CPaaS – Enabling the Future of Customer Experience

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We're seeing a shift from **CPaaS** being developer-focused to becoming **a go-to fix for digital transformation in the enterprise.**

Frost & Sullivan

Business Innovation Evolution

Products
1970's

→

Products
& Service
1990's

→

Subscription
& Service
2000's

→

Consumption of
products and services
through **the API
economy**

Global CPaaS market value is set to reach **$25 Billion by 2025. Realising growth of 260% over the next five years**.

Juniper Research Report - CPAAS: FUTURE MARKET OUTLOOK & EMERGING OPPORTUNITIES 2020-2025 – SAM BARKER - 27TH July 2020

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Some of the Key Challenges

- Organisations and users having to adapt quickly – home working the 'new norm'

- Customers and citizens demanding more information and outcomes quickly – CX affected

- Business Continuity had to rapidly evolve and cope with demands

- Complex business processes struggling to adapt

- Higher demand on human interactions

- Being able to deliver Channels of choice when and where needed

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CPaaS is changing experiences

- Utilising APIs is a disruptive play – they can differentiate experiences

- Customers choose the channels of their choice and can mix when needed

- Speed is of the essence - complex applications development and infrastructure changes are removed

- You can not only react quicker but you can be more proactive to situational changes

- A2P – minimises human interaction – where it's not needed

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Business Innovation Challenges

Meeting the needs of the "everything customer"

Unleashing APIs

- Which APIs are the right ones to use?

- How do we implement them correctly and maximise their potential?

Multi-Experiences

- How do we connect across all channels?

- How do we address messaging and social platforms?

AI integration

- How can we automate common interactions?

- How can we unlock more customer insights?

CPaaS Accelerates Applications Delivery

Unique attributes enable quick ideation, prototyping and commercialisation

Omnipresent

- 24 / 7 always-on secure robust platform with a global reach

- Turn things on rapidly without worrying about infrastructure – it's over the top

Omnichannel

- Supports all communication channels

- APIs to popular communication apps

Consumption Based

- Only pay for what you need when you need it

- Reduces internal financial approval delays

Approaching the CPaaS Framework

Elevate

Subscribe to on-demand experiences

Optimize

Enhance existing experiences

Innovate

Create unique experiences
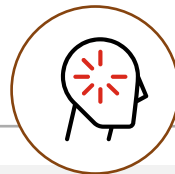
Elevate Use Case

Contact Tracing Solutions

Real-time and historical reporting identifies improvement opportunities; agent coaching improves skills

Automated Outbound Notification initiates outreach, provides notifications and manages responses

Live Monitoring enables supervisor to listen to conversation and barge-in when necessary

Skills-based routing for voice and digital channels directs the customer to the best equipped agent

Automated AI Virtual Agent engages with contact using contacts preferred language using voice or SMS/MMS

Compliance enhanced with call and screen recording and quality management

Auto Forms enables contacts to enter information by voice or text and **voice to text transcription** used to record details for later review or for automated analytics.
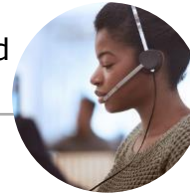
Browser-based desktop enables tracer to use soft client

AI driven Real Time Sentiment Analysis helps assess the conversation and divert call if necessary

Voice, Digital Channels, and Mobile Detection let information be obtained by contacts preferred means.

Proactively reach out to traced contacts with relevant information

Optimise

Enhance Existing Experiences

Integrate SM Messaging – e.g.WhatsApp

Add as a new customer service channel

Add Video
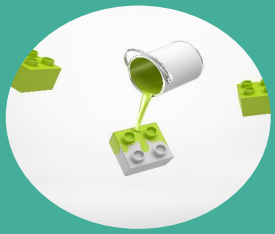
Enhance the customer service experience

Instant Cloud IVR

Quickly deploy services such as self service or payment options

Automate Data Acquisition

Eliminate manual process cost

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Vaccination Support Use Case

System Prompt: "Thank you for calling NHS Trust Vaccination Support

Customer calls Local or Tollfree number

Caller can use natural language or DTMF to ask a question or route themselves e.g.:
"I want a to request a vaccination"
I have an out patients appointment"
OR
PRESS 1 if you have an Outpatients appointment or 2 if not

Look up services can determine if it is a mobile call

Not an Outpatient or over 70 yrs

Outpatient & 70yrs +

Outpatient & not >70yrs

Not an Outpatient but over 70yrs or vulnerable

1. Play announcement to caller that they are not eligible and to look at the web site for further updates or information

OR if call is on a mobile

1. Prompt caller to input they are over 80 or they are in a vulnerable situation

2. Comfort messaging whilst in queue then route

SMS

2. Deflect to SMS and offer content

API call to Appointment system for verification. Automated response verifying appointment
Note: Customer provided API

API call to Appointment system for verification. Automated response verifying appointment
Note: Customer provided API

Route to Vaccination or Support team

OR Dialogflow

3. Dialogflow Intents configurable with NLP to help callers with further information and determine vulnerability before routing to an agent

Route to Vaccination team

Route to Vaccination or Support team

OR **SMS**

3. URL or Smartform that provides further information and support

Innovate

Create Unique Experiences

Conversational AI

One-click to automate basic interactions

AI-Enabled Work Flows

Reduce internal workloads (e.g. HR, IT)

Text Messaging

Can use existing business number

Internet of Things (IOT)

Manage from anywhere with any device

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Covid-19 Challenges

Avaya OneCloud™ CPaaS has been critical to quick solutions deployment

Avaya Spaces, Avaya Cloud Notification Services, Avaya Virtual Agent, Track & Trace...

Healthcare
Disseminate voice-based information like clinic hours and testing site locations.

Government
Give citizens the latest updates on safety information and unexpected events.

Banking and Finance
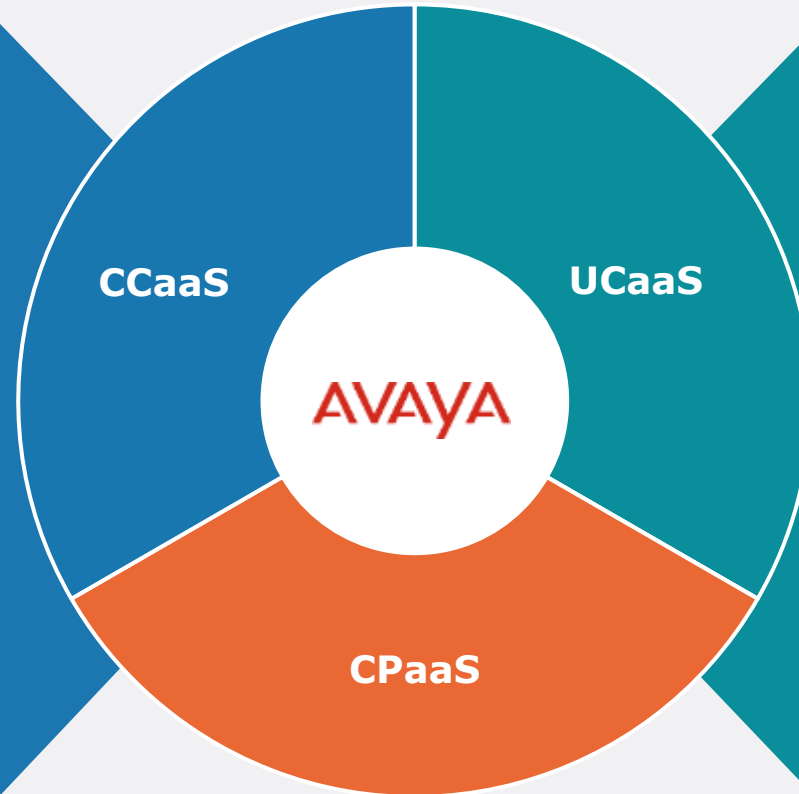Triage call spikes to reduce customer hold times and enable self-service.

Retail
Keep customers informed on product availability, locations, store hours and delivery updates.

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Thank You.

Have An Idea?

Need Help?

Contact the Avaya CPaaS Team....

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