

The Shift to Customer Centricity in the Contact Centre

What are the top 3 risks for organisations not investing in contact centre technology?

49%

inconsistent customer service

49%

loss of internal efficiencies

34%

loss of competitive advantage

82%

of consumers agreed that they buy more from companies who make it easier to do business with them.

Organisations are starting to address consumer needs by driving change in the contact centre

CONSUMERS

Informed by the Avaya/BT Autonomous Customer Report 2013

ORGANISATIONS

Informed by the Avaya Contact Centre Research Report 2013

Organisations are offering multiple channels



70% of consumers expect information from one channel to be available in another

27% of organisations are planning to improve cross channel customer experience

Self service is a focus for improvement



45% of consumers prefer to self serve via the Internet

33% of organisations are planning to improve self-service

Social media is a niche but powerful channel for brand awareness



12% of consumers are using social media for customer service

60% of organisations are planning to use social media monitoring

Customer Experience Management

Managing customer relationships as strategic assets, converting satisfied customers to loyal customers, and loyal customers to brand advocates.

Discover how Avaya integrated solutions are enabling organisations to differentiate and grow through the experiences they deliver:

<http://bit.ly/16mrNKv>