# Avaya OneCloud™ CCaaS Transition Guide

Version 1.0

AVAYA
OneCloud™
CCaaS

# Contents

# Welcome

We believe in helping you every step of the way in your Avaya OneCloud CCaaS journey.

In this eBook, we discuss how to get the most value out of your investment. We take you through each stage of planning, launching, and ensuring a successful roll-out plan for your employees.

Every business is different. However, many of the tools and techniques we share can help any business, whatever their size, drive a truly successful transition that is aligned to your business goals.

# Let's Do This Together

This eBook is designed to help you with the transition to Avaya OneCloud CCaaS within your company. Depending on the size of your company, you may use the materials slightly differently. However, it will be helpful during the planning and roll-out of Avaya OneCloud CCaaS for all size companies. Whether you're 1000, 100 or even 10 people, the principles are the same.

**In This Book You Will Find:**

- Information to help you develop a successful plan aligned to your goals

- Links to Quick Start Guides for your people

- Portfolio of Use Cases to answer the 'How can it help me?' question for managers and supervisors

- Useful hints and tips throughout to keep you on track

**Designed for You**

Want to customize materials to make them your own? No problem. We've made it as easy as possible for you to customize documents. Inside you will find links to all editable files, please use these to maximize your experience and help you in a successful Avaya OneCloud CCaaS roll-out.

Dive into the book and make your transition a success right from the start!

# Transition Planning

AVAYA OneCloud™ CCaaS

# Transition Planning for Avaya OneCloud CCaaS Success

Transition planning means collecting a range of information to help you understand the full potential of Avaya OneCloud CCaaS. For a successful roll-out, you need to have a reliable onboarding process and develop a range of content to help your supervisors and agents smoothly transition to the new service and highlight the benefits for them.
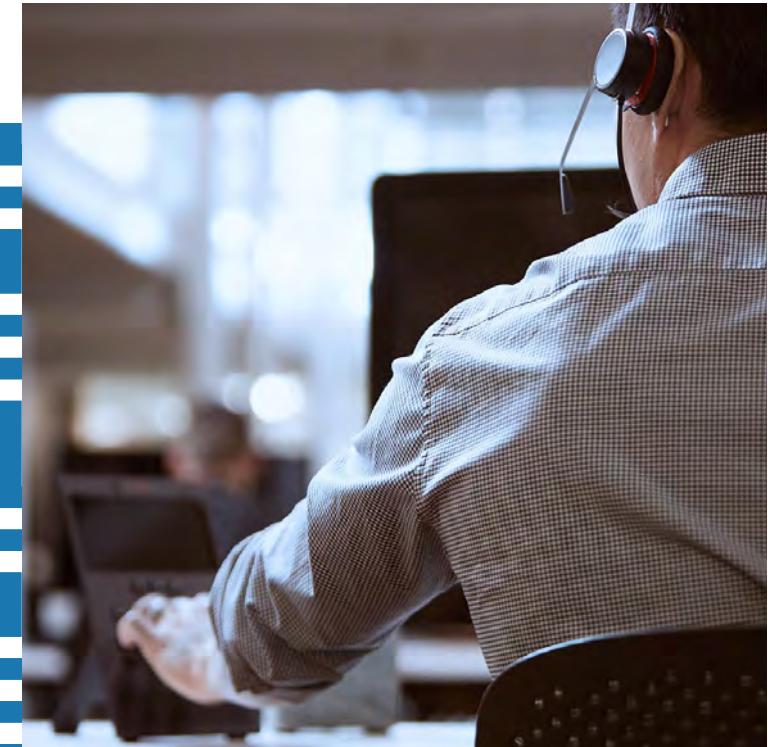
Imagine where you want to be in 6 months.

A successful roll-out that allows people to work in a more efficient and effective way. Providing your customers with a consistent, effortless and personalized experience. It didn't just happen, you planned it! You knew what you needed to achieve, expressed why it was important and involved your peers to make it inclusive.

You planned how you were going to make it happen right from the start and your Avaya CSM was always available to help.

So, let's get started!

# Business Drivers

The first step in your Avaya OneCloud CCaaS journey is to have a clear understanding of why you're deploying a new contact center solution.

Being clear on your business drivers will help to keep your roll-out focused on what really matters.

It will help to sell the value to leaders, encourage employee enthusiasm, identify compelling use cases, and measure how well you're doing. The aim is to help your leaders, peers and employees to deliver and exceed the experience customers expect.

Think of these questions when building a clear understanding of the business drivers behind your Avaya OneCloud CCaaS deployment.

## What Does It Look Like Now?

1. What is the business situation you want to change?

2. What do you want it to look like for customers and agents?

3. What will be the impact of the changes for your business?

4. How will the business benefit from this change?

5. Are there any possible issues that concern your customers?

6. Which people need to be involved to make this happen?

7. How can Avaya OneCloud CCaaS help you get there?

8. How can we ensure the transition to Avaya OneCloud CCaaS makes this happen?

9. How will you know you've got there?

10. What numbers can we put against the current state?

# Project Governance

Planning is important when delivering projects of any size. It ensures it's on track, within budget and delivers the intended benefit for the business. Good project governance is a big part of this, getting the right team around you can set you up for success from the start. For the most successful and well-functioning team you will need expertise in communications, learning and development, leadership, and more.

In smaller companies it could mean that one person has a number of these roles and that's ok. As long as they have the availability, the skills and enthusiasm to help your Avaya OneCloud CCaaS roll-out be a success. If concerned you may not possess all the skills or have the time to oversee the deployment, Avaya Professional Services can help.

Keeping your project on track and focused will require continual monitoring and reviewing.

Your Avaya CSM will be right beside you all the way.
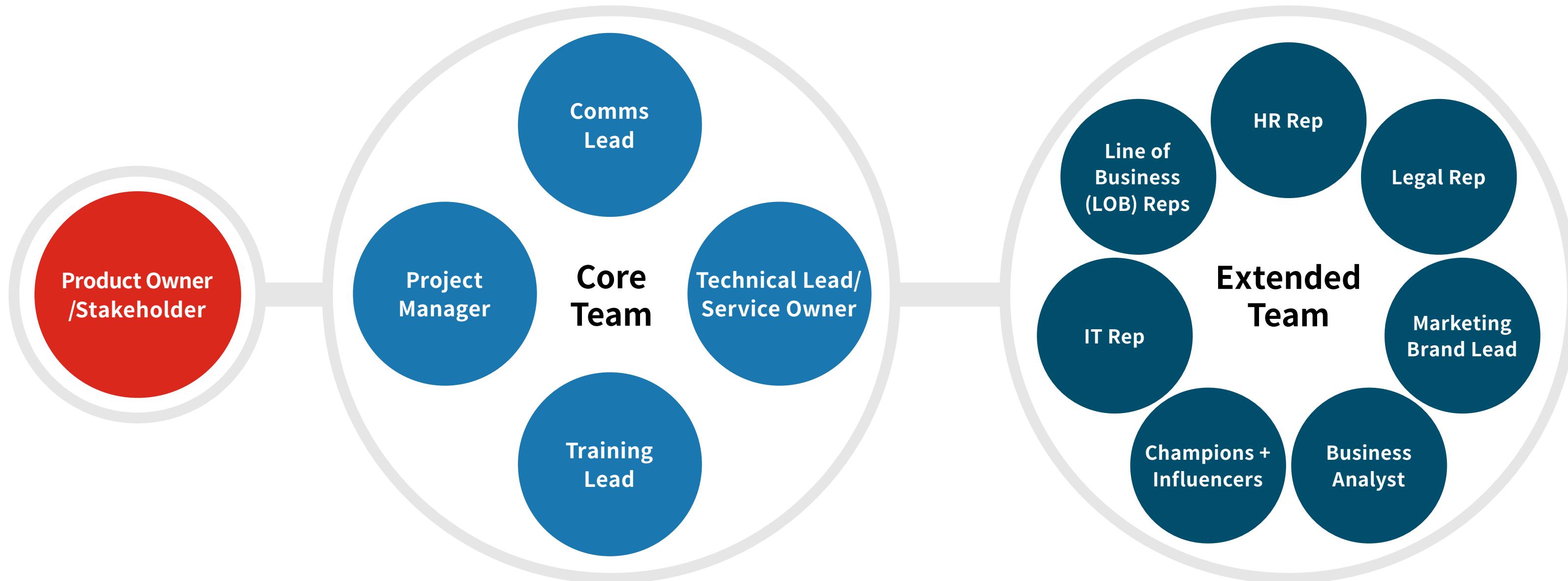
## Tip

**Include the whole team in the kick-off meeting. Timing will depend on the size of the roll-out complexity. We'll guide you through your kick-off meeting later in the eBook.**

AVAYA OneCloud™ CCaaS

# A Typical Project Governance Structure for an Avaya OneCloud CCaaS Deployment

The Product Owner/Stakeholder works with the Avaya Customer Success Manager and oversees the whole project. They engage experts who will help make the roll-out a success. See below for what the project team could look like. If you're a small business the Extended Team may not be necessary, and one person could cover many of the core team roles. Ensure everyone understands their role and how important they are in making the roll-out a success.
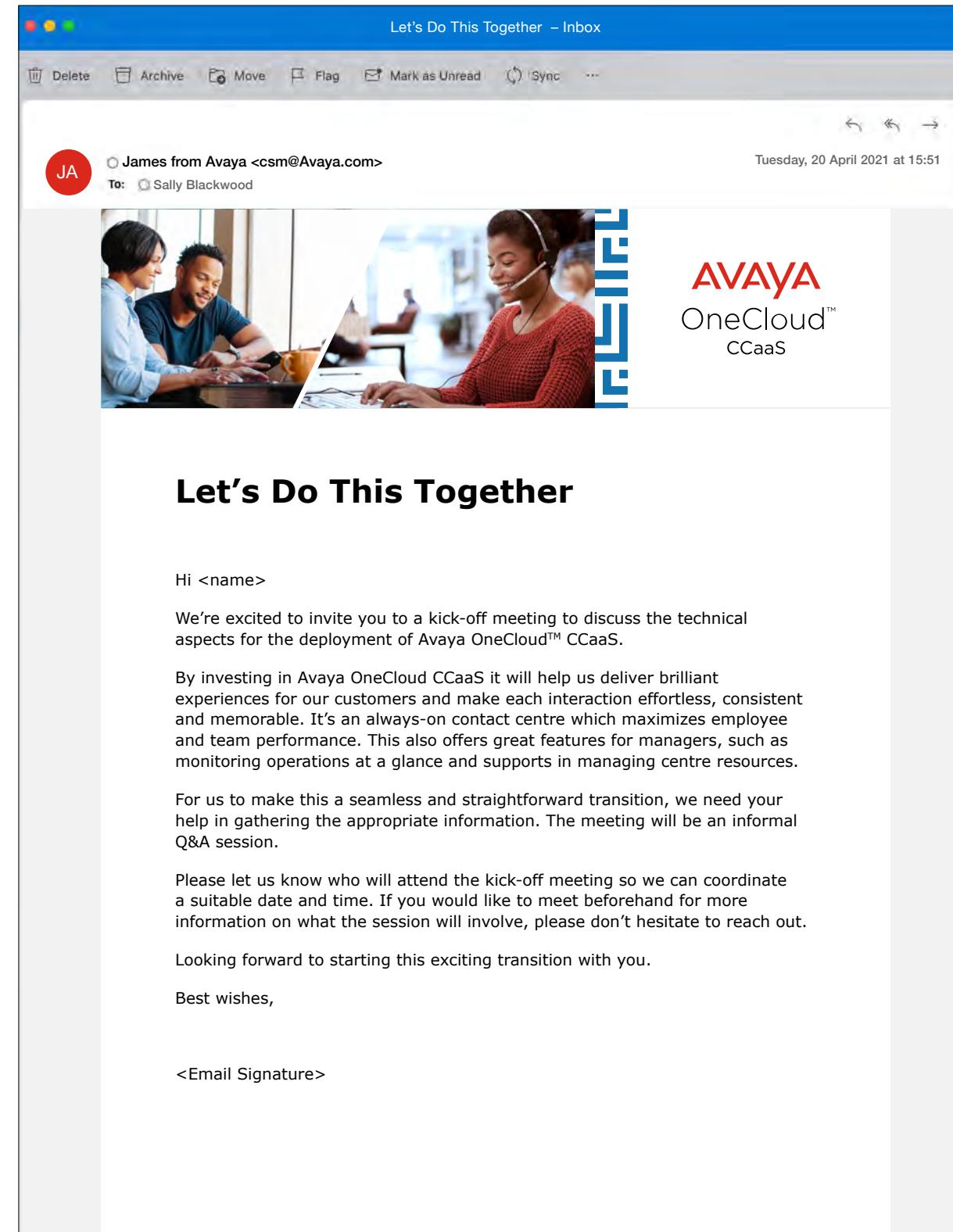
# Planning a Kick-Off Meeting

Kick-off sessions with key stakeholders are a great place to capture the operational, technical, and change process information. Discuss the business challenges their teams face and ideate how the capabilities might be applied to address them. It's a great opportunity to inform your delivery teams no matter what size they are, how to prepare and execute the launch of Avaya OneCloud CCaaS into their business.

It doesn't matter how many people attend your kick-off meeting as long as all the necessary information is gathered for a successful roll-out.

There are six key steps to think about when planning your kick-off meeting:

1. Welcome email
2. Scheduling the kick-off meeting
3. Creating an engaging agenda
4. Sharing preparation documents
5. Defining the team and agreeing on roles and responsibilities
6. Creating the next steps and staying in touch

**Download the emails**



## Tip

**Don't forget to include your Avaya Customer Success Manager and your Avaya Implementation Specialist in the email.**

# The Elements of Success

These elements guide you through your roll-out journey from day one and beyond. Follow each element in the order that works for you to achieve the greatest success no matter what size company you are.

**Leadership**
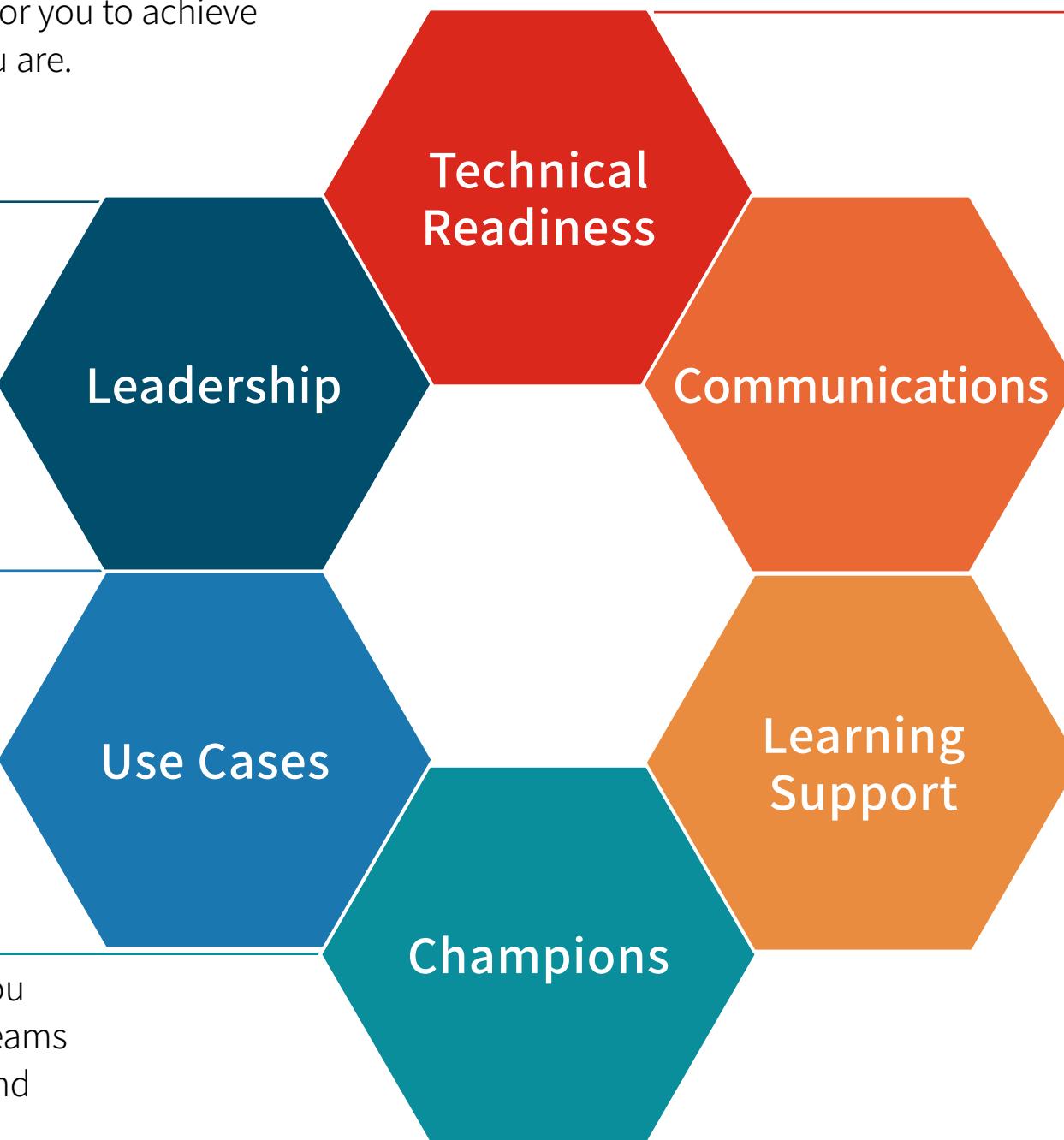
Senior people supporting the effort and leading the way. Make a plan with your senior leaders to get your business started with Avaya OneCloud CCaaS.

**Use Cases**

Understand how your business will use Avaya OneCloud CCaaS and clearly show how everyone will benefit. Sharing relevant stories that answer, 'what's in it for me?' is the best way to get everyone on board.

**Champions**

Recruit enthusiastic people in your business to help you drive your roll-out. Empower them to go out to their teams to showcase the new way to work, lead by example, and share best practices.

**Technical Readiness**

Making sure Avaya OneCloud CCaaS works, first and every time. Ensure you have all the technical resources and information you need for a successful roll-out.

**Communications**

Develop a comms plan to get the news out about the new way of working. Promote its value and show everyone the benefits of Avaya OneCloud CCaaS and how to get started.

**Learning Support**

Get your teams comfortable using Avaya OneCloud CCaaS with tailored support. Think about whether to use scheduled training sessions or self service materials. These include user guides, and how-to videos to get users started.

**Technical Readiness** · **Communications** · **Leadership** · **Use Cases** · **Learning Support** · **Champions**

# Timeline and Milestones

So, you are now ready to plan your timeline and milestones for launching Avaya OneCloud CCaaS.

Your plan needs to include decisions you've made, steps and tasks you and your team have considered when launching to the business.

This plan will help and guide your team so they know what they must do and when.
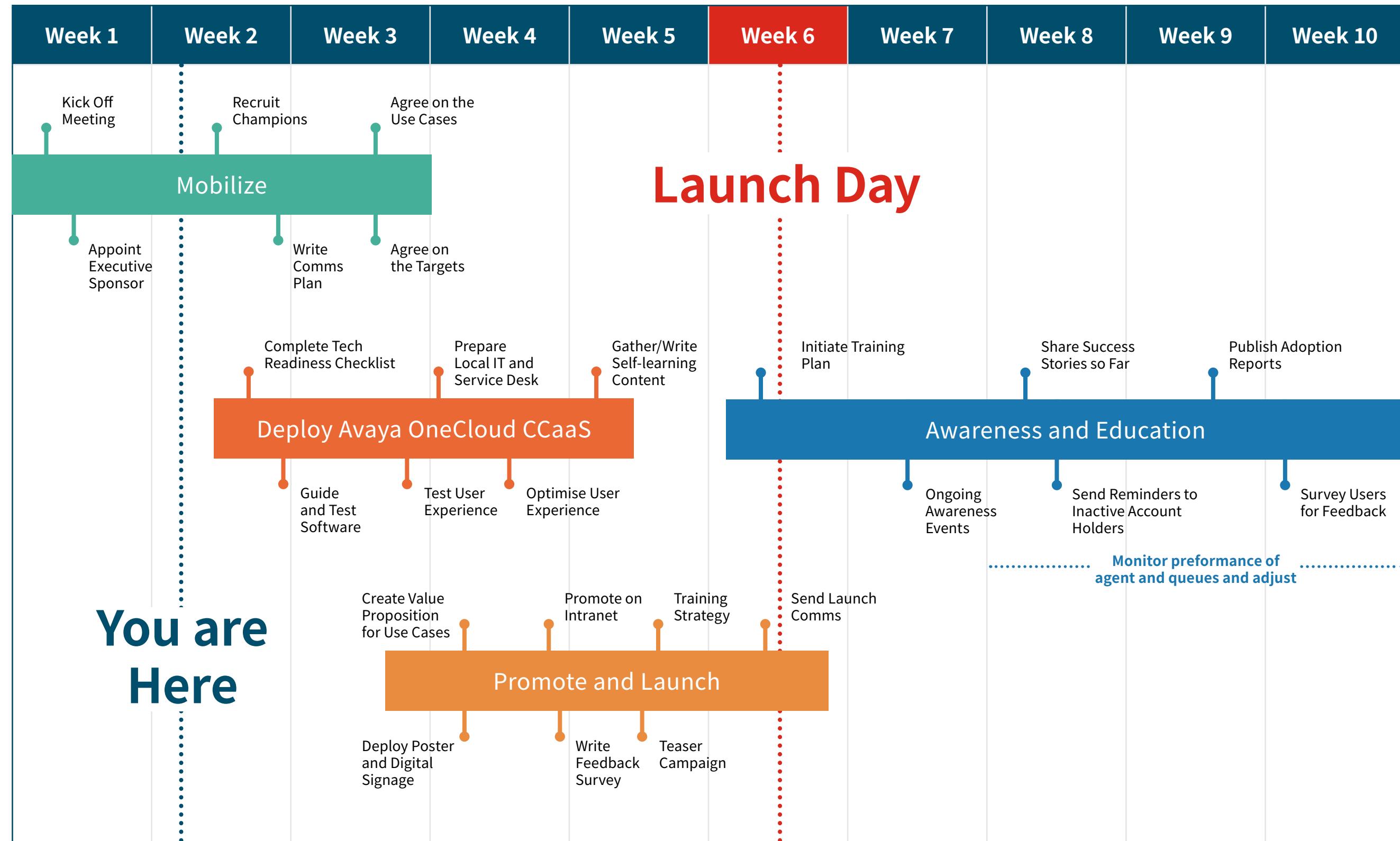
# Roll-out Plan Template

If you are a smaller business, just use what is appropriate from the plan and tailor it to meet your company's roll-out and time-scales. This template can help you think through and give you ideas for when its time to plan your own activities.

Keep in mind that the time-scale of your plan will depend on the size of your company and scale of the roll-out.

Avaya will assist you with CSM and Implementation Specialist support through your journey.

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|

Kick Off Meeting

Recruit Champions

Agree on the Use Cases

**Mobilize**

Appoint Executive Sponsor

Write Comms Plan

Agree on the Targets

**Launch Day**

Complete Tech Readiness Checklist

Prepare Local IT and Service Desk

Gather/Write Self-learning Content

Initiate Training Plan

Share Success Stories so Far

Publish Adoption Reports

**Deploy Avaya OneCloud CCaaS**

**Awareness and Education**

Guide and Test Software

Test User Experience

Optimise User Experience

Ongoing Awareness Events

Send Reminders to Inactive Account Holders

Survey Users for Feedback

*Monitor preformance of agent and queues and adjust*

# You are Here

Create Value Proposition for Use Cases

Promote on Intranet

Training Strategy

Send Launch Comms

**Promote and Launch**

Deploy Poster and Digital Signage

Write Feedback Survey

Teaser Campaign

AVAYA OneCloud™ CCaaS

**INTRODUCTION**   **TRANSITION PLANNING**   **ELEMENTS OF SUCCESS**   **YOUR ORGANIZATION**   13

# Measurement

How will you know your Avaya OneCloud CCaaS roll-out is going well?

It is important to set targets and measures so you can check in on the success of your project regularly. It will also allow you to make changes throughout your journey and demonstrate return on investment at a glance.

So be sure to set some targets and measurements to recognize and celebrate your successes.

**Measure the Success of Your Avaya OneCloud CCaaS Services in Three Areas:**
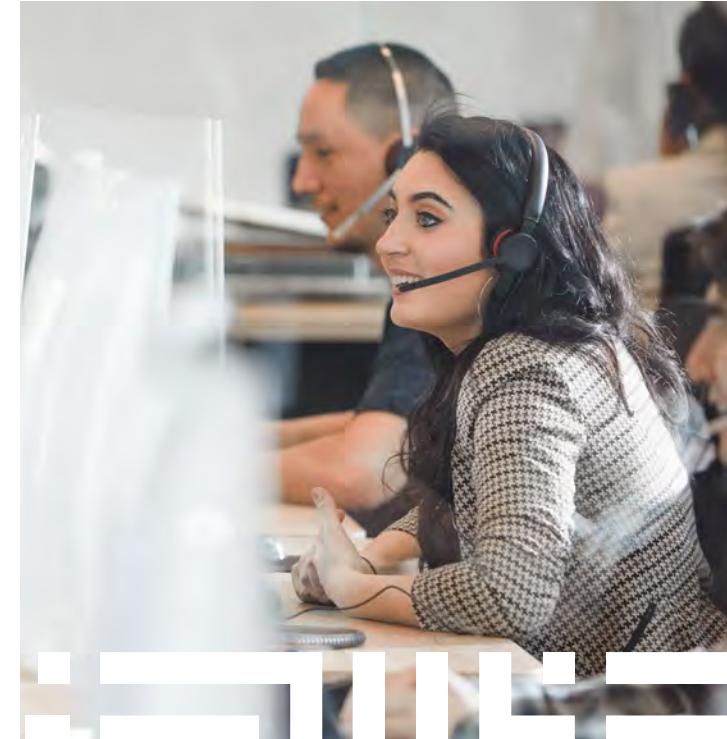


### Usage Analytics

Is Avaya OneCloud CCaaS deployed to everyone?

Are agents productive? Is the quality of their home bandwidth adequate?
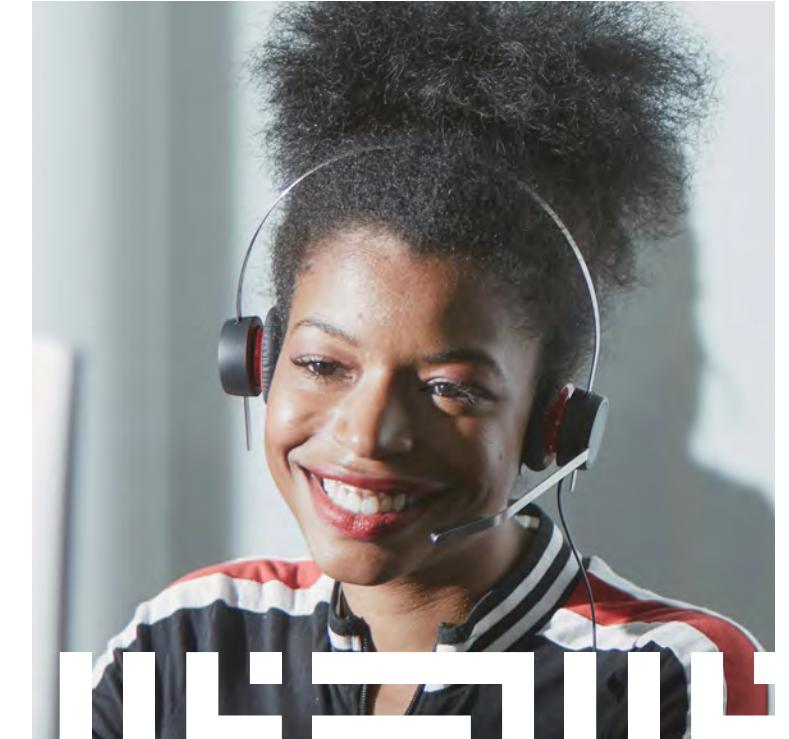
What features are being used?



### Business Performance

How Avaya OneCloud CCaaS is impacting productivity, quality, and cost?

Are customers happy with the new experience?



### Success Stories

Stories of how Avaya OneCloud CCaaS has been used to improve productivity and provide better customer service. Which drives better customer and business outcomes.

# Measurement Example

Here is an example of a measurement template. Use this or create your own to keep track of your targets and measurements.

| Service | | | Numbers of Users: |
|---|---|---|---|
| **Area** | **What to Measure and Targets** | | **How to Measure** |
| **Usage Analytics** | **By Week 8** | Reduction in post call work - 5%<br>Agent productivity + 10%<br>Customer satisfaction + 5% | Call handling rates<br>Reduction in call abandonment<br>Work with comms team to issue customer satisfaction survey to gage NPS score<br>**Points to consider:**<br>Work with HR team to build out employee skills matrix to assess agent skill sets and areas for development |
| | **By Week 12** | Reduction in post call work - 10%<br>Agent productivity + 15%<br>Customer satisfaction + 10% | |
| | **By Week 16** | Reduction in post call work - 15%<br>Agent productivity + 20%<br>Customer satisfaction + 15% | |
| **Business Performance** | **By Week 8** | Improve brand loyalty<br>Agent utilization rate | Customers queries matched to agent skill set<br>Customers adopting the new methods to engage your company. For example Chat or Web forms<br>Analytics report<br>Reviewing real-time feedback<br>**Points to consider:**<br>Work with Learning and Development to expand skill set of agents<br>Work with comms team to build on brand loyalty |
| | **By Week 12** | Improve brand loyalty<br>Agent utilization rate | |
| | **By Week 16** | Improve brand loyalty<br>Agent utilization rate | |
| **Success Stories** | **By Week 8** | 3 stories | Brief project team and champions on importance of capturing stories.<br>Share success stories via internal communications.<br>**Points to consider:**<br>A platform for people to share success stories<br>Keep them focused on the business goals |
| | **By Week 12** | 6 stories | |
| | **By Week 16** | 12 stories | |
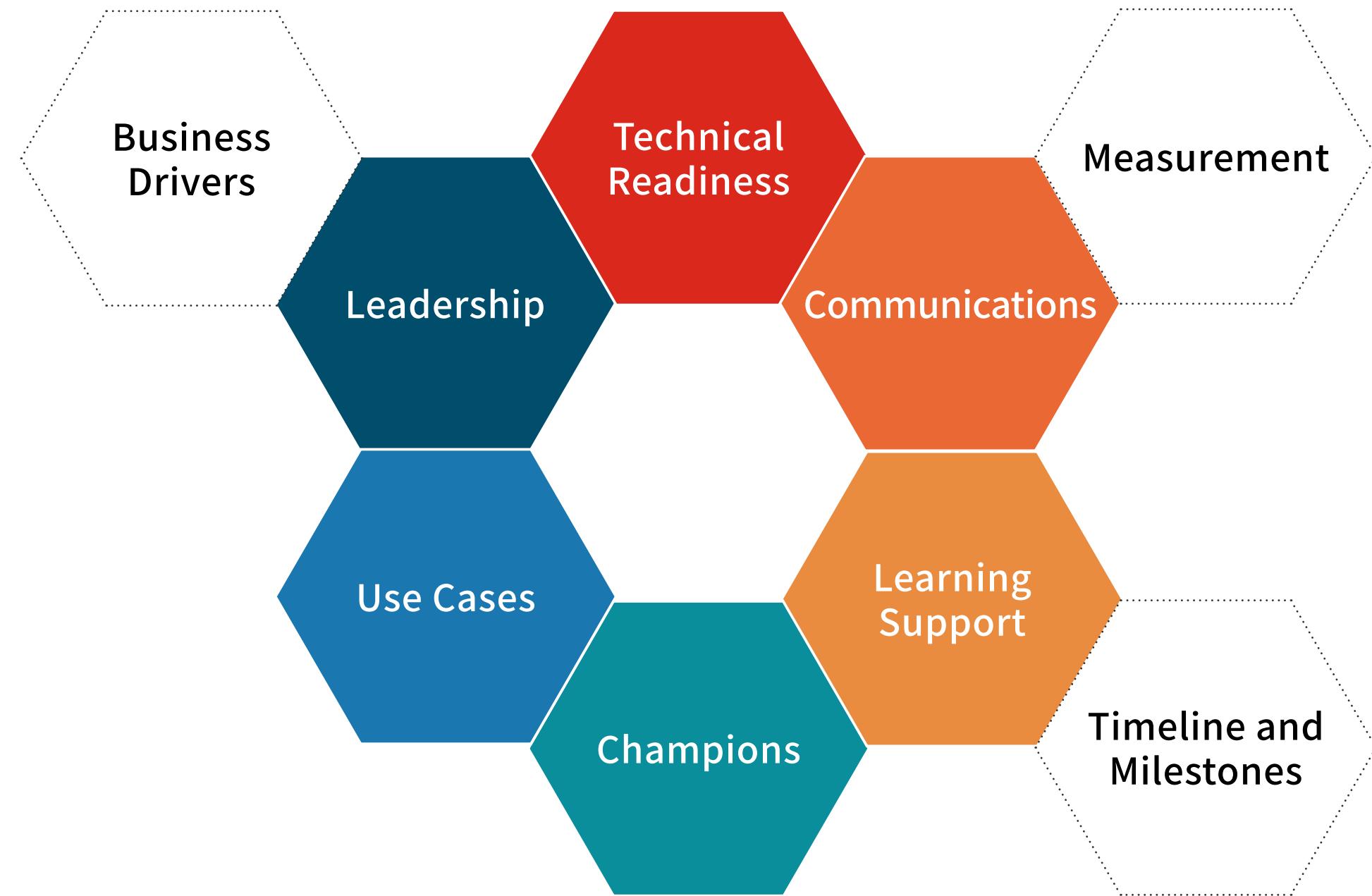
# Measurement Template

Use this to keep track of your own targets and measurements.

| Service | | Numbers of Users: |
|---|---|---|
| **Area** | **What to Measure and Targets** | **How to Measure** |
| **Usage Analytics** | | |
| **Business Performance** | | |
| **Success Stories** | | |

# Bring It All Together

You've agreed your business drivers and you've brought together your winning team. You've created your communications plan, incorporated the Elements of Success and now you've consolidated your measurements. You're almost ready for a successful Avaya OneCloud CCaaS roll-out.

# What's Next?

Now you need to assemble the findings from your transition planning activities and create a report with your recommended actions and delivery plan.

For a rounded and balanced view of the Avaya OneCloud CCaaS roll-out include:

**What Are Your Business Drivers?**

Set out your business drivers, including what success looks like and how you will measure and track the return on investment.

**Are You Supplying User Devices?**

What are your plans for supplying devices? What are the challenges and actions?

**Are You Providing Support for Agents and Managers?**

What are the plans for supporting your agents and managers? What are your challenges and actions?

**What is the Communication Plan?**

How will information be sent to users? What information will be sent and when?

**What Does the Contact Center Population Look Like?**

How are your users divided? Where are they located? What are the numbers and challenges identified with this?

**What Are the Deployment Plans?**

What are the plans for deploying to all agents and supervisors? What are your challenges and actions?

**What Are the Self-Service Learning Content Requirements?**

What content do agents, supervisors and admins need? Who will produce it? Where can it be found?

**What is Your High-Level Transition Plan?**

How will you keep track of the timelines and activities?

**How Will You Enable Remote Working?**

How will you support and assist remote and home working?

**How Will You Enable Working on Mobile Devices?**

If supported, this would be an admin/ supervisor capability. How will you ensure security? How will you support and assist?

# The 6 Elements of Success

# Element of Success: Leadership

To ensure Avaya OneCloud CCaaS success, executive sponsorship is critical in any size business. When the senior leadership team lead from the front and communicate the "why?" behind the investment, employees will follow.

**Benefits of Avaya OneCloud CCaaS to Your Leadership Team**

- Always-on Contact Center
- Scalability of Avaya OneCloud CCaaS
- Shorter more productive customer interactions
- Enable work from anywhere
- Maximize employee and team performance
- Better performance visibility of the contact center
- Automated forecasting and scheduling
- Build customer loyalty with a consistant personalized service

# Tip
**Use the Supervisor Dashboard to make better informed decisions and take the corrective actions in your contact center.**

**Leadership**

Technical Readiness

Communications

Use Cases

Learning Support

Champions

**Begin with a Short Business Case for "Why Avaya OneCloud CCaaS?"**

Draw from your business drivers document and reference key use cases or case studies relevant to your business.

**Get Them Onboard Early**

Help executives become familiar and confident with the platform by coaching and providing support resources specifically for them. Provide simple steps for getting started.

**Encourage Them to Lead by Example**

Encourage them to make the most out of their investment by utilizing all the reporting and monitoring features available. Remind them to reward good Avaya OneCloud CCaaS practice from their teams.

# Email Template to Get Your Leaders Onboard

In your email make sure to highlight the benefits that using Avaya OneCloud CCaaS will bring to the business. Once leaders see the value to them, their teams and their customers they can help you cascade the message and drive maximum benefit in their contact centers.

## Tip

**Don't forget to attach appropriate use case examples to your email.**

### Project Sponsor to Leader

Use this email template or create your own using your business tone of voice.

Subject Line:

The Always-on Contact Center with Avaya OneCloud CCaas

**Download the emails**



The Always-on Contact Centre with Avaya OneCloud CCaas – Inbox

Delete    Archive    Move    Flag    Mark as Unread    Sync    ...

**JA**  James from Avaya <csm@Avaya.com>                    Tuesday, 20 April 2021 at 15:51
To: Sally Blackwood

**AVAYA**
OneCloud™
CCaaS

## The Always-on Contact Center with Avaya OneCloud™ CCaaS

Dear <Insert name>

We have recently invested in Avaya OneCloud CCaaS and are planning to launch it to all employees shortly. But we need your support. As a valued member of the leadership team, you can help make this transition a success.

Avaya OneCloud CCaaS is essential in transforming the way we work with it's modern, easy to use workspace. This brings information, resources and applications to all employees in a single tool. It has real-time and historical insights into digital interactions, operational performance and productivity, which will help us maximize employee and team performance.

I have attached a few examples showing how using Avaya OneCloud CCaaS can help make this happen. Feel free to distribute these examples to your team. It would help if you could promote them within your leadership teams as we'll need their support to help drive agent participation.

If you would like a demonstration on how Avaya OneCloud CCaaS can help you and your team drive a more consistent and personalized service, please let me know. The project team and I would be happy to run through all the features with you.

Over the coming weeks we will be sharing further information about the transition with you but if you have any questions now, please feel free to reach out to the project team.

Let's work together to make this transition a success.

<Email Signature>

AVAYA OneCloud™ CCaaS

# Element of Success: Technical Readiness
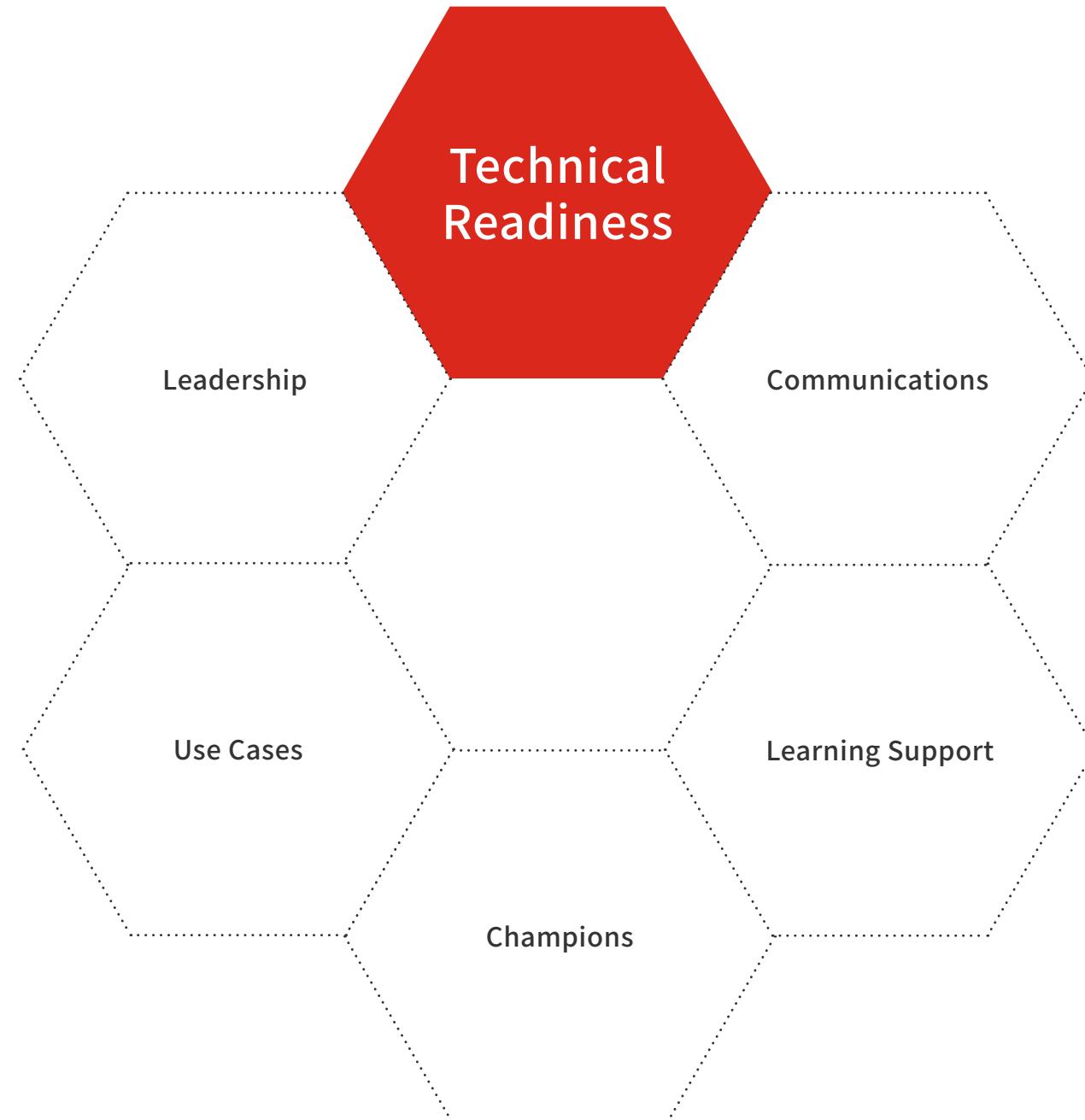
We understand that giving your organization the best Avaya OneCloud CCaaS experience is the desired outcome from all your technical readiness activities.

There are many things that people understand is important when thinking about technical readiness. For instance, how will customers contact us? And how will customers get access to the right agents they need? What business applications need to be integrated? Do my agents have appropriate connectivity for the desired level of service?

However, there's much more to technical readiness than just getting the configuration right.

**Testing and User Experience**

Getting these things right first time will make all the difference to your transition and your users. Having great products is only half of it, the rest is user experience of both your customers and agents. This means thoroughly testing from the point of view of the customer and agent to remove any issues they could face on the way.

**Technical Readiness**

Leadership

Communications

Use Cases

Learning Support

Champions

# Technical Readiness Discovery

There are some specific areas that need to be thought through while starting your Avaya OneCloud CCaaS journey.

Managing your licences will be different if you are a small company compared to a large organization.

Remember to think about setting your Avaya OneCloud CCaaS business preferences. In any size business its always important to discuss and decide if there are any features you'll enable or disable for everyone.

Your IT team or nominated person should have already discussed these questions and more with an Avaya representative. This would have established your organization's technical landscape ready for roll-out. At this point you will need to confirm your teams understanding.

**1. User Communities**

- How many agents are getting Avaya OneCloud CCaaS?

- Where are they based?

- How can we best divide them? By role, region, etc

- Is Avaya OneCloud CCaaS replacing another service?

- Is there a priority on who gets it first?

- What integrations might we benefit from?

**2. User Devices**

- What % of desktop vs laptop machines are there? Are they PC or Mac?

- How many USB headsets/hands-free have been issued? Do we have enough?

- Can we purchase the required devices and send directly to users?

- Do any devices need updating?  If so how many?

- Is video to be used? If so, do we need to provide USB cameras? Provide backgrounds?

**3. Deploying CCaaS**

- Is a single sign-on service currently being used? Will users authenticate using SSO?

- Are there security implications for logging into Avaya OneCloud CCaaS? E.g. password  complexity or firewall settings?

# Avaya OneCloud CCaaS Administrator Guidance

Are you the administrator for the implementation of Avaya OneCloud CCaaS in your company?

Yes? Well, we've got you covered.

We have a training course you can access which will take you through all the important steps you need. It will get you comfortable and familiar with your self service administration of Avaya OneCloud CCaaS.

Just **click here** to get started.

# Element of Success: Use Cases

Use cases help you to reveal opportunities for solving your employee, customer and business needs.

Defining use cases will help you identify areas where Avaya OneCloud CCaaS can have maximum impact on your business. They are also useful as they will provide opportunity for the wider business to understand the change.
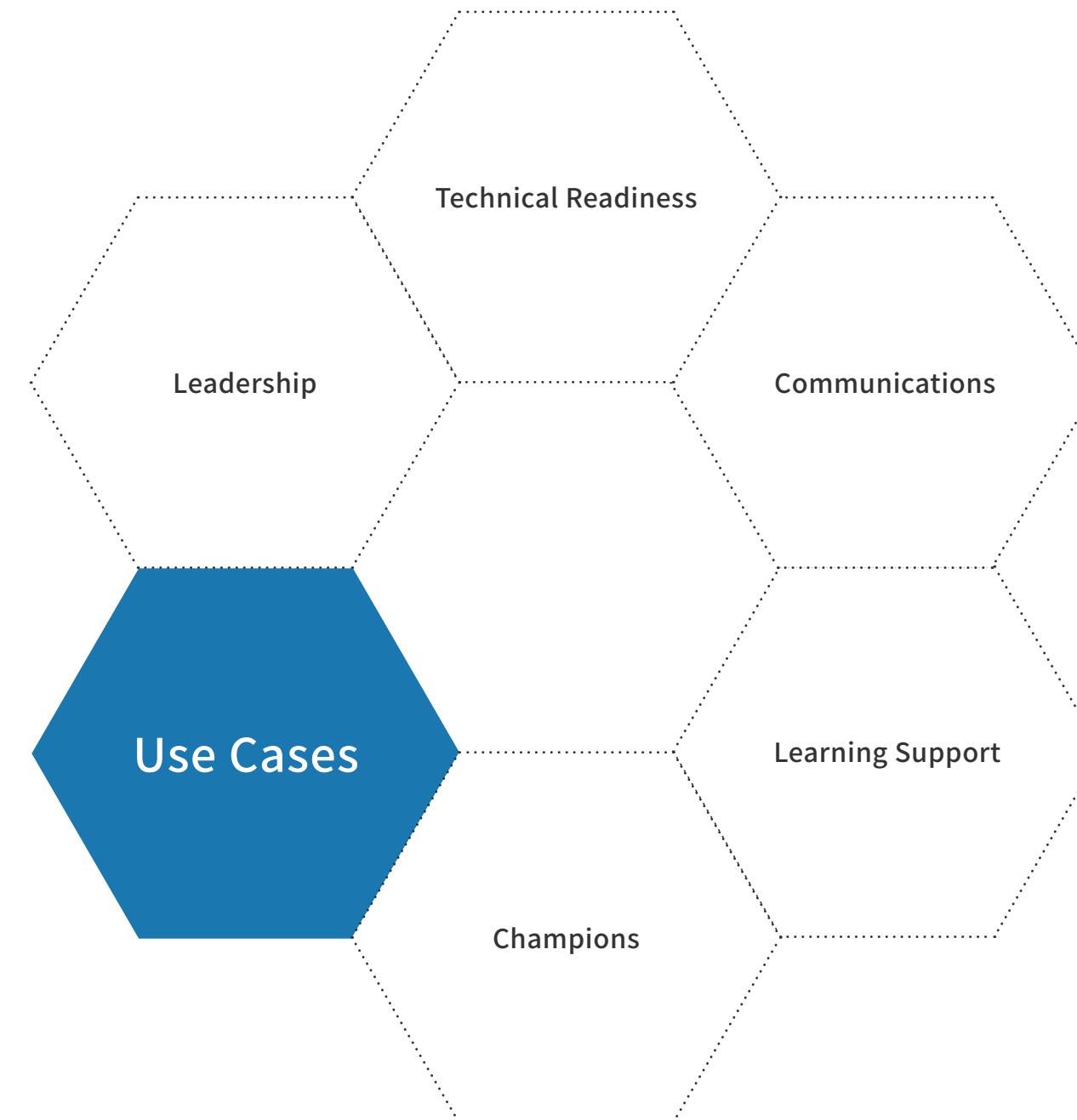
Any size business will find it helpful to think about and create use cases before launch.

Sometimes use cases are forgotten or left until later. Thinking about these early on with your team can bring bigger successes to your overall goal.

**What Can a Use Case Do?**

A use case will help you focus on solutions and show users how Avaya OneCloud CCaaS will help. The opportunities will come from the people who will be using it on a daily basis.

Identifying key use cases early and constantly reviewing throughout your transition will keep you on track and delivering success.

Technical Readiness

Leadership

Communications

Use Cases

Learning Support

Champions

# Use Case Development

Interact with your leaders and managers to understand what workflows, processes, reporting and forecasting could be improved.

Bring in key people to learn what use cases reflect their needs.

Spend time with people in small groups perhaps from different departments, who represent key roles and invite them to take part.

Write your own use cases or check out ours. **examples here**

**Don't Forget to Ask Them:**

1. Where are the pain points?

2. What is taking too long?

3. Where is quality suffering?

4. What is costing too much?

# Tip

**When creating use cases make sure they have a clear purpose and solve a specific problem for users.**

# Element of Success: Communications

Great communication is key for successful transition for any business. Without it, people won't understand why you are introducing Avaya OneCloud CCaaS. Having a clear communication plan before, during, and after launch is essential.

Remember, great communications are effective when a combination of different mediums are used. For example, a combination of announcements from leaders, success stories on your intranet, impactful videos, and guides to support your people through their journey.

Communication plans aren't just for large global companies, they are useful for any size business. Think about your Avaya OneCloud CCaaS message and the value statement you want your colleagues to hear and include this throughout the communications you send.

Technical Readiness

Leadership

**Communications**

Use Cases

Learning Support

Champions

**Communicate in Different Ways!**

- Posters, email, blogs, intranet and more

- Mix it up a little with a combination of announcements from leaders, impactful videos, success stories, and guides

- Attend calls, meetings and events, like on-boarding and team meetings

- Get your champions involved with on-site announcements and events
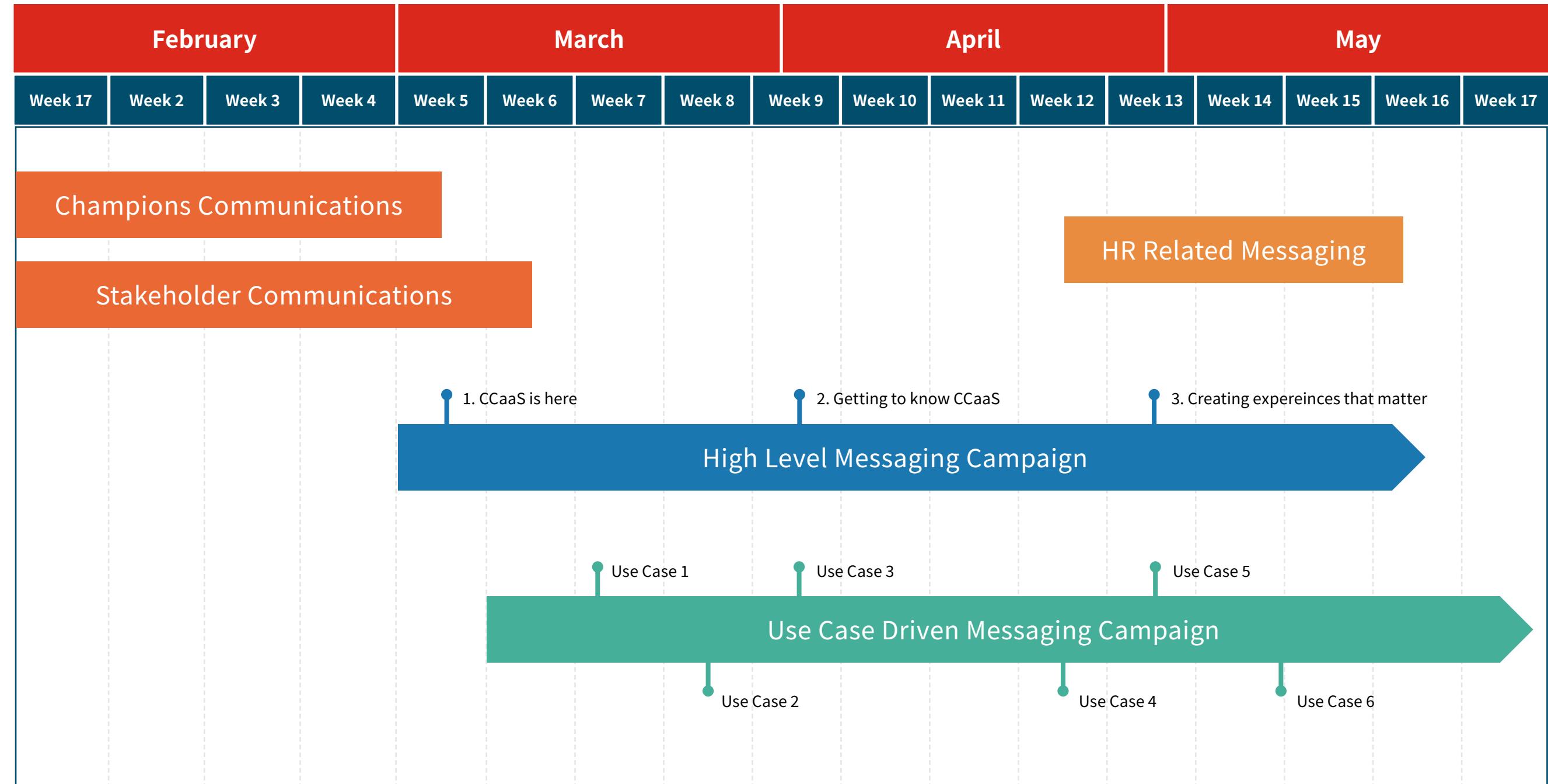
# Tip
**Including your success stories in your communication plan and share with center managers, supervisiors and users.**

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# Simple Communications Plan for a Large Business

Here is an example communications plan for a large business. Add detailed messages to tailor what you want to deliver.
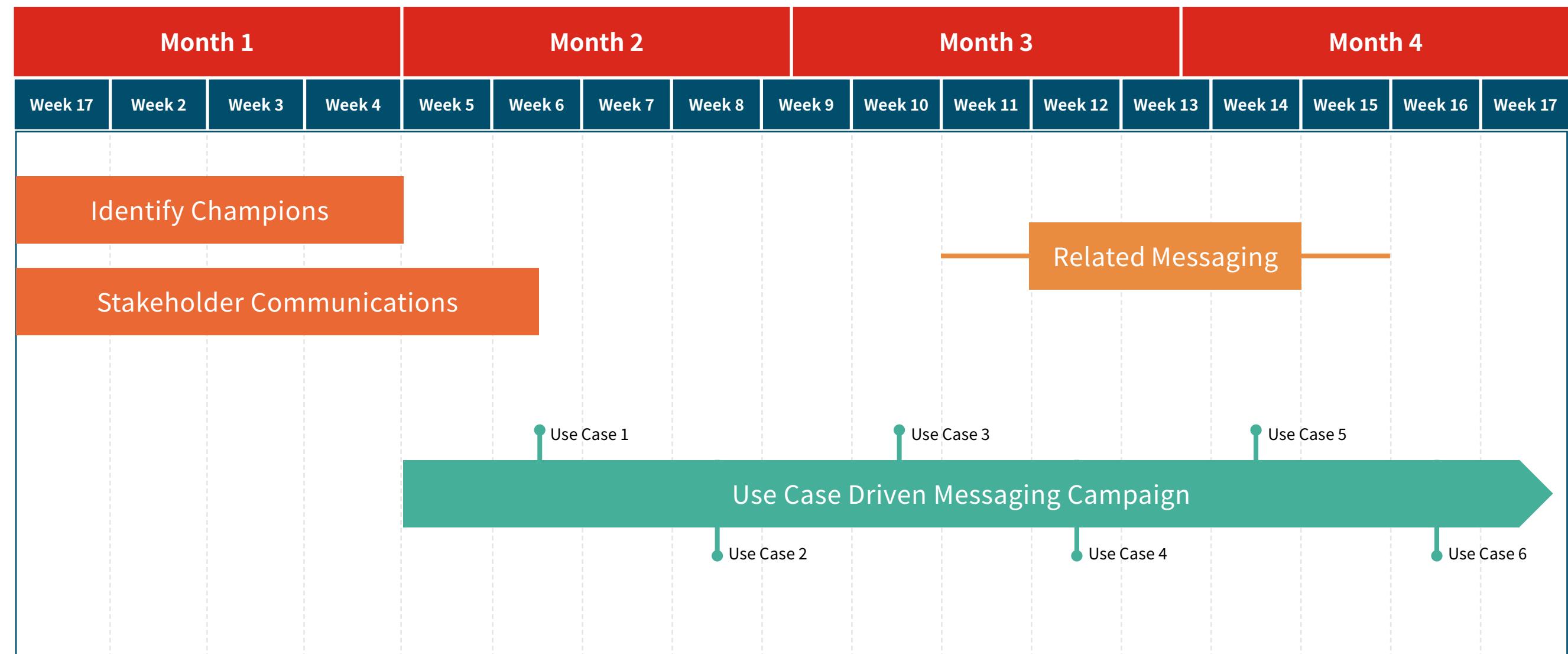
Capture the key themes of each communication along with the dates they need to go out.

| February | | | | March | | | | April | | | | May | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week 17 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 | Week 16 | Week 17 |

Champions Communications

Stakeholder Communications

HR Related Messaging

1. CCaaS is here
2. Getting to know CCaaS
3. Creating expereinces that matter

High Level Messaging Campaign

Use Case 1
Use Case 3
Use Case 5

Use Case Driven Messaging Campaign

Use Case 2
Use Case 4
Use Case 6

AVAYA OneCloud™ CCaaS

# Simple Communications Plan for a Small Business

Here is an example communications plan for a small business.

Don't forget to share your Use Cases every second week to educate and inspire your users.

| Month 1 | | | | Month 2 | | | | | Month 3 | | | | Month 4 | | | |
|---------|---|---|---|---------|---|---|---|---|---------|---|---|---|---------|---|---|---|
| Week 17 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 | Week 16 | Week 17 |

Identify Champions

Stakeholder Communications

Related Messaging

Use Case 1    Use Case 3    Use Case 5

Use Case Driven Messaging Campaign

Use Case 2    Use Case 4    Use Case 6

AVAYA OneCloud™ CCaaS

# Element of Success: Champions

A champions network is the key to success, you can't do it all alone. Even in a small business, having a single champion can make all the difference. Champions will not only be your early enthusiasts but also invaluable critics. They will also be your most effective communication channel to the wider business.

To achieve success, it's crucial to identify these people early on. It's important they have early access to training so that they can support the wider team.

Identifying champions may seem like an easy task. But selecting the right person or team of people will make a big difference to your transition efforts. If you are a large company, have a good spread of champions across your organization, from a variety of roles and departments.

Technical Readiness

Leadership

Communications

Use Cases

Learning Support

**Champions**

## Here Are Some Tips for You and Your Champions:

- Host regular in-person and virtual meet-ups, to discuss the roll-out, to identify any issues and sentiment around Avaya OneCloud CCaaS

- Ensure your champions have a place to connect with each other and yourself, so they always feel supported

- Share great success stories with your champions, so they can use these to encourage others

- Always find a way to reward your champions for a job well done

# Tip
**Your champions can be those who naturally connect with people and have an appetite to develop and extend their skills.**

# Element of Success: Learning Support

It's now time to get your colleagues familiar and comfortable using Avaya OneCloud CCaaS, so they can enjoy a better way of working and more successful customer contacts.

There are several ways to support people and give them confidence. These can range from scheduled training sessions, distributing user guides or highlighting a quick how-to video.

You'll need to decide who will run the training sessions and who will create the guides. It doesn't matter if it's one person or a team of people, just remember to allocate enough time to prepare and create everything you need. Alternatively, just take what you need from **here**.

Don't forget to think about who users should contact if they have any questions or issues. For smaller companies this could be one person or even a champion.

Technical Readiness

Leadership

Communications

Use Cases

Learning Support

Champions

**Successful Training Sessions**

Don't forget the best training focuses on how you can improve the way people work . Offering consistent, personalized and memorable experiences to customers can increase their loyalty to your brand.

Training needs:

- Simple objectives that colleagues care about
- Clear solutions to meet objectives
- Actions colleagues can take during and after the training
- Trainers who are a role model, emulating company values

# Tip

**Adopt a continuous learning culture in your business, help every employee become a superstar.**

# Agent and Supervisor Resources

Ensure everything your agent and supervisors need will be right at their fingertips.

Think about your communications plan and how these can work together to give the agents what they need when they need it.

Don't forget to let your agents know where they can get further support if needed. You could create a place for people to ask questions, give them a number to call or have your champions as the dedicated team to help.

Too much to do?

We've got you covered!

Read on to find Quick Start Guides, Use Cases, Videos, and more to share with your users.



AVAYA OneCloud™ CCaaS

INTRODUCTION    TRANSITION PLANNING    **ELEMENTS OF SUCCESS**    YOUR ORGANIZATION    32

# Your Organization

- [Administrator](#)

- [Contact Center Managers and Supervisors](#)

- [Agent](#)

# Your Organization

Now you're ready to launch Avaya OneCloud CCaaS to your people. Use the assets in this section to get your leaders on board, create awareness and get everyone excited about the launch.

Don't leave anyone behind!

Everything you need for a successful launch is right here.

## Tip

**Don't forget you can customize these assets if you want to put your stamp on them and make them appropriate for your company.**

# Administrator

# Avaya OneCloud CCaaS Implementation Guidance

Are you responsible for implementing Avaya OneCloud CCaaS within your company?
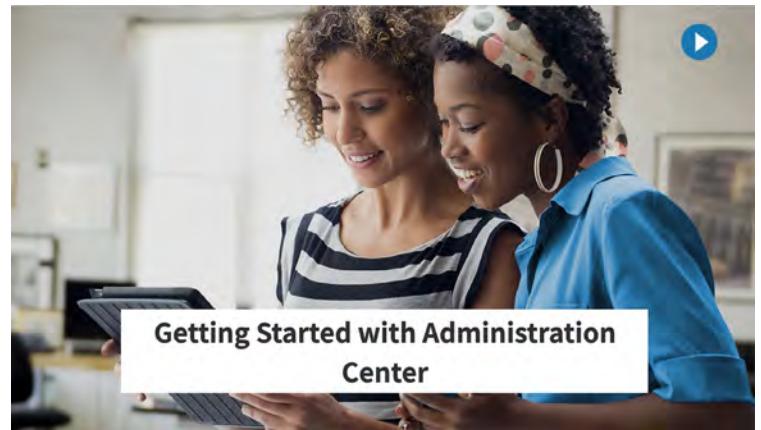
Yes? Then this has been created just for you!

Here is a selection of helpful links to get you started with your Avaya OneCloud CCaaS set up and more. Check out the handy content list on the right-hand side and the related links on the left of each page to find more useful guides and videos.

## Application Center Overview

The core administration services of the Avaya OneCloud™ CCaaS solution are available to configure in **Application Center**. There you can manage every aspect of your contact center.

Take a look at this **short video**, getting started with administration Center.


Getting Started with Administration Center

Administration Center **initial administration** e.g. logging into application center for the first time.
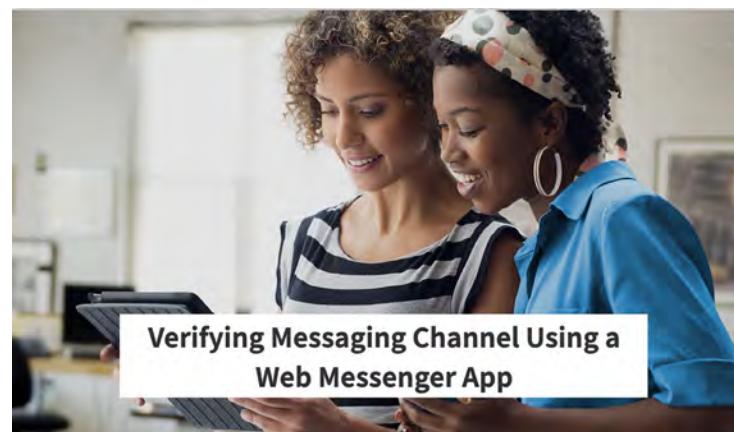
## Account Management and Contact Channels

### Managing accounts

### Avaya OneCloud™ CCaaS supports

Chat, Email, Messaging and Voice channels.

Here are some **short video's** that will give you more information on setting up Messaging, chat and emails channels. Voice channel is coming soon!


Verifying Messaging Channel Using a Web Messenger App

## Analytics

See here for an overview of what **Avaya OneCloud CCaaS Analytics** can show.

## Extra Help

If you are an authorized Avaya Partner or a current Avaya customer with a support contract, you can access the **Knowledge Base** without extra cost. You must have a login account and a valid Sold-To number.

# Did You Know?

There is a training course you can access which will take you through all the important steps you need. It will get you comfortable and familiar with your self-service administration of Avaya OneCloud CCaaS.

Just **click here** to get started.

# Email Template to Get Your Leaders Onboard

In your email make sure to highlight the benefits that using Avaya OneCloud CCaaS will bring to the business. Once leaders see the value to them, their teams and their customers they can help you cascade the message and drive maximum benefit in their contact centers.

## Tip

**Don't forget to attach appropriate use case examples to your email.**

## Project Sponsor to Leader

Use this email template or create your own using your business tone of voice.

Subject Line:

The Always-on Contact Center with Avaya OneCloud CCaas

The Always-on Contact Centre with Avaya OneCloud CCaas – Inbox

Delete   Archive   Move   Flag   Mark as Unread   Sync   ...

**JA**   James from Avaya <csm@Avaya.com>                    Tuesday, 20 April 2021 at 15:51
To:   Sally Blackwood

**AVAYA OneCloud™ CCaaS**

### The Always-on Contact Center with Avaya OneCloud™ CCaaS

Dear <Insert name>

We have recently invested in Avaya OneCloud CCaaS and are planning to launch it to all employees shortly. But we need your support. As a valued member of the leadership team, you can help make this transition a success.

Avaya OneCloud CCaaS is essential in transforming the way we work with it's modern, easy to use workspace. This brings information, resources and applications to all employees in a single tool. It has real-time and historical insights into digital interactions, operational performance and productivity, which will help us maximize employee and team performance.

I have attached a few examples showing how using Avaya OneCloud CCaaS can help make this happen. Feel free to distribute these examples to your team. It would help if you could promote them within your leadership teams as we'll need their support to help drive agent participation.

If you would like a demonstration on how Avaya OneCloud CCaaS can help you and your team drive a more consistent and personalized service, please let me know. The project team and I would be happy to run through all the features with you.

Over the coming weeks we will be sharing further information about the transition with you but if you have any questions now, please feel free to reach out to the project team.

Let's work together to make this transition a success.

<Email Signature>

# Digital Banners

If you use digital signage in your organization, use these banners to help promote the launch of Avaya OneCloud CCaaS to everyone.

Need a different size?
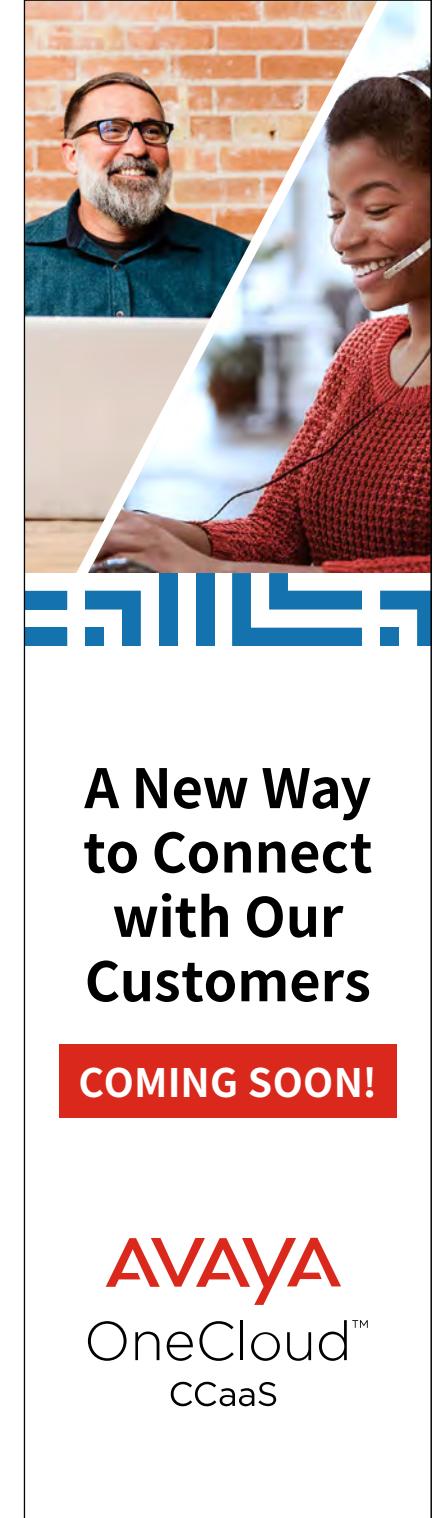
**Download our customizable artwork here**



**A New Way to Connect with Our Customers**

COMING SOON!

AVAYA OneCloud™
CCaaS

**Download the PNG**



**A New Way to Connect with Our Customers**

COMING SOON!

AVAYA OneCloud™
CCaaS

**Download the PNG**



**A New Way to Connect with Our Customers**

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**Download the PNG**

# Use Cases

We've created some inspiring use cases for you to share with your center managers, supervisiors and agents. Or you can create your own.

Remember to spread the word whenever you can.

## Keep Your Finger on the Pulse with Avaya OneCloud™ CCaaS

In the hybrid world we are now in, many of your team need to be set up as remote workers. You're conscious that your customers still need a personalized experience with the right person no matter where your agents are located. You also need to have visibility of real-time reports to give you an accurate picture of what's happening in your contact center at all times.

**Avaya OneCloud CCaaS Has Your Back!**

Customizable features in Avaya OneCloud CCaaS can be enabled so remote users can be activated. With your Supervisor dashboard, you can see at a glance the performance of your team no matter where they are. Enabling you to hire the best people and manage your team regardless of location.

Keeping your agents skill set updated, your customers will always speak to the right agent wherever they are in the world.

The customizable AUX codes, provides you visibility of where your agents time is spent away from customer interactions. Your supervisor dashboard will always give you a real-time snapshot of your contact center availability and performance.

**Tip**

Save time and upload multiple agents to Avaya OneCloud CCaaS in one easy step

**Download the pdf**

## Effortless Customer Experience with Avaya OneCloud™ CCaaS

Your customers want to contact you in many different ways and at any time of day. You need to ensure you have the right agent coverage across voice, chat, web and email so the customers will be fully supported no matter how or when they get in touch. How do you keep a reliable, effortless, and consistent service your customers will want to use?

**Enter Avaya OneCloud CCaaS**

Using Avaya OneCloud CCaaS will enable your customers to contact you using chat, web forms, emails, and of course voice at any time of day.

Through the historic reporting you will have a clear idea of when your peak hours are. This allows you to have agents dedicated to digital channels or voice interactions. You can also use skills based routing, to ensure you have the right number of agents needed to answer your customer queries at the right time.

Enabling the Csat add-on will provide a clear understanding on how your customers are feeling after each interaction with your agents, so you can ensure they are receiving the best care possible.

**Tip**

Add 3rd party add-ons to provide insights from different applications and systems into a single pane of glass.

**Download the pdf**

## Managing Your Contact Center with Avaya OneCloud™ CCaaS

Your agents have enhanced their skill set and you need to make sure they are interacting with the right customers. You also need to make the best use out of every agent's time. It is a priority of yours to ensure customers queries are answered in the first instance, consistently and in a timely manner.

**Avaya OneCloud CCaaS is Here to Help**

When your agents have mastered a new skill, you can update their profile to reflect this in just a couple of clicks. This will ensure the right customer is dealt with by the right agent, every time.

With real-time reporting, you can move agents effortlessly to where they are needed. For example, if you have too many customers in a queue, move the right agents to help with that peak load.

There will be times where you might have customers waiting in a queue, enable Call Back Assist (CBA) so customers don't have to wait. They will receive a call back when an agent becomes available.

**Tip**

Create your own customized report template, so you see everything you need at a glance.

**Download the pdf**

## Adding to Your Contact Center with Avaya OneCloud™ CCaaS

You need a contact centre solution that can be customized and tailored to your needs. You require a solution that's flexible and fits your business.

**Avaya OneCloud CCaaS has the Answer**

Avaya OneCloud CCaaS has add-on services and third-party solutions that can be added into your bundle at an additional cost, to give you more flexibility. Avaya professional Services (APS) is available to configure these services for you.

Here's some you may find useful

- **Custom Reports**
Avaya offers custom reports to cater for all your contact centre needs.

- **Workforce Management (WFM)**
Ensures the right agents with the right skills are staffed at the right time. It collects metrics to analyse trends and formulates plans to further the operational goal of your contact centre.

- **Dual-Tone Multi-Frequency (DTMF) IVR**
Is the classic IVR experience, where customers interact using their keypads. It also includes TTS (text-to-speech) services and much more.

- **Recording Archive and Transfer**
Call recordings and screen captures are stored for up to 90 days. The file transfer process creates a new directory where they are stored.

- **Surveys**
Capture feedback about your products and services with the customer satisfaction (CSAT) survey tool. Analyse the data with its custom reports.

- **Avaya Conversational Intelligence (ACI)**
Provides call recording transcription services, producing accurate word-for-word conversation of both live and recorded calls. It can process millions of concurrent conversations delivering real-time results, in a secure, reliable and cost-effective way.

**Tip**

For information about add-ons and third-party solutions contact your Avaya CSM.

**Download the pdf**

## Bringing Your Coaching Sessions to Life with Avaya OneCloud™ CCaaS

An agent is finding it difficult to talk to certain customers with specific queries, and you want to spend time coaching them through this. It's important for you to provide real examples of what you've heard to help your agent identify their development areas and be more confident with assisting these customers.

**Avaya OneCloud CCaaS, Helping You Coach Your Team**

You've used the historic reports to check when the best time is to schedule in your coaching session. This will ensure you'll have a quiet period, so you have time to focus on your agent.

Using the playback feature, you have filtered the call recordings for that agent and downloaded the relevant examples you need. You can play the recordings during your coaching session, to identify and agree key learning points so you are both on the same page.

**Tip**

Speak to your Avaya CSM if you would like to discuss additional call recording options.

**Download the pdf**

## Make Better Informed Decisions with Avaya OneCloud™ CCaaS

You need to keep on top of your contact centres productivity, and make sure everything is running smoothly. You need to make sure the right number of agents are assigned to where the work is, and customer queries are being dealt with successfully.

**Real-time Reporting with Avaya OneCloud CCaaS**

Switch your agents to where the action is. With just a glance at the supervisor dashboard you can easily see if your agents are where they need to be.

With real-time reporting you are alerted if a marked threshold has been exceeded, so you can always stay on top and take corrective action when needed.

Keep an eye on your agent's needs. Real-time reporting can also help identify when agents may need some assistance. For example, if they have been on 'after call work' for a while, or perhaps have the customer on hold.

**Tip**

Avaya OneCloud CCaaS always has the latest reports. Customize your report template to only see what's important to you.

**Download the pdf**

## Supporting Your Agents with Avaya OneCloud™ CCaaS

Make sure your agents are providing memorable experiences for your customers for the right reasons. Providing real-time assistance is important to ensure the customer get the experience they expect with every interaction. It is essential that the customer knows they are in safe hands when they interact with your organization.

**Avaya OneCloud CCaaS Can Help You Be There**

Avaya OneCloud CCaaS enables you to listen to live calls so you are right there with your agent when they need you. Using the barge-in feature you can take over the interaction, offering support to your agents and a seamless experience for customers.

Discuss the importance of protecting the customers confidential information with your agents. Show them how they can mask the call recording when sensitive data is being shared, giving the customer an extra level of security when speaking with your organization.

**Tip**

With Avaya Conversational Intelligence (ACI), your agents will receive live prompts, ensuring the best possible experience every time. Find out more from your Avaya CSM.

**Download the pdf**

## Your Contact Center is Covered with Avaya OneCloud™ CCaaS

You need to make sure your contact center is covered at all times and able to meet the demands of your customers. Being able to predict your customer needs versus your agents' skills and availability is paramount for a smooth-running contact center. You need to keep the leadership team updated with all the latest figures at regular intervals.

**Avaya OneCloud CCaaS Can Help You Plan Ahead**

With Avaya OneCloud CCaaS WorkForce Management Tool, you can predict peak times for your contact centre. So you can be confident you have the resources to cover all demands, every day.

Knowing where and when your peak times are, allows you to develop specific agent skills so demand is always met.

Keep your leadership team in the loop by building a customized report which can be automatically sent to them on a regular basis.

**Tip**

Don't forget to update your agent's skills in Avaya OneCloud CCaaS, so they are able to support additional queues during busy periods.

**Download the pdf**

# Contact Center Managers and Supervisors

# Share These with Your Contact Center Managers or Supervisors

## Getting Started

**Logging in to the supervisor reporting dashboard**

Use this to access the supervisor reporting dashboard. The supervisor reporting dashboard is available for supervisors that also have the reporting role assigned.

## Dashboards

**A dashboard** is a collection of one or more real-time data views for supervisors.

**Supervisor reporting** dashboard icons.

## Real Time Reporting

The supervisor reporting dashboard provides **real-time reporting** capabilities. Users can view real-time reporting dashboards to monitor up-to-date statistics for your contact center and resources.

## Interactions

**Transferring an interaction** to a user.

## Did You Know?

**Coming Soon!**

There will be a training course you can access which will take you through all the important steps you need.

# Coming Soon Email

## When to Use
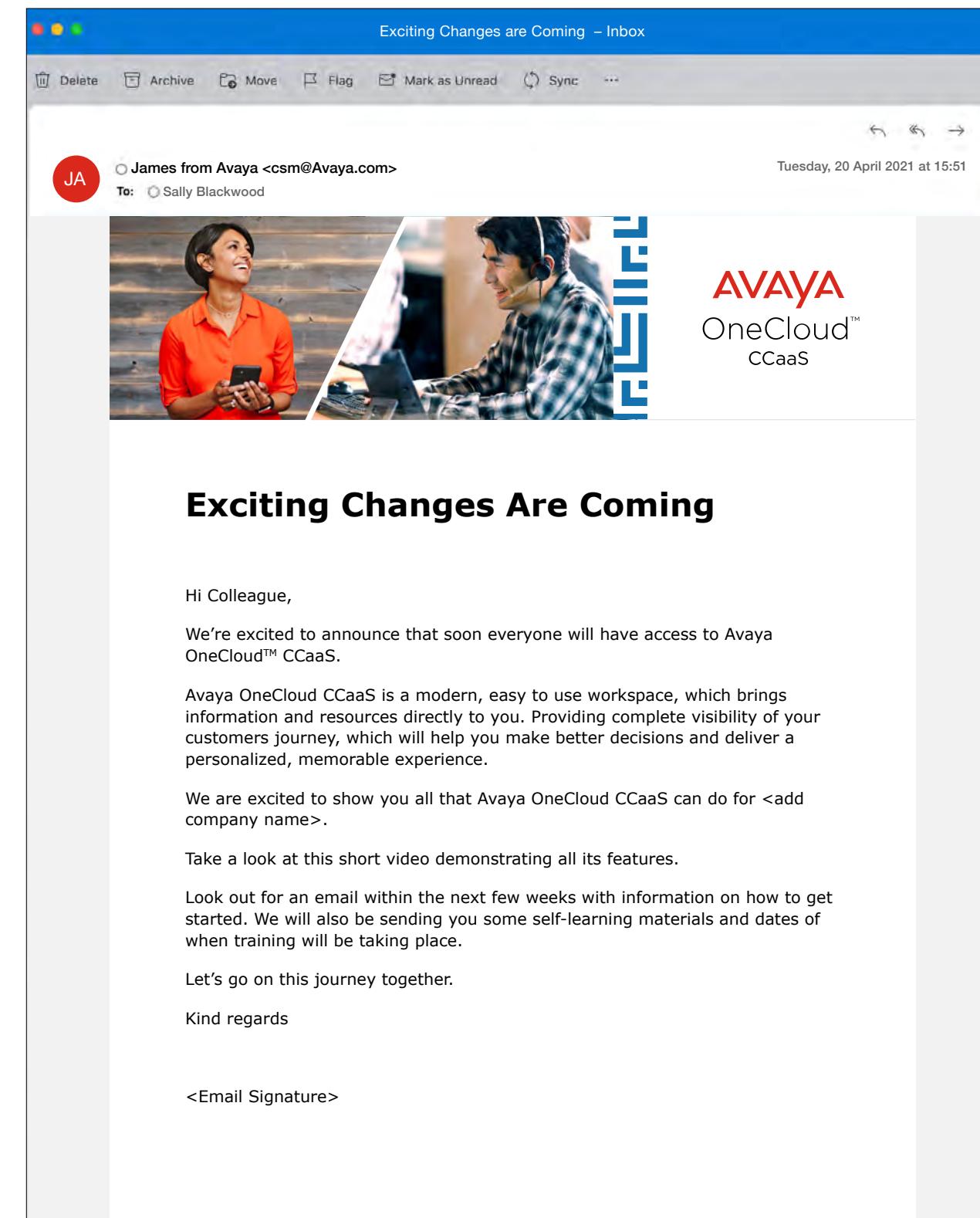
It's now time to tell the business what Avaya OneCloud CCaaS is, why we'll be using it, and when it will be available. Don't forget to answer the 'What's in it for me?' with your high-level value proposition in the email.

## Things to Think About

- What should the subject line be?

- What is Avaya OneCloud CCaaS?

- Why Avaya OneCloud CCaaS?

- When will it be available?

- Who should send the email?

- How will questions be answered and by whom?

- What should the return address be?

# Tip

**Don't forget to conduct a test run before sending the email.**

**Download the emails**



Exciting Changes are Coming – Inbox

Delete    Archive    Move    Flag    Mark as Unread    Sync    ...

JA    James from Avaya <csm@Avaya.com>        Tuesday, 20 April 2021 at 15:51
To:  Sally Blackwood

AVAYA
OneCloud™
CCaaS

## Exciting Changes Are Coming

Hi Colleague,

We're excited to announce that soon everyone will have access to Avaya OneCloud™ CCaaS.

Avaya OneCloud CCaaS is a modern, easy to use workspace, which brings information and resources directly to you. Providing complete visibility of your customers journey, which will help you make better decisions and deliver a personalized, memorable experience.

We are excited to show you all that Avaya OneCloud CCaaS can do for <add company name>.

Take a look at this short video demonstrating all its features.

Look out for an email within the next few weeks with information on how to get started. We will also be sending you some self-learning materials and dates of when training will be taking place.

Let's go on this journey together.

Kind regards

<Email Signature>

# Launch Email

## When to Use

Send the launch email when Avaya OneCloud CCaaS is ready to use. Make sure you include detailed instructions on how to get started as well as where to go for help.

A great tip is to include links to online content instead of written instructions, so agents and supervisors always have access to the most up to date information.

## Things to Think About

- A friendly introduction
- How to get started?
- Who should sign off the email?
- How to get support?
- Who should send the email?
- What should the return address be?
- Where can I locate the distribution list?

# Tip

**Don't forget to test the hyperlinks before sending out the email.**

**Download the emails**



Welcome to Avaya OneCloudTM CCaaS– Inbox

Delete   Archive   Move   Flag   Mark as Unread   Sync

JA   James from Avaya <csm@Avaya.com>                Tuesday, 20 April 2021 at 15:51
To:   Sally Blackwood

**AVAYA**
OneCloud™
CCaaS

## Welcome to Avaya OneCloud™ CCaaS

Hi

We've got some awesome news! Your Avaya OneCloud CCaaS account is ready to use.

It's a powerful and easy to learn application, which connects you to customers effortlessly. This will enable you to deliver an excellent customer experience with every interaction.

We have some amazing self-service content which will give you the knowledge and confidence to get you started. Here's all the information you need. <link>.

Click to access Avaya OneCloud CCaaS, <link>.

Shout if you have any questions or need help <contact details to team>

Let's all become customer experience superstars!


<Email Signature>

# Use Cases

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**Download the pdf**

# Info Cards

Share these info cards with your managers and supervisors. Get the word out.

**[Download our customizable artwork here](#)**



**Create Experiences That Matter Empower Each Agent to be a Customer Superstar**

Watch our video to find out more

**Download the pdf**



**Create an Effortless Experience for Your Customers and Make the Most of Every Employee**

Watch our video to find out more

**Download the pdf**

# Avaya Coaching Soft Skills

Share with your managers and supervisors so they can use in their coaching sessions.



[Download the ppt](#)

# Agent Soft Skills

Share with your agents in their coaching sessions.

[Download the pdf](#)

## Customers at the Heart of Everything We Do

Avaya OneCloud™ CCaaS helps us put the customer at the heart of everything we do and build experiences that are remembered. It brings customer insights from different applications and systems into a single pane of glass. Providing a seamless, easy to use workspace.

Here are some techniques to help your customer feel valued, listen to and supported.

### Questioning

Asking great questions, lead to great answers. Help guide your interaction by using the right questioning techniques.

**Open questions** – Get as much detail as possible

**Probing questions** – Pin-point information or facts

**Leading questions** – Prompt or encourage an answer

**Closed questions** – To get a yes or no answer

### Listening

Listening is key to great communication. If you don't listen properly, messages can be misunderstood.

Show your customer you are listening by:

- Verbal nods
- Repeat back key points
- Respond appropriately
- Summarize

### Build Rapport

When you build a rapport with your customers, you'll find the conversation will run smoothly and the interaction will be far more enjoyable.

**Smile when you are talking**
You can always hear a smile

**Mirror your customer**
Use words that they use in the conversation

**Think about your pace and tone**
You may need to adjust this depending on your customer and the topic of the call

**Be real**
If you do need to follow a specific script, try bringing it to life

### Show Empathy

Your customer may be upset, frustrated, or distressed by a situation. Show your customer you care by:

- Acknowledging their situation
- Show interest in what they're saying
- Be supportive
- Be realistic, what can you do to help?
- Follow through on your promises

### Be Professional

Enjoy your interaction with your customer and make sure you stay professional with these 10 top tips:

1. Be warm and welcoming
2. Speak clearly
3. Ask before putting customers on hold
4. Don't leave them on hold too long
5. Avoid using slang or buzz words
6. Don't swear or use rude comments
7. Use positive language
8. Have relaxed and friendly tone
9. Refrain from interrupting
10. Interact with confidence and surety

AVAYA OneCloud™ CCaaS

# Agent

# Share These with Your Agents

**Getting Started**

**Logging into Avaya Workspace**

**Logging out of Avaya Workspace**

**Changing status**

**An Overview of CCaaS**

This overview will provide you a description of the agent tool bar, interaction area and the navigation menu. **The Agent Workspace page**

This overview will provide you an overview of the fields you can see on your toolbar and a description of the different icons. **The Agent toolbar field**

This will provide you with a description of what each icon within the **interaction area** is used for.

This will provide you a description for each icon you see within the **navigation menu**

**Getting Started with Interactions**

**Accepting an inbound interaction**

**Transfer an interaction to a queue**

**Transfer an interaction to another user**

**Viewing the customer journey**

## Did You Know?

**Coming Soon!**

There will be a training course you can access which will take you through all the important steps you need.
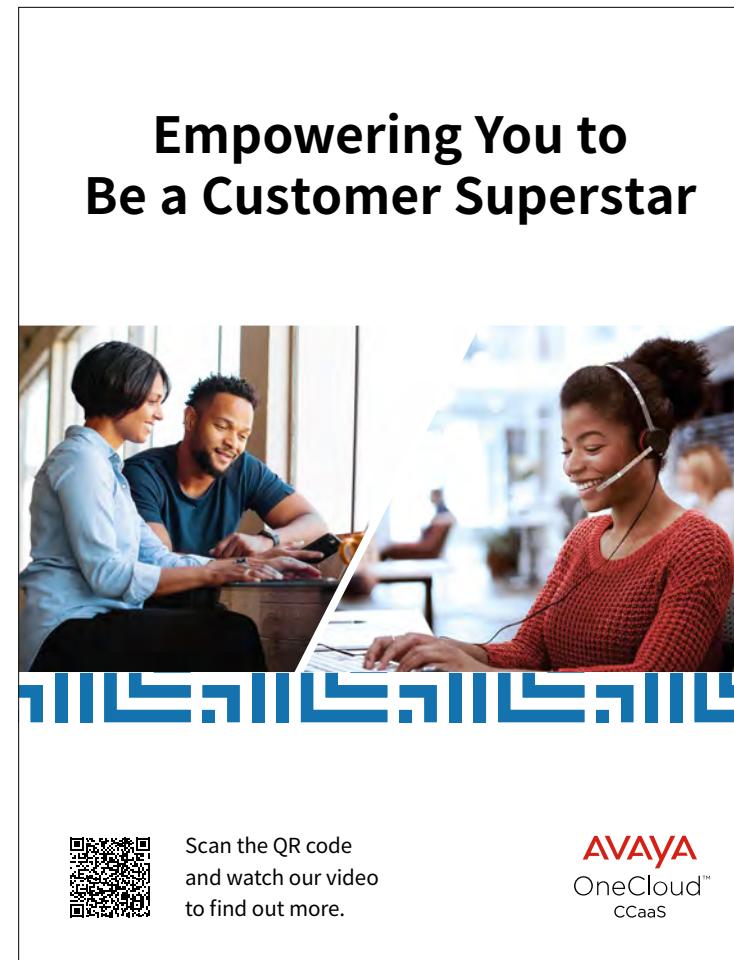
# Posters

Print a poster. Put it up in the office, the restroom, the kitchen or any high footfall areas to get the word out.

If you have any remote or mobile staff, why not share it digitally?



**Empowering You to Be a Customer Superstar**

Scan the QR code and watch our video to find out more.

AVAYA OneCloud™ CCaaS

**Download the pdf**



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# Agent Soft Skills

Share with your agents in their coaching sessions.

**Download the pdf**

## Customers at the Heart of Everything We Do

Avaya OneCloud™ CCaaS helps us put the customer at the heart of everything we do and build experiences that are remembered. It brings customer insights from different applications and systems into a single pane of glass. Providing a seamless, easy to use workspace.

Here are some techniques to help your customer feel valued, listen to and supported.

### Questioning

Asking great questions, lead to great answers. Help guide your interaction by using the right questioning techniques.

**Open questions** – Get as much detail as possible

**Probing questions** – Pin-point information or facts

**Leading questions** – Prompt or encourage an answer

**Closed questions** – To get a yes or no answer

### Listening

Listening is key to great communication. If you don't listen properly, messages can be misunderstood.

Show your customer you are listening by:

• Verbal nods

• Repeat back key points

• Respond appropriately

• Summarize

### Build Rapport

When you build a rapport with your customers, you'll find the conversation will run smoothly and the interaction will be far more enjoyable.

**Smile when you are talking**
You can always hear a smile

**Mirror your customer**
Use words that they use in the conversation

**Think about your pace and tone**
You may need to adjust this depending on your customer and the topic of the call

**Be real**
If you do need to follow a specific script, try bringing it to life

### Show Empathy

Your customer may be upset, frustrated, or distressed by a situation. Show your customer you care by:

• Acknowledging their situation

• Show interest in what they're saying

• Be supportive

• Be realistic, what can you do to help?

• Follow through on your promises

### Be Professional

Enjoy your interaction with your customer and make sure you stay professional with these 10 top tips:

1. Be warm and welcoming
2. Speak clearly
3. Ask before putting customers on hold
4. Don't leave them on hold too long
5. Avoid using slang or buzz words
6. Don't swear or use rude comments
7. Use positive language
8. Have relaxed and friendly tone
9. Refrain from interrupting
10. Interact with confidence and surety

**AVAYA** OneCloud™ CCaaS

# Want to Customize?

Rebrand or edit the assets to reflect your businesses voice and branding, by clicking on the **link here**

Please make sure you are working from the latest Avaya OneCloud CCaaS Guide version. This is constantly being updated and improved. You can check your version number by visiting **our website**

# Thank You for Reading Our Avaya OneCloud™ CCaaS Transition Guide