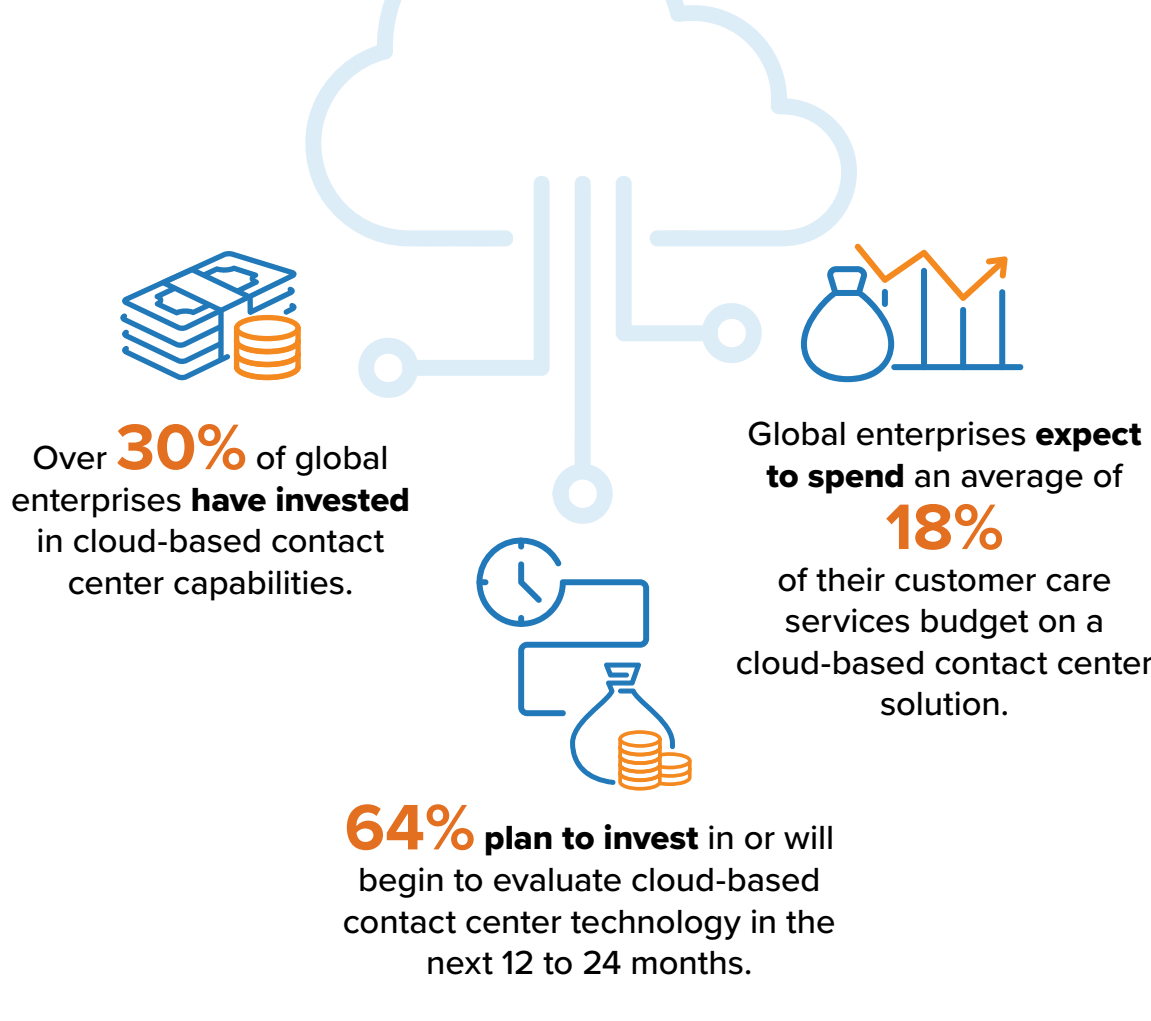


Drive Competitive Advantage by Adding Cloud-Based Contact Center Capabilities

Cloud-based capabilities like digital channels, frictionless self-service, and personalized customer experiences will help transform contact centers and introduce cutting-edge new deployments.

Capitalize on Cloud by Adding Digital Channels

Digital channel proliferation, broken customer journeys, data silos, and the need for greater automation are all driving enterprise demand for cloud-based capabilities.



In three to five years, global enterprises said they expect almost **40%** of their worldwide contact centers (in-house and outsourced) to be fully optimized and omni-channel, up from **23%** in 2021.

Source: IDC's Worldwide Customer Care/Contact Center Business Process Services Survey, October 2021

Cloud Benefits: Achieving Cost, Scale, and Efficiency

Cloud adds high value, advanced capabilities, and allows for more variable pricing with outcome-based models.

Benefits of Cloud-Based Contact Center Capabilities



Source: IDC's Worldwide Customer Care/Contact Center Business Process Services Survey, October 2021

Cloud-Based Contact Center Capabilities Create Stronger, Deeper Customer Relationships

Enterprises look to add a layer of cloud-based intelligence to improve contact center operations.



Source: IDC's Worldwide Customer Care/Contact Center Business Process Services Survey, October 2021

Achieve Competitive Advantage and Business Impact

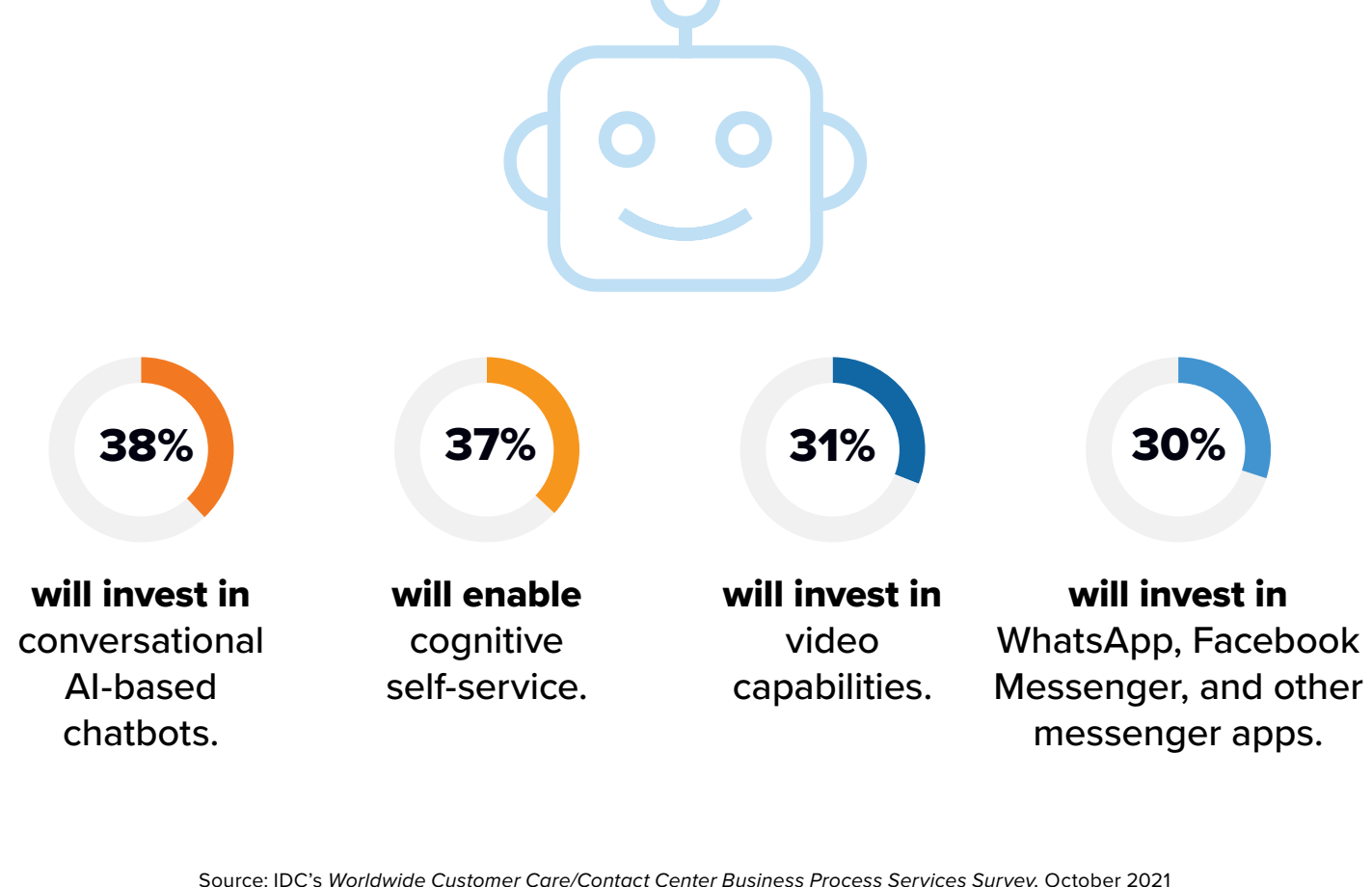
Cloud contact center solutions can positively impact core operational customer experience metrics and business outcomes by:



Source: IDC's Worldwide Customer Care/Contact Center Business Process Services Survey, October 2021

Evolve the Contact Center with Next-Generation Digital Channels

Global enterprises will invest more heavily in AI-driven customer communication channels by 2024.



Source: IDC's Worldwide Customer Care/Contact Center Business Process Services Survey, October 2021

Message from the Sponsor

Whether going fully cloud or adding cloud capabilities to your existing contact center, Avaya can help you create experiences that matter for your customers.

Create your Avaya Experience Platform solution