AVAYA

Software Reviews
LEADER
2021
CONTACT CENTER AS A SERVICE

SoftwareReviews

Avaya Provides Exceptional Customer Service With an Innovative Product

Insights from the SoftwareReviews Contact Center as a Service Report

Table of Contents

AVAYA

Contact Center as a Service

Deliver Your Best Customer Experience With Avaya OneCloud.

Contact Center as a Service (CCaaS) solutions have never been more important to the business than now. As we rapidly escalate the move into the digital era, it is crucial to deliver the experiences customers expect. The right cloud solution makes it easy to create the services, interactions, and outcomes that are uniquely yours while reducing complexity and cutting down on costs.

Avaya OneCloud is an AI-powered total experience platform designed to enable businesses to drive new ways of working securely and meet ever-changing customer needs. Avaya OneCloud makes it possible to create the customer and employee experiences that each moment demands.

Key Features

Omnichannel
Source inquiries from multiple channels, including email, telephony, instant messaging, social media, and 7 other web channels.
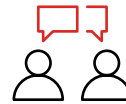
Attribute-Based Routing
Match customers with the best employees based on business rules, internal and external context, and desired outcomes.
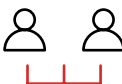
Workforce Engagement
Empower employees with personalized tools, remote working, and performance management tools.

Unified Reporting
Take advantage of comprehensive reporting and analytics across your different use cases.

Customer Journey Intelligence
See a timeline view of customer interactions across multiple channels.

Artificial Intelligence
Use predictive modeling to improve customer reach and call effectiveness.

Avaya Delivers Award-Winning Performance

Peer Review Platform SoftwareReviews.com Positions Avaya OneCloud in the Emotional Footprint Champion Quadrant in the 2021 Contact Center as a Service (CCaaS) Category

What Is the Emotional Footprint?

Features and capabilities only account for a portion of the user experience. By measuring the relationship with a vendor, what SoftwareReviews calls the Emotional Footprint, buyers can evaluate and select software that is right for their organization based on their peers' experiences with the tools and vendors they have worked with.

"Avaya has demonstrated they have the products and the expertise to get us to the next level."

Sr. Director IT, Finance

NET EMOTIONAL FOOTPRINT +80
AVAYA ONECLOUD

SoftwareReviews evaluates 27 aspects of the customer relationship using a Net Promoter methodology. Aspects measured include:

- Vendor Strategy and Innovation
- Negotiation and Contract Experience
- Product Impact
- Service Experience
- Conflict Resolution

AVAYA

The Importance of Building Strong Relationships

SoftwareReviews data shows that the relationship an organization has with its technology provider has a larger impact on satisfaction than even product features and price.

By comparing aspects of the relationship and quantifying how the provider treats its current customers, you can confidently predict how the vendor will treat your company years into your agreement.

86%
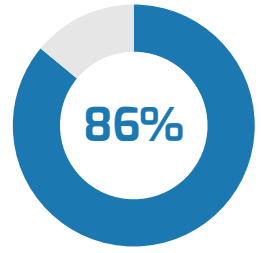
86% of users indicate they love the Avaya OneCloud platform

Our Customers Have Spoken

The best solutions combine a great product with a great partner. Avaya OneCloud emphasizes a great user experience with a customer-centric approach. Feedback from the SoftwareReviews report shows extremely positive user sentiment toward this approach.

Our team takes great pride in building strong customer relationships, investing heavily in customers' success.

ENABLES PRODUCTIVITY   FRIENDLY NEGOTIATION
APPRECIATES INCUMBENT STATUS   RELIABLE   CARING
TRANSPARENT   PERFORMANCE ENHANCING
GENEROSITY   UNIQUE FEATURES
CLIENT'S INTEREST FIRST   ALTRUISTIC
SECURITY PROTECTS
TRUSTWORTHY   FAIR   LOVE   INSPIRING
EFFECTIVE   CRITICAL   INTEGRITY   HELPS INNOVATE
RESPECTFUL   EFFICIENT
SAVES TIME   INCLUDES PRODUCT ENHANCEMENTS

The SoftwareReviews Word Cloud aggregates the most common relationship factors and prevailing opinions held by its users. At a glance, it helps evaluate the vendor-client relationship and product effectiveness.

Weak   **Strong**

NEGATIVE   NEUTRAL   POSITIVE

AVAYA

# The Value of Picking an Innovative Partner

Choosing software is not only about picking the right tool to meet your business needs but also about picking a partner you can grow with you as your needs evolve.

In today's environment, customers demand a highly responsive, personalized experience. This requires a vendor that is constantly looking at trends and adapting their platform to meet those needs.
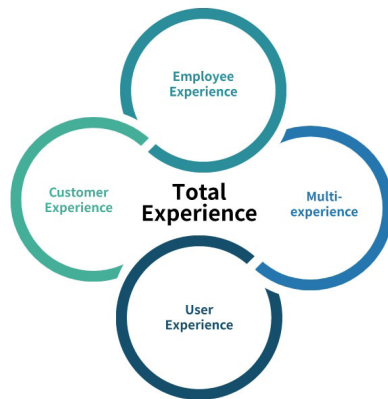
Our users rate OneCloud highly in our commitment to continuously improving our product in response to these market demands.

CONTINUALLY IMPROVING
85%

89%
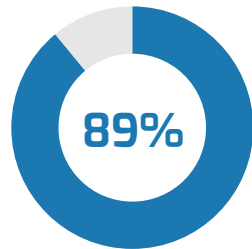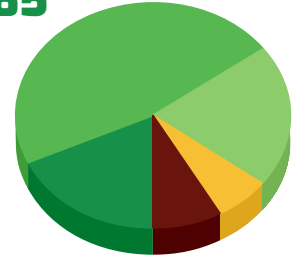
89% of customers report that Avaya helps them innovate their customer experience.

Employee Experience

Customer Experience

Total Experience

Multi-experience

User Experience

Making Our Customers Better With Total Experience

Avaya OneCloud makes it easy for organizations to deliver effortless customer experiences across different channels and devices while helping maximize employee and team performance.

Avaya Total Experience is the interconnection of customer, employee, user, and multi-experience.

Customers want effortless experiences, which demands a cohesive platform for all participants in the ecosystem. This means matching the customer request to the employee with the right skills to resolve their issue for a highly personalized, effective interaction.
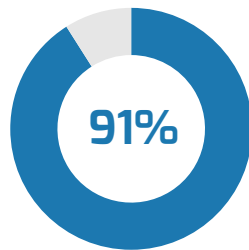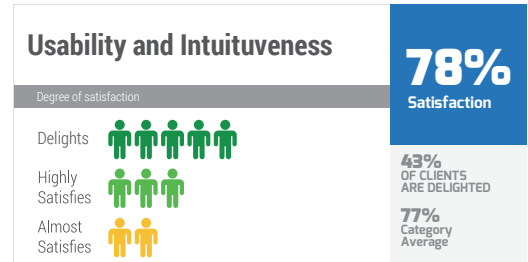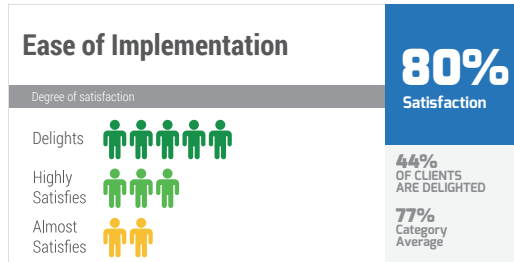
"We had seen Avaya's recognitions for contact center and customer experience innovation over the years, and we knew they'd be able to take our operations to that next level."

CEO, Healthcare

AVAYA

Choose a Vendor With Strong Core Capabilities to Get Your Team Delivering Quickly

When choosing any cloud-based platform, customers expect to be able to start using the platform quickly and easily.

Avaya OneCloud received top marks from users on ease of implementation as well as the usability and intuitiveness of the platform, delivering a fast time to value for our customers.

Ease of Implementation

Degree of satisfaction

Delights

Highly Satisfies

Almost Satisfies

80%
Satisfaction

44%
OF CLIENTS ARE DELIGHTED

77%
Category Average

Usability and Intuituveness

Degree of satisfaction

Delights

Highly Satisfies

Almost Satisfies

78%
Satisfaction

43%
OF CLIENTS ARE DELIGHTED

77%
Category Average

91%

91% of customers report Avaya OneCloud highly enables user productivity.

With Avaya OneCloud's productivity desktop tools, attribute-based routing, and customizable employee and supervisor browser-based desktop, you can be sure that OneCloud will speed through employee adoption.

"The move was so seamless that our customers didn't even know. We didn't blink, it was that good."

CIO, Utilities

Leverage the Unique Capabilities of OneCloud to Create a Complete, Personalized Experience

AI-enabled tools allow for predictive modeling to improve user experience and automate digital co-workers across your channels.

Conversational intelligence capabilities allow for effective self-service options.

Sentiment analysis captures customer feelings to allow for real-time reaction to user concerns.

Complete integration with mobile devices allows for a truly seamless experience.

AVAYA

Wrap Up: A Good Relationship Starts With a Fair Negotiation

SoftwareReviews data indicated that one of the most important factors driving vendor satisfaction was a positive, collaborative contracting experience. Customers want to work with a partner that puts the customer first, with transparent, fair, and client-friendly policies.

Avaya OneCloud's high scores in this area are a testament to our desire to provide a customer-first tool. Our emphasis on a transparent, mutually beneficial sales process creates loyal customers and a rapid time to value for our customers.

SoftwareReviews Contract and Negotiation Experience Factors

■ NPS Market Avg.   ■ Avaya OneCloud
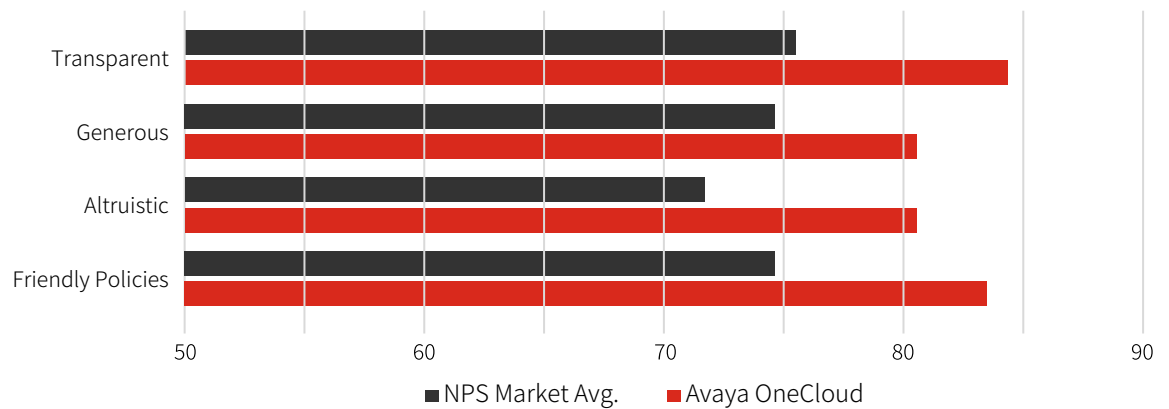
Why Users Recommend Avaya OneCloud

Our commitment to delivering a highly effective communications platform while building strong relationships with our user base has helped us become one of the most trusted names in corporate communications. Find out why over 90,000 customers trust Avaya with their critical customer communications.

Inspiring Performance

88%
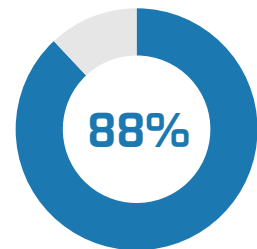
88% of customers report that Avaya OneCloud inspires them to improve their communications effectiveness.

"We looked at other vendors but made the decision to go the Avaya route because I knew I was getting a stable, reliable, robust and scalable platform."

VP Operations, Telecom

"In the end, Avaya was chosen due to its proven track record within the banking industry and ability to offer a personalized path to cloud adoption."

Executive, Finance

AVAYA

Contact Center as a Service Software

Contact centers have replaced traditional call centers, requiring a change in the supporting communication infrastructure. General market trends toward cloud, accelerated by the global pandemic, have pushed more organizations toward Contact Center as a Service (CCaaS) solutions.

CCaaS is a cloud-based customer experience solution that allows organizations to use a provider's software to administer support or address inquiries from consumers in a hosted subscription model.

Key capabilities include:

- Omnichannel integration of voice, email, chat, and other engagement models
- Workflow and routing capabilities
- Embedded chatbot and self-service functionality
- Personalization of both employee and customer experience
- Ticket management
- AI capability, including for chatbots and predicative analytics

About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya. We're shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits.

Our Avaya OneCloud™ experience as a service platform and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences. Our packaged communication and collaboration applications and APIs can be combined to compose AI-enabled total experiences that each interaction and moment demands. We are committed to help you achieve your strategic ambitions and desired outcomes by delivering experiences that matter.

Learn more about us at www.avaya.com.

AVAYA

About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and analyst firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

Data quality is paramount. We bend over backwards to ensure the data we are collecting is from experienced users so you can trust it and make decisions with confidence. Every review is thoroughly checked for authenticity through a robust QA process. Dynamic reviews adapt according to the reviewer's role and experience, avoiding inaccurate guesses.

Contact Center as a Service Research

SoftwareReviews covers over 34 Contact Center as a Service products and has published detailed user-generated reviews on 14 key products being used by organizations in both private and public sectors. These reviews look at key metrics in capability and feature importance and satisfaction as well as the user experience and trust with the suppliers of these products.

SoftwareReviews Data included in this document is sourced from the November 2021 CCaaS Emotional Footprint Report.

AVAYA

SoftwareReviews
Emotional Footprint Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from 354 validated users from the Contact Center as a Service category.

Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited by a proprietary online survey engine.

Champions
Products that resonate highly with users at an emotional level. Users have specific emotional views like love, trust, and effective.

Value Players
Products that succeed on cost and service effectiveness with users.

CHAMPIONS

RELATIONSHIP BUILDERS

VALUE PLAYERS

NET EMOTIONAL FOOTPRINT

VALUE INDEX
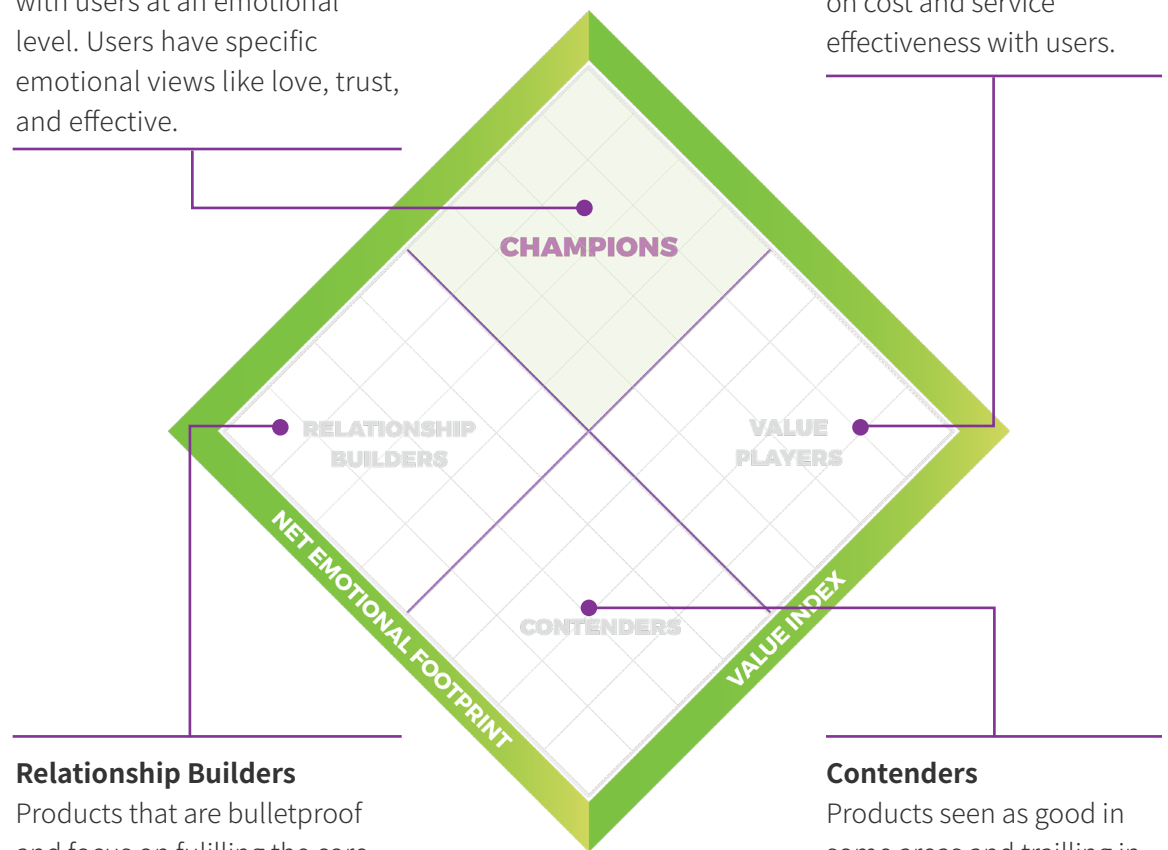
CONTENDERS

Relationship Builders
Products that are bulletproof and focus on fulilling the core needs with steady support, not the latest feature.

Contenders
Products seen as good in some areas and trailling in others. Users look to these for innovation at the edge but aren't committed fully.

AVAYA