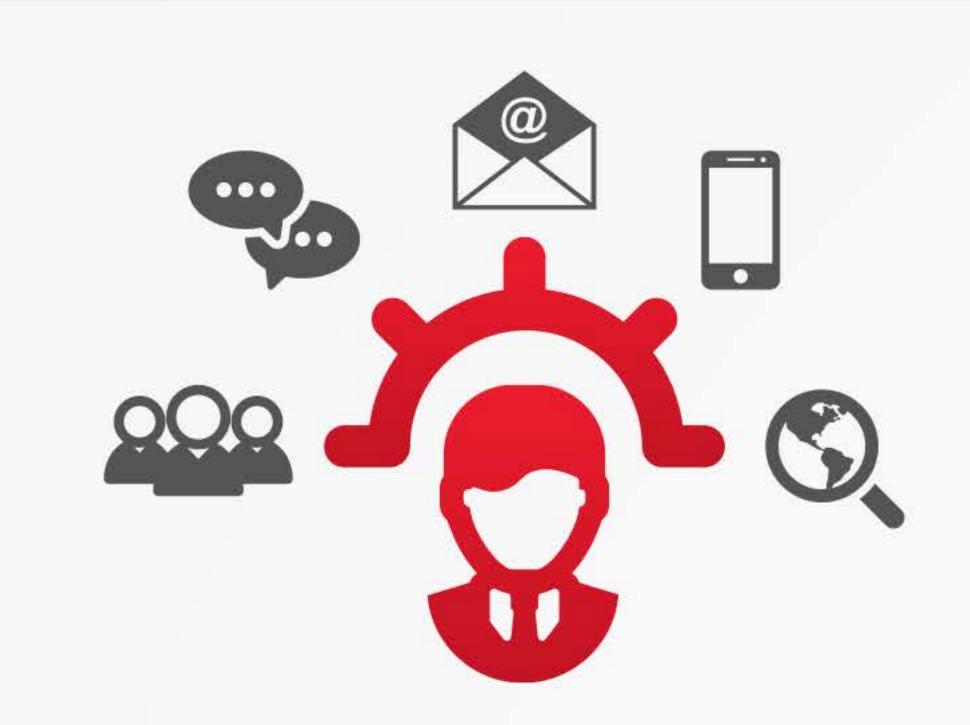


### Customer Experience IS the battleground

## END CUSTOMERS ARE CHANGING





8196

expect organizations to deliver different channels to meet their needs (Avava-BT) \*

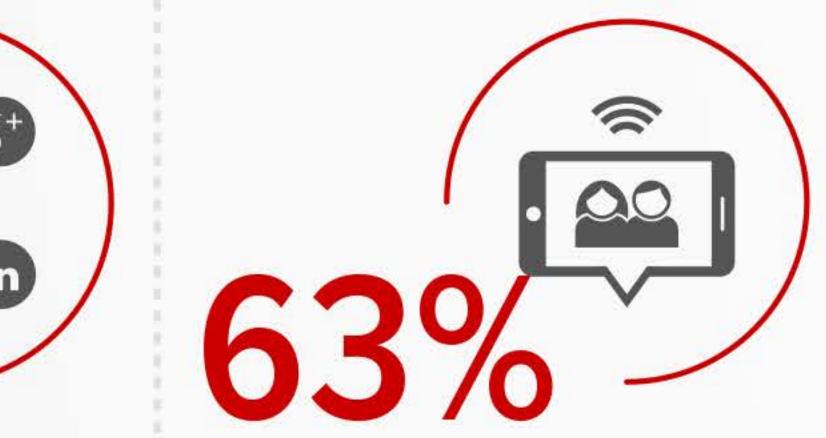
\* Sources: The Autonomous Customer 2015, Commissioned by BT and Avaya, 2015

52% of customers are less likely to engage with a company because of a bad mobile experience (WOW) \*

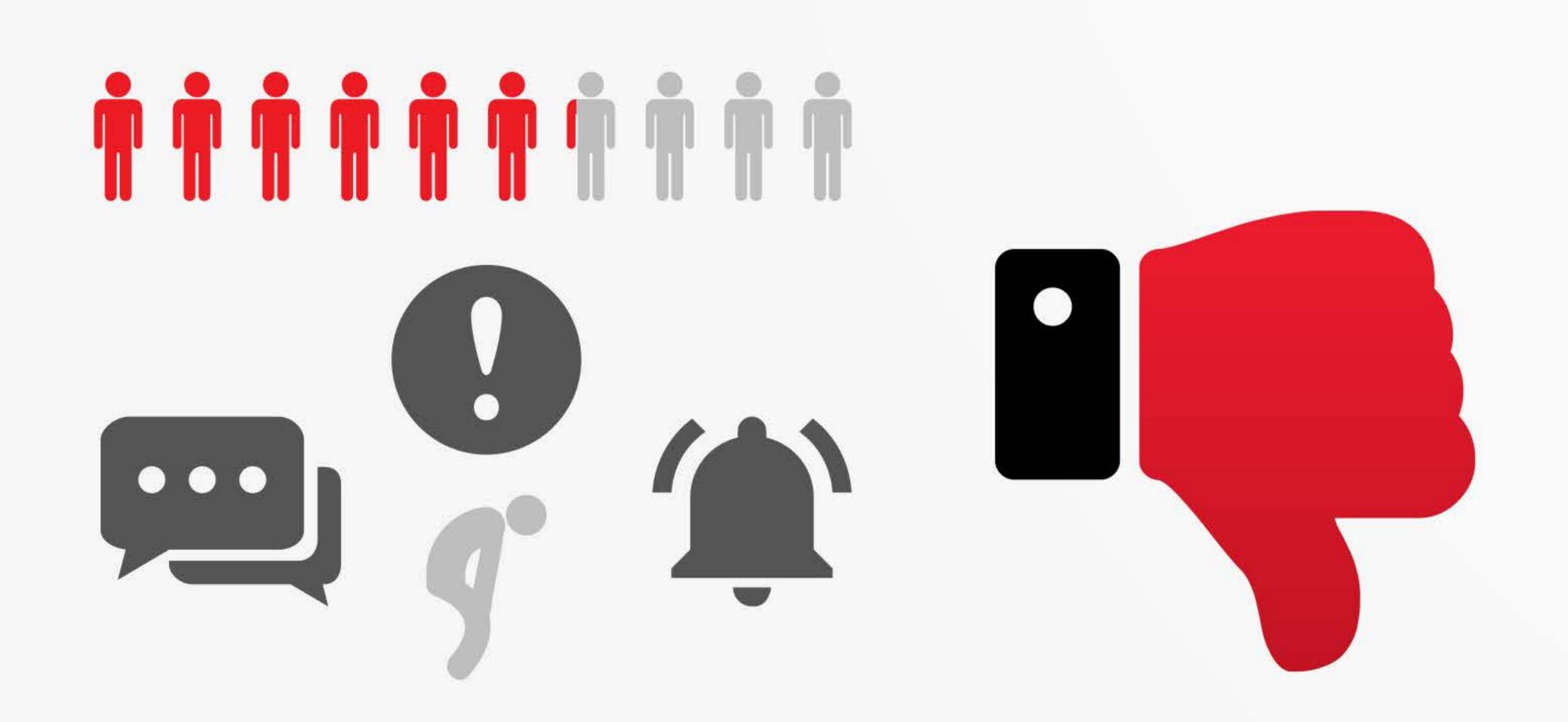
More consumers (1 in 4) are choosing social media for customer service (Avaya-BT) \*

63% would like to use video chat to communicate with organizations (Avaya-BT) \*

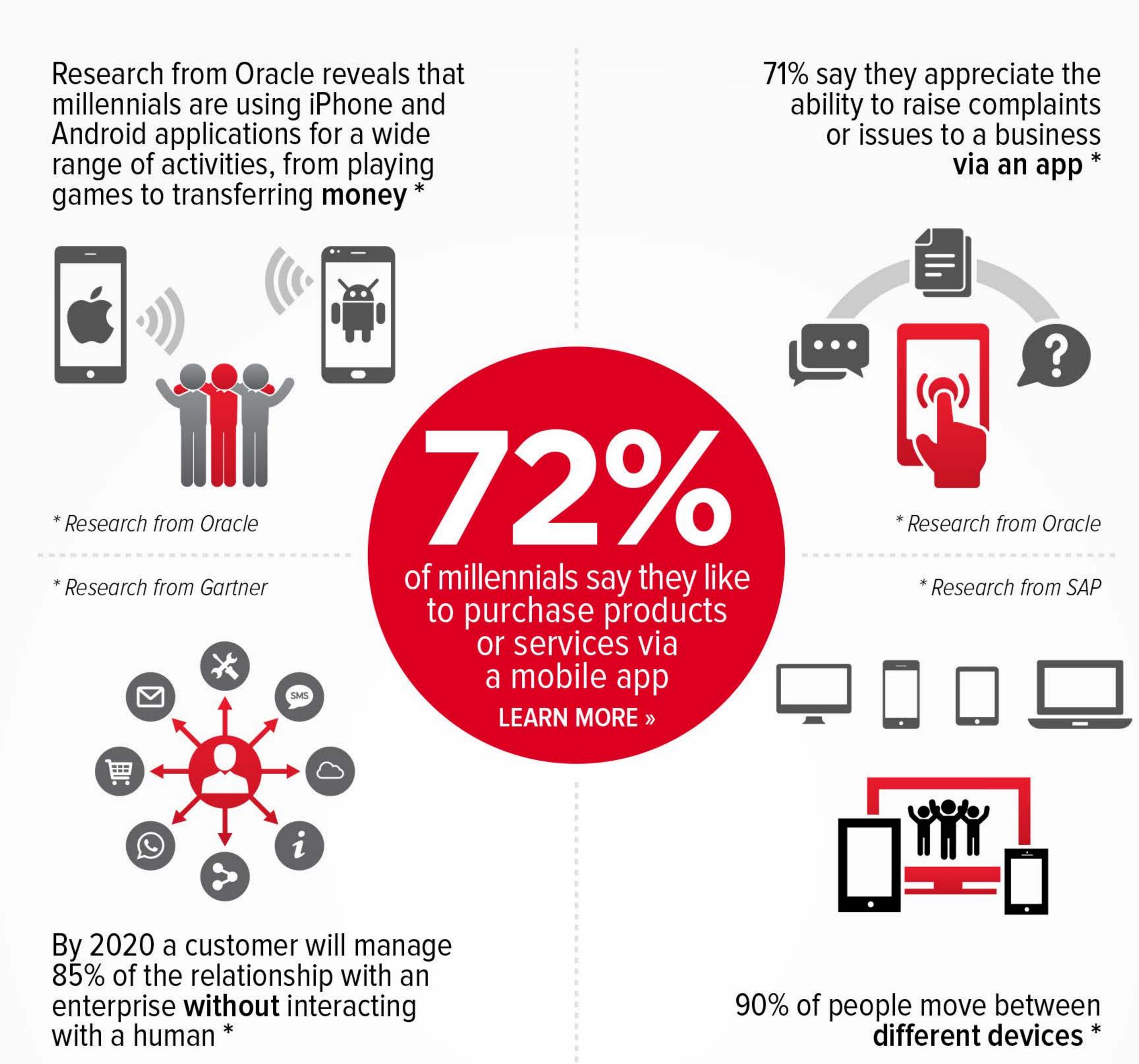




62% of consumers say they find dealing with customer service issues exhausting \*



#### GOING MOBILE



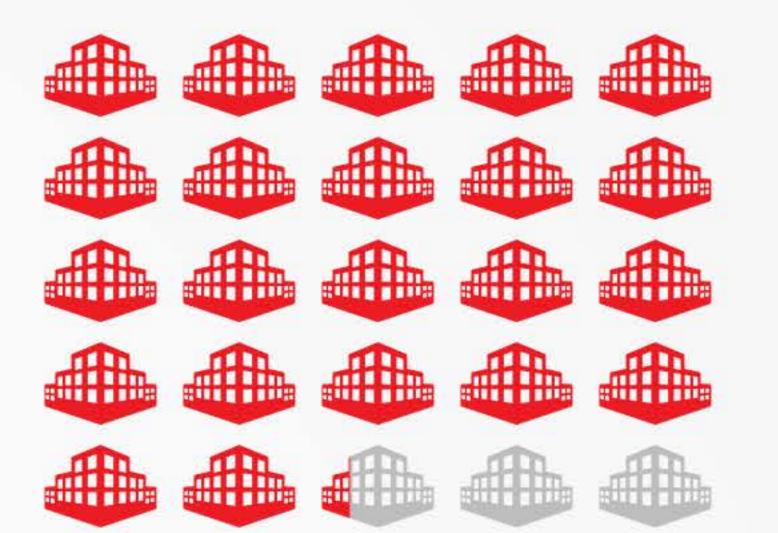
# MAKE IT EASY,

MAKE IT PERSONAL



The **need for omnichannel** is spiraling: 63% want to seamlessly move from social media service to a phone call, 53% want sales and service through facebook, 50% want to switch from webchat to video chat \*

# CUSTOMER EXPERIENCE IS THE BATTLEGROUND



For 2016,

899/

of companies will compete primarily based on customer experience — up significantly from the previous two years \*

\* Research from Oracle

\* Research from SAP

# For 2020, CUSTOMER EXPERIENCE

will overtake price and product as key brand differentiator \*



4 in 5 say agents should be instantly familiar with my contact history \*



\* (Avaya-BT autonomous customer study)