a project manager and customer experience expert to assist with gathering business requirements, design documentation, call flow programming, internal and acceptance testing, and day-one support.

Keep your existing customer service phone numbers or contract with us as your carrier for toll and toll-free minutes. You're in control; just like it should be.

## Smarter interactions for customers and employees

Avaya OneCloud CCaaS provides all the tools you need to deliver a memorable experience for customers and employees alike. Gain instant access to tools such as self-service automation, call and screen recording, browser-based employee desktops, skills-based routing, quality management, scheduling, live monitoring, coaching, eLearning, and real-time and historical reporting.

Powerful AI-driven end-to-end voice to text transcription can help substantially increase employee performance in real time by delivering on-screen prompts, initiating workflows and enhancing compliance practices based on words or phrases spoken by customers. You can even reduce employee after call work by up to 65% by automating post-call disposition reporting into CRM records.

## Better Together

Avaya Cloud Office and Avaya OneCloud CCaaS are integrated, allowing outreach from one solution to the other. Customer service employees can access the subject matter experts they need from the business to resolve customer questions and challenges, dramatically increasing first call resolutions. And that's just the beginning. Avaya has an exciting roadmap of new capabilities that further deliver on the promise of the integrated business.





## Summary

Achieving business success means developing the right organizational culture, where employees are working together and serving customers as a seamless, integrated entity. Avaya Cloud Office and Avaya OneCloud CCaaS provide a hassle-free, secure, always-on cloud solution — enabling organizations to create an immersive employee and customer experience that drives employee productivity, business growth, and customer loyalty.

To learn more about how Avaya OneCloud can propel your employee and customer experience, contact an [Avaya representative](#) or visit us at [www.avaya.com](http://www.avaya.com).

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CCaaS

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### About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at [www.avaya.com](http://www.avaya.com).

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