

# AVAYA

## Nuevos Hábitos en la era de la Multi experiencia





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**AVAYA**  
México



# Hábitos de consumo

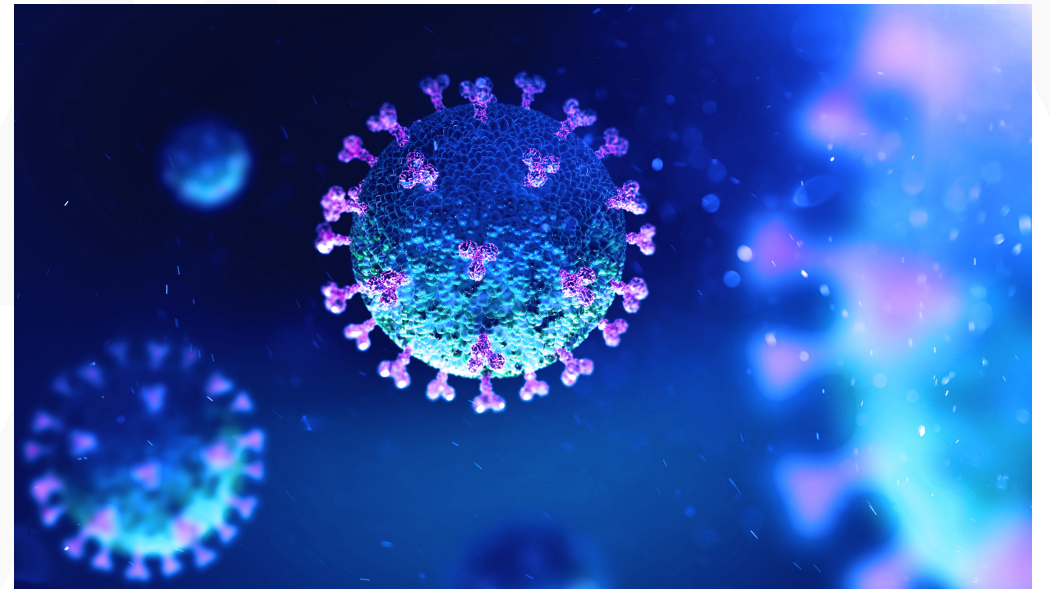


# Cómo se genera un habito.



**Repetición de una acción durante un periodo prolongado**

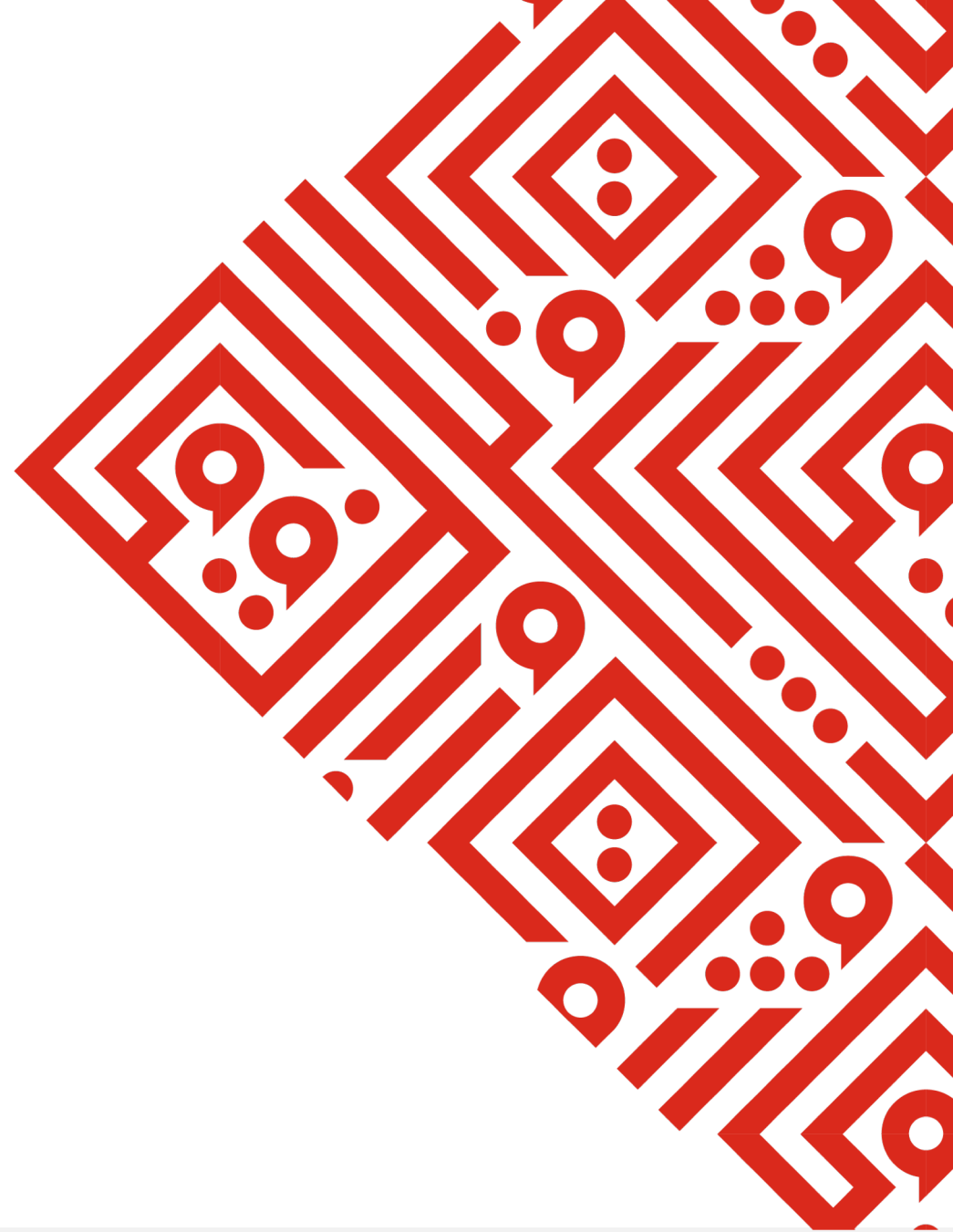
**+180 días en pandemia**







**Los hábitos del consumidor cambiaron mas en 6 meses que en los últimos 10 años.**





# Tendencias

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- Consumo local consciente (vía digital)
- Trabajo remoto
- La penetración del mercado electrónico POST COVID-19 se estima en 59%

Fuentes: IDC, AMVO, Statista

# Cambios en Nuestra Industria

# Web RTC



# MultiExperiencia

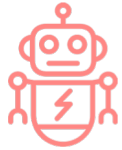




# Experiencia sin importar el canal

Asistente  
Virtual





Automatización / **Inteligencia Artificial**



**Big Data** / *Analytics*



Surgimiento de los **Superagentes**



**Employee Engagement** / *Happiness*



Hiperpersonalización / **Customer Centric**

# MultiExperiencia



## Customer Experience (CX)



IoT



Bot  
Conversacional



Manejo del  
conocimiento



Notificaciones  
proactivas

Channel-less Experience   Connected Journey   Infused AI & Automation   Empowered Workforce   Actionable Insights

## Employee Experience (EX)



Manejo del  
conocimiento



Agent  
Engagement



Co-Browsing



Mejora Continua  
Tech & Op

FLEXIBLE

CONVERGENTE

ECOSISTEMAS





**You cannot become a  
digital business unless you  
have a digital workplace**

—Gartner, 2019



Personas Lead to Sales Campaign Desktop Process Analytics Knowledge Management Feedback/Surveys  
Digital Channels Notifications CPAAS Spaces  
Partner Ecosystem Speech/Text Analytics Application Ecosystem Modality Video  
Front & Back Office Collaboration Coaching /Learning Campaign Management Chatbot Co-browse  
Feedback management

# Multiexperiencia definida por Gartner entregada por Avaya

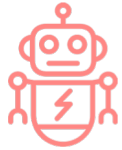
CX Biometrics IOT Workforce Management Touchpoints Dashboard Employee Engagement  
Next Routing decision Face Biometrics Outbound Best Channel selection 3<sup>rd</sup> party integration  
Communities Reporting Notifications EX Speech Engine Customer Journey  
IVR / Visual IVR Journey integration Conversational Self-service Attribute routing Video, Co-browse



# Retos







Automatización / **Inteligencia Artificial**



**Big Data** / Analytics



Surgimiento de los **Superagentes**



**Employee Engagement** / Happiness



Rotación



Hiperpersonalización / **Customer Centric**

# Performance Management

Activities which ensure that the **goals** of **balancing** and **optimizing** cost, quality and **service**, **pertinent** to each organization, are **consistently** being met in an effective and efficient manner.



Performance Management (PM) is a **continuous loop process** that involves:

**01**

Establishing goals

**02**

Assessing performance regularly

**03**

Communicating consistently to all employees

**04**

Taking appropriate corrective action



PM is a **practice and culture** that applies to individuals, teams and organizations.

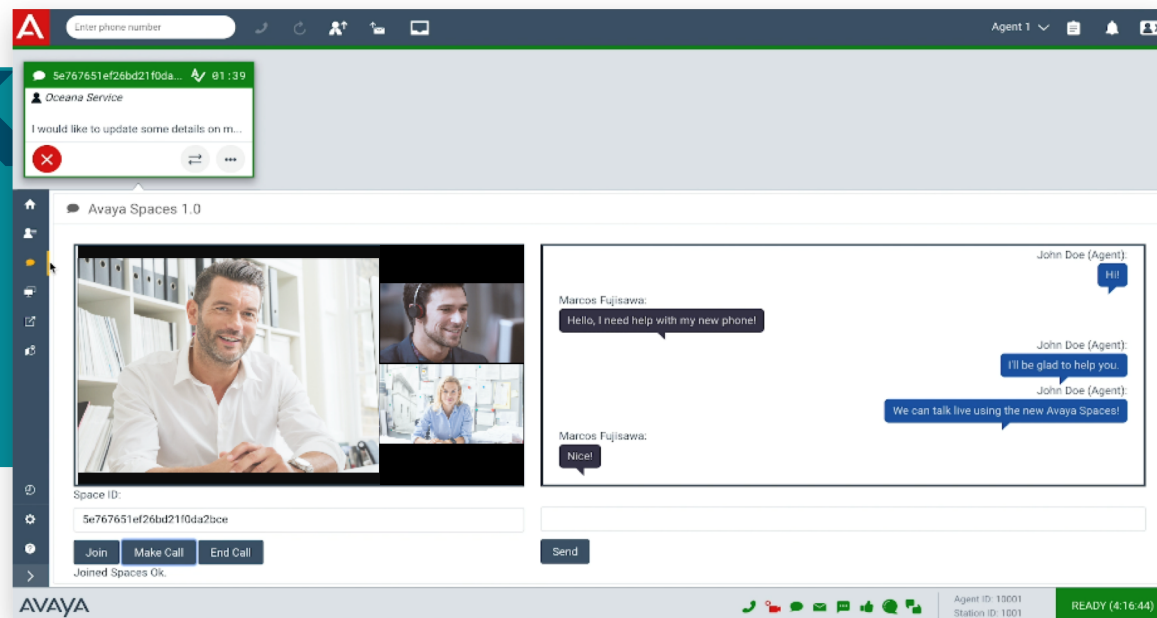




# Extensible Avaya Applications

## Combining Customer and Employee Experience

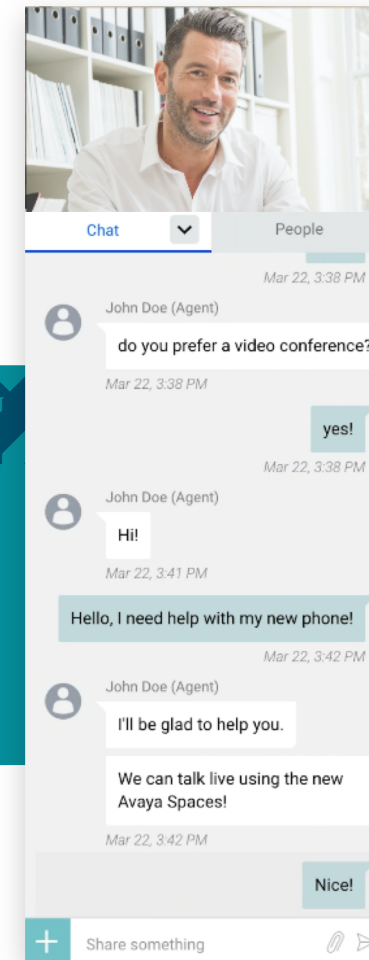
### Customer Experience



### Combining CX and EX

Engage the right resources into customer interactions effortlessly

### Employee Experience



### Improve CX

with better resource utilization across the enterprise



# Optimización y Seguridad de la información

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Agentes en casa

¿Como puedo medir su desempeño?

¿Tengo las herramientas adecuadas?



# Workforce Engagement

## WFO Interoperability

- Drill to Interaction from Adherence
- Quality scores in scheduling
- Optimal eLearning scheduling

## Employee Empowerment

- Agent Preferences
- Shift Swap & Bid
- Time off Management
- Mobile
- Learning Tools

## Adherence Management

- Adherence trend view
- Exception Management
- Desktop Adherence
- My Adherence

## Strategic Planning

- Strategic Forecasting, Trending
- Hiring, Capacity, Revenue



## Forecast Flexibility

- Profiles
- Trending and Special Events
- Use data from any week

## Optimized Schedules

- Skill & Proficiency
- Single, Multi, Virtual and Outsourced sites
- Multi contact

## Intraday Management

- E-mail & pop-up alerts
- Trending & Reforecast
- OT / VTO Scheduling

**AVAYA**



Experiences  
That Matter

**Thank You**

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