



# Avaya Hybrid Cloud Services

CRM Integration: Re-define your customer relationships

## Description /Summary

Businesses demand more from their communications systems than ever before. Consumption of a variety of third-party services to meet dynamic customer demands, has led to disparate hybrid systems. Built for developers, customers, and partners alike, Avaya Hybrid Cloud Services provides a common set of services and provides a way to consume APIs securely from Avaya’s extensive partner ecosystem.

Improved customer experience by using an integrated CRM system is one tremendously beneficial use case utilizing Avaya Hybrid Cloud Services. In simple terms, it’s a connection between your CRM system and customer’s contact center software that automatically passes data back and forth making each system—and the people and processes using them—work better.

## Background

One of the biggest issues facing businesses when it comes to customers services is churn. Business-to-consumer (B2C), Business-to-business (B2B) companies focus on two key areas as customer growth drivers: acquisition and retention. Even small monthly increases in retention can lead to huge gains in subscribers and revenue over time. Churn is the enemy, and “passive churn” is an often-misunderstood area that is frequently neglected, resulting in unnecessary loss of customers and revenue. Customer service sector has had a bad reputation all over the world. Contacting a company’s support team makes most customers uncomfortable – it has become a task no one looks forward to doing unless the company has stellar record of customer service. With the increasingly fierce and rising competition between businesses, one way they can stand out from the crowd is by providing exceptional customer service.

And in our ever-more connected world, where businesses need to rely on the latest technology solutions, one thing your call center can utilize in order to deliver exceptional customer service, is an integrated CRM system.

**Roles to target:** CIO, IT Departments, Customer Service Agents, Contact Centre Reps/Supervisors.

**Industries:** Small & Large Enterprise, All verticals e.g., Financial, Technology Sector, Healthcare, Hospitality, Retail, Automotive and so on.

**Tangible business outcomes:** Enhanced customer experience, Increase customer retention, Reduced Customer Churn, Predict Customer Behavior.

### Challenges

- Customer Churn due to agent’s decreased customer knowledge
- Inability to identify and treat unexpected customer information automatically.
- Un-managed / failure to predict customer behavior

### Value Created

- Deliver personalized customer experiences
- Improved customer experience/satisfaction, retention and growth.
- Reduce active and passive churn
- Boost ongoing revenue streams.
- Enhanced knowledge & insights about customer’s experience and behavior

### Specifications / Solutions Involved

- Avaya Hybrid Cloud Services APIs
- CRM API

## Overview

With Avaya Hybrid Cloud Services subscription, customer can have a standardized integration between Avaya web clients on the one side and the following CRM vendors on the other. It provides standardized API for both clients and CRM systems given below:

- SAP CRM, SAP S/4 HANA & SAP C4C
- Microsoft Dynamics
- Salesforce
- SugarCRM
- Zendesk

Avaya Workspaces is supported out-of-the-box, and the CRM API is developed in such a way that it can easily be extended with additional web clients as well as additional CRM vendors. Typical features\* included are given below:

#### Voice:

- Automatic caller identification - customer pop-up screen provides instant Customer Information & Contact History without manual searching.
- Call control directly in the softphone
- Caller identification with pop-up
- Accept | Reject
- Hang up | Connect
- Conference
- Switching between conversations
- Postprocessing
- Dial Pad
- Click-to-Dial
- Call- | Case- | Screen- Transfer

#### Chat:

- Automatic customer recognition - display of incoming chat sessions with relevant customer information.
- Direct editing in the softphone
- Caller detection with pop-up
- Accept incoming chat sessions
- Reject incoming chats
- Handling of bidirectional chat sessions
- End a chat session
- Documentation of the chat session

#### Email:

- Use Avaya Contact Center to route e-mails
- Work on e-mails from within the CRM solution
  - Accept incoming e-mails
  - Reply to an e-mail
  - Forward e-mail to a different queue

## CRM Integration Checklist include

Few things/the checklist for customer to consider, see below:

- Agent desktop is based on Avaya Workspaces: CCaaS Avaya Oceana, AACC, WsfElite
- Customer wants to:
  - Control contacts from within the CRM application,
  - Automatically identify customers,
  - Instantly show customer information,
  - Transfer cases with the contacts.
- Customer has a budget of:
  - \$3950 per month for the base Subscription
  - \$34 per voice agent per month
  - \$57 per multimedia agent per month

Avaya Hybrid Cloud Services subscriptions are orderable through Proservices Now or through Avaya Professional Services Configurator for Direct Accounts.

