

## **IX Workspaces**

# **Empower Agents... Personalize Service... Drive a Better Customer Experience**



### **Improve Responsiveness, Productivity and Lower Costs**

By consolidating information from multiple sources, IX Workspaces provides your agents with the information they need, when they need it, so they can deliver more efficient, accurate, personalized service to your customers.

Typical contact center challenges that affect agent productivity and the overall customer experience include:

- A customer gets your email about a new offer, but when the customer calls, the agent handling the inquiry can't locate the email.
- A customer calling about a credit that was improperly applied to an account has to wait several minutes for the agent to find the transaction.
- A customer completes an online satisfaction survey and calls in to follow up, but the agent needs to use a completely different application to locate the survey.

Sound familiar? Today these and similar scenes play out in contact centers everywhere.

There are now so many ways to interact with customers, but when the processes supporting them are siloed, responses get delayed... service disjointed... customers and agents get frustrated.

To deliver the experience customers expect today, agents and other support personnel need quick access to pertinent customer information, the ability see the entire customer journey and quickly drill down on any interaction.

1	Track multiple customer interactions. Switch back and forth as needed.
2	One-click access to different applications
3	See customer details
4	Instantly view important customer history
5	Current interaction details
6	Set / receive notifications and alerts; access direct dial pad
7	Agent status

Figure 1

- A consolidated, thin-client agent desktop
- See the entire customer journey - drill down on touch points
- Get customer information and history from multiple sources - including customer journey details
- Simple, efficient and consistent customer interactions
- Ideal for agents, back-office employees and supervisors

That's the idea behind IX Workspaces.

By bringing together information from multiple sources—customer profiles, buying history, interaction journeys—and making them instantly available in a single, consolidated view, IX Workspaces gives your agents the tools they need to perform effectively in today's hyper-competitive world.

Because of its thin client interface, IX Workspaces can be easily added to an Avaya Call Center Elite, Avaya Aura Contact Center, Avaya Contact Center Select or an Avaya Proactive Outreach Manager infrastructure.




Ready to take the next step to deliver the right customer experiences for today's ever-demanding customer?

Then you are ready for IX Workspaces.

## What's Holding Back Today's Contact Center...

When your agents lack immediate access to pertinent customer information and customer journey context, service inevitably declines and so does productivity. Some typical scenarios include:

- At the beginning of an interaction, agents get a 'blank sheet' with no visibility into prior customer events or interactions. The agent is instantly at a disadvantage.
- Trying to follow a customer's journey across different touchpoints requires agents to jump from screen to screen and application to application. It's time consuming and prone to error. Customers are often asked to repeat the same information over and over.
- Agents cannot easily get to the cues and prompts that enhance service and often handle exceptional issues with manual, offline note taking.

Billing Problem	Fraudulent Charges	Prescription Refill
		
<b>SITUATION</b>  Customer receives monthly bill and calls to check on unexpected charges.	<b>SITUATION</b>  Customer returns call after receiving an outbound notice of a fraudulent charge.	<b>SITUATION</b>  Customer calls to check on a prescription refill that should have already shipped.
<b>SOLUTION</b>  Agent sees “Pending Bill” in the customer journey and quickly drills into the details on the unexpected charges. The agent efficiently addresses the customer concern.	<b>SOLUTION</b>  Agent quickly sees “Fraud Notice” in the customer journey with clear details providing the context on what triggered the notification. Agent can proactively serve the customer and resolve any concerns.	<b>SOLUTION</b>  Agent looks at “Refill Request” in the customer journey and sees that the customer previously selected customer pick-up. Agent updates shipping preferences, confirms address and reminds customer of an upcoming medical appointment.

**Improving  
agent  
productivity  
across channels  
is now the top  
operational  
priority in  
contact centers.\***

### Get a Consolidated Customer Interaction View

IX Workspaces empowers your contact center to:

- Consolidate information from multiple applications (including CRM and third-party applications), delivering a single, comprehensive view of your relationship with the customer.
- Improve agent productivity with the ability to view and interact with different touch points along the customer journey such as calls, past transactions, support issues and more.
- Increase operational efficiency with fast access to information and tools—such as preferred language or tips on overcoming objections—helping to eliminate time-consuming look-ups and manual processes such as offline note taking.

The result is a solution that helps your agents make better and faster decisions, deliver more personalized experiences, and anticipate customer needs.

### Build on Your Existing Contact Center Infrastructure

**Protect Your Investment:** IX Workspaces can easily be added to any Avaya Call Center Elite (version 7.0 or higher), Avaya Aura Contact Center (version 7.1 or higher), Avaya Contact Center Select (version 7.1 or higher) or Avaya Proactive Outreach Manager (version 3.1.2) deployment - building on and extending your investment.

**Keep Your Routing:** No modifications to your current infrastructure are required - your voice or skills routing processes remain the same.

**Lower Your Costs:** IX Workspaces is a browser-based desktop. This means no heavy lifting by IT to implement and maintain the desktop solution, lowering total cost of ownership.

\*SOURCE: Dimension Data's 2017 Global Customer Experience Benchmarking Report, © Dimension Data 2015–2017

# By consolidating information from multiple sources, IX Workspaces delivers the key building block for improving agent productivity and the overall customer experience.



## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

**Customizable:** The widget-driven design makes it easy to quickly customize the desktop with application add-ons and information feeds.

**Support Different Users:** Easily personalize IX Workspaces for different user profiles: agents, supervisors, administrators, back-office personnel and more.

## Evolve Your Contact Center Starting with Your Agents

To compete in an era of hyper competitiveness... ever-evolving customer demands and possibilities... you need to empower your agents to deliver an effective, efficient and personalized customer experience.

But if you are like most organizations, you want to do this while still taking advantage of the built-in power of your current infrastructure.

Now you can - by adding the thin client desktop, IX Workspaces, to your Avaya Call Center Elite, Avaya Aura Contact Center, Avaya Contact Center Select or Avaya Proactive Outreach Manager solution.

Evolve to the next generation of customer experience by building on the systems you have in place today. Give your most important resource—your agents—the tools they need to be as efficient and effective as possible.

## Rely on Avaya

IX Workspaces is another example of how Avaya makes it easy and cost-effective to evolve your customer experience strategy. In other words, it's a key reason why companies in more than 150 countries around the world rely on Avaya solutions to power their customer experience strategies.

## Notice

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