Delivering a Personalized Customer Experience

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Why Personalize Now?

- Personal data has become a currency that customers are willing to spend for value.
- Personalized experiences on the web need to translate to personalized experiences within the contact center.
Impact of a Poor Customer Experience

- If a customer is dissatisfied with the level of service you provide, on average, 16 other people will find out about it.

- It costs 5 times as much to attract a new customer as it does to keep an established one.

For every customer who bothers to complain, 26 other customers remain silent.

Your Customer’s Experience Translates to Revenue

Problems Handled Quickly can have positive results:

- 70% of complaining customers will do business with you again if you resolve the complaint in their favor.

- 95% of complaining customers will do business with you again if you resolve the complaint instantly.
Why Great Customer Service Matters

53%

- Of consumers will recommend a company to a friend because of positive customer service.
  - Recommend on lower prices – 50%
  - Highest Quality – 41%
Personalization Drives Automation Rates and Satisfaction

Source: Partner Primary Research, 2009
“Thanks for calling, first_name, last_name”
Personalization Done Right

- Caller authentication and verification
- Customer segmentation
- Caller intent and routing
- Self-Service Solutions (Speech and Touchtone)
- Personalized outbound notifications
- Consistent across multiple channels
Moving Beyond Traditional Self Service: Expertise and Innovation Available Today

- Multimedia email, SMS, IM
- Multimodal voice/video
- Enterprise contact routing
- Proactive outbound
- iPhone applications
- Twitter, Facebook
- Standards based SIP, SOA
- Common media processing
- Speech analytics
Avaya Self Service Solutions

- #1 in global market share – all regions / all products
- Over 50% of the world's voice self service transactions are on Avaya
- Largest partner / developer ecosystem in the industry
- No cost tools, developer support, sample code, training, and open source projects on Avaya DevConnect

Worldwide Contact Center Market Share

- Avaya + Nortel 47%
- Avaya 35%
- Nortel 12%
- Others 20%
- Aspect 4%
- Cisco 14%
- Genesys 15%

Source: Gartner Group, Calendar 2008