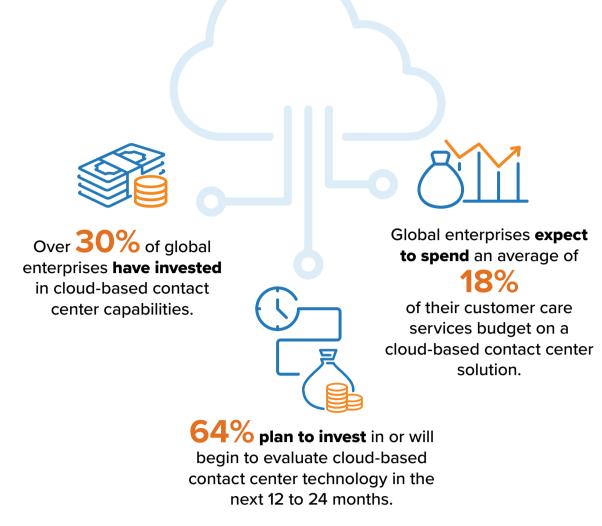
frictionless self-service, and personalized customer experiences will help transform contact centers and introduce cutting-edge new deployments.

Capitalize on Cloud by Adding

Cloud-based capabilities like digital channels,

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

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**





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. 40% of global organizations indicated that integrating artificial intelligence (AI) and machine learning is a must-have for enterprise-level cloud contact center deployments.

One-third said predictive and prescriptive analytics are key to cloud contact center deployments and access to real-time key performance

indicators, customer interactions, and agent performance metrics.



27% of global organizations called workforce engagement a top-rated feature of cloud contact centers, one that is critical for remote worker engagement, structure, collaboration, and recognition.

25% said creating an omni-channel environment is a critical

component of their cloud contact center solution.



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

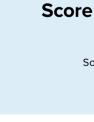
impact core operational customer experience metrics and business outcomes by:

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



Strengthening

customer

satisfaction

and Net Promoter



38%

will invest in

conversational

Al-based

chatbots.



Boosting

customer loyalty

and retention





37%

will enable

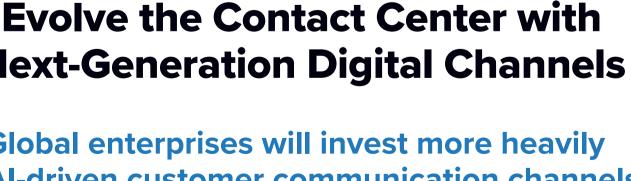
cognitive



Improving first

response time





30%

will invest in

WhatsApp, Facebook

Messenger, and other

messenger apps.

Improving

average

handle time



will invest in

video

self-service. capabilities.

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



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