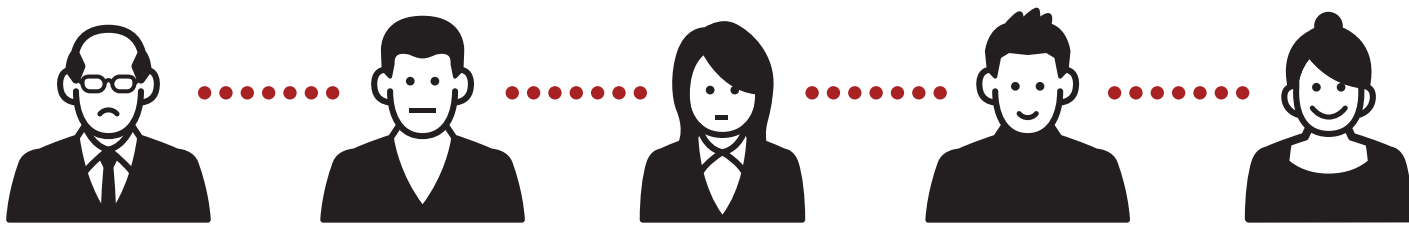


Improving Customer Experiences in the Omnichannel Age



Transform your business one great customer interaction at a time.

The way consumers interact with businesses has changed. To delight your customers and maximize their lifetime value to your organization, you must be prepared to provide the answers they need, when and how they need them.



HALF of customers say they constantly change the way they deal with organizations.



80% say they'll buy more from companies that make it easier to do business with them**



The Modern Customer Service Gap



92%

expect companies to proactively communicate changes and issues during their buying process*.

Yet only **43%**

of companies have the ability to do this.

70%

expect customer-facing staff to be fully aware of ALL their past interactions*.

But only **44%**

of organizations share data to successfully execute seamless customer engagement.

Not delivering the high levels of service and convenience carries a serious price for businesses!



82%

say they are likely to stop spending money with companies as a result of a bad experience**

66%

indicate that they are likely to stop spending money with a company following a high-effort experience**

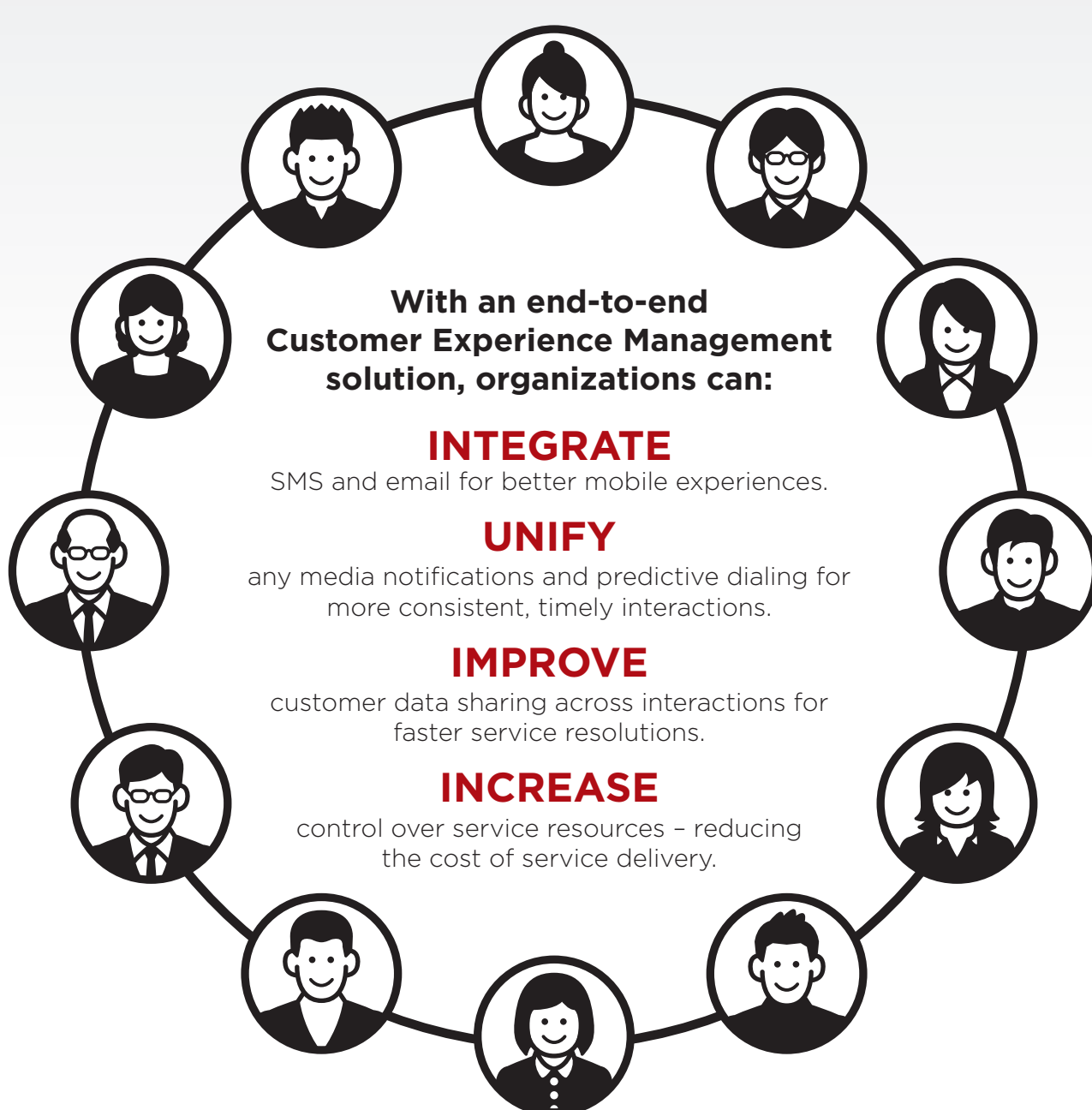
But meeting and exceeding their expectations offers significant benefits...

MORE THAN HALF

OF CUSTOMERS say they would **PAY MORE** to companies that provide consistently **GOOD SERVICE****

Unification is the key to success

If you want to deliver exceptional customer service, all of your touchpoints - both modern and traditional - must be unified so that customers receive a consistent experience no matter where or how they interact with you.



To satisfy today's customers, you must have the solutions and capabilities in place to deliver **timely, personalized, convenient, and unified** customer experiences.

Download Avaya's new whitepaper **Mastering Omnichannel Customer Engagement** and see how you can deliver exceptional experiences and transform your business - one great interaction at a time.



AVAYA

The Power of We™

*Taken from the 'Missing Customer Expectations? Independent Market Research' by Dynamic Markets Limited Research

**Taken from the Avaya 'The Cost of Inconvenience' whitepaper