

Maximizing Innovation Without Disruption

Avaya and Cognigy for Contact Center Excellence

In an era where innovation is paramount and disruption is a constant challenge, Cognigy and Avaya present a unified pathway to take advantage of the vast opportunities AI is bringing to the contact center. This pathway merges the strengths of two market-leading brands, with a seamlessly integrated offering that provides comprehensive support and streamlines the procurement process by offering joint solutions.

Cognigy stands as the leading provider of conversational AI, revolutionizing the customer experience landscape for clients and agents alike. Meanwhile, Avaya boasts a global reputation as a powerhouse in contact center infrastructure. Together, this partnership forms a winning alliance that empowers enterprises with limitless automation and self-service possibilities.

At the heart of this collaboration lie tangible benefits that extend far beyond the traditional bounds of the contact center. Enterprises stand to gain significant cost reductions alongside marked improvements in customer satisfaction (CSAT). These advantages ripple throughout the entire organization, delivering value across diverse operational facets and thereby positioning Cognigy and Avaya as transformative catalysts for enterprise-wide success.

The Conversational Intelligence Moment

Contact centers have traditionally been cautious about adopting new technologies — and for good reason. However, implementing conversational AI in the contact center is the right move today, as the potential benefits now significantly outweigh the risks. The technology has demonstrated its effectiveness, and organizations implementing advanced conversational AI today will secure a substantial competitive advantage as these models unlock more capabilities.



Several forces have aligned to make 2024 the time to implement conversational AI:

1. The post-pandemic era has promoted the critical role of contact centers due to the rise of remote customer service across most sectors.
2. The shortage of contact center agents requires automation solutions. Conversational AI helps manage higher volumes, reduces turnover, and streamlines onboarding.
3. Contact center budgets are increasing to meet new expectations, and conversational AI automation offers the highest growth potential.
4. Conversational AI offers the dual benefits of improving customer experience and reducing costs.
5. Generative AI brings immense potential to revolutionize the contact center by making conversational AI systems more intelligent and efficient.

The Avaya-Cognigy partnership is enabling an AI-first approach, with best-of-breed components to deliver innovation in the contact center. Most contact center vendors are still focused on improvements in the management of human agents, whereas Avaya is providing a holistic platform to manage and optimize the blend of human and AI agents.

The Cognigy-Avaya Partnership

Cognigy provides innovative solutions that enable organizations to deliver exceptional customer and employee experiences. At the core of Cognigy's solution is its AI-powered NLU (natural language understanding) engine, which understands and responds to human language naturally and intuitively.

Avaya is a global leader in contact center infrastructure, and its solutions are used by many of the world's largest brands and governments. Avaya excels at allowing customers to customize their deployments and workflows, and it powers highly sophisticated and powerful contact center implementations.

The Cognigy-Avaya partnership combines the best of private cloud/premises-based contact centers with the latest cloud-delivered AI advancements. It gives the enterprise customer the optimal combination of control, value, and technology.

Avaya and Cognigy have already created the integration that connects the Avaya Experience Platform and agent desktop to Cognigy's AI orchestration platform. This adds a comprehensive suite of agent assistance tools (AI Copilot), natively integrated into Avaya, as well as AI agents for voice and digital

COGNIGY + AVAYA

Fastest Time to Value	Low Risk	Enhanced Agent Productivity	Personalized Customer Interactions	Scalability and Flexibility
95% automation achievable	99.7% successful intent recognition	68% lower average handling time (AHT)	32% CSAT improvement	>40% increase in routing accuracy

Source: Cognigy

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channels and all the channel connectors to go with them. Moreover, Cognigy's platform neutrality enables users to integrate (including mixing and matching) a range of LLMs (large language models) from different vendors, as well as speech-to-text and text-to-speech providers. Beyond the benefits of each specific solution, the integration brings entirely new flexibility to existing Avaya solutions and offers an immediate way to easily implement the latest innovations in AI, natural language processing, and speech services.

The strategic integration of Cognigy with Avaya presents a compelling proposition for businesses aiming to achieve optimal efficiency and superior customer engagement. Avaya and its partners now offer Cognigy products as Avaya's preferred partner for conversational AI, and Avaya's services team (ACES) is trained and enabled to leverage Cognigy AI on Avaya.

The partnership streamlines the procurement process, and the two vendors have eliminated the finger-pointing that often develops when using multiple vendors. The partnership provides enterprises with the quickest path to realizing the benefits of conversational AI.

Highlighted Use Cases of Cognigy in an Avaya Contact Center

Cognigy is at the forefront of revolutionizing the customer service industry by harnessing the power of AI. Its acclaimed solution empowers businesses to provide exceptional customer service characterized by immediacy, personalization, multilingual accessibility, and channel versatility.

Tailored to deliver next-generation customer service, the Cognigy solution absorbs enterprise knowledge to create intelligent self-service capabilities, assist agents, and provide detailed insights and analytics. Cognigy is fully integrated with the Avaya Experience Platform and offers a catalog of pre-trained skills for integration with additional enterprise systems. A closer look at key Cognigy components:

AI Copilot (Agent Assist)

In a world where agents face mounting pressure, juggling multiple internal systems can hinder productivity. Cognigy's AI Copilot, also known as Agent Assist, aims to solve this challenge by providing real-time assistance to the workforce at every stage of customer-agent interactions.

As soon as a live interaction begins, AI Copilot swiftly retrieves relevant customer information, including CRM data, query summaries, and interaction history. This comprehensive overview allows service representatives to instantly understand customer requests and commence assistance. AI Copilot

automatically fetches pertinent knowledge articles and answers as the conversation unfolds.

Furthermore, AI Copilot equips agents to engage in compassionate and empathetic conversations with customers. By leveraging sentiment analysis, the tool helps agents identify timely de-escalation opportunities or capture positive feedback. This feature fosters a positive customer experience, promoting stronger customer relationships and enhancing overall satisfaction.

AI Copilot offers a language superpower for customer service by enabling bidirectional, real-time translation during live chat, helping businesses localize customer service efficiently. Additionally, it provides intelligent upselling and cross-selling by listening for customer cues and combining them with CRM data to suggest personalized offers that align with customer needs and preferences, creating a mutually beneficial situation for businesses and customers.

Conversational AI Agents

Legacy IVR systems struggle with lengthy navigation, inefficient interactions, and impersonal experiences. Cognigy's Voice AI Agents transform contact centers with conversational intelligence and smart routing. They create seamless customer journeys, enhance engagement, and boost first-call resolution.

AI Agents will deliver personalized and empathetic

responses tailored to each conversation. They can also accurately gauge customer sentiment to monitor service quality and optimize processes. Cognigy's conversational AI Agents significantly improve the customer experience (CX). They provide customers with the capability to capture photos, share locations, make payments, provide signatures, and more — all with ease.

To serve customers when they need it most, Cognigy's Voice AI agents enable seamless self-service that can reduce wait times and resolve issues on the first contact.



These AI agents understand customer needs and provide the quickest path to a solution, instantly prioritizing and routing calls. Cognigy can identify self-service opportunities as well as critical inquiries that require immediate agent assistance.

Analytics and Insights

Cognigy offers powerful benefits beyond automation and self-service, specifically analytics

and insights that continuously improve operations and customer satisfaction. Analytics and insights enable organizations to measure and optimize operational performance in real time by detecting areas that should or should not be automated, pinpointing where sentiment changes, and improving workflows to optimize customer and employee experiences.

Cognigy's advanced analytics and insights also assess its performance. It establishes a self-monitoring system for efficiency, which helps organizations identify areas for improvement and enhance customer and employee experiences.

Cognigy AI analyzes vast conversations to identify patterns, trends, and anomalies that traditional methods miss. Generative AI provides personalized insights and recommendations for agents and customers, increasing satisfaction and loyalty. Cognigy AI automates report generation, guaranteeing accuracy and consistency. And generative AI identifies topics from interactions, enabling optimization of menus, prompts, and FAQs, thereby reducing inbound demand and boosting customer satisfaction.

Final Thoughts

Cognigy's solution is highly adaptable and scalable. It can be deployed on-premises, in the cloud, or as a hybrid solution to meet diverse organizational needs. It seamlessly integrates with existing systems for straightforward implementation and management.



This offering provides customers and employees a convenient and efficient way to interact with organizations, leading to improved experiences. It also helps organizations automate repetitive tasks, increasing efficiency and productivity and reducing costs by automating customer and employee interactions. Additionally, it helps organizations comply with industry regulations and standards by providing auditable records of all customer and employee interactions.

Rapid advancements in artificial intelligence are transforming industries and reshaping the business landscape. AI is no longer a futuristic concept; it has become an essential tool for businesses to stay competitive and thrive in the digital age. AI technologies such as machine learning, natural language processing, and generative capabilities enable companies to automate tasks, enhance decision-making, and deliver personalized customer experiences. It appears generative AI will soon take us to yet-to-be-imagined frontiers.

By embracing AI now, businesses can gain a significant advantage over their competitors, streamline operations, increase efficiency, and drive innovation. Failure to adopt AI may result in businesses falling behind and missing out on the numerous benefits of the technology. AI has significant potential to change the way we interact with customers. This Cognigy-Avaya partnership provides businesses a ground-floor opportunity to leverage and benefit from AI today and position for an incredible journey to wherever this technology takes us.

Perhaps the most important consideration is the partnership between Cognigy and Avaya. Because the solution is tightly integrated with the Avaya Experience Platform (AXP), it offers two complementary leaders that enable a better customer experience.

COGNIGY

About Cognigy

Cognigy provides advanced conversational AI solutions. Its technology has numerous applications including the ability to automate customer service functions. Implementations can deliver personalized experiences across channels and languages. Through a combination of generative and conversational AI, Cognigy's AI agents are shaping the future of customer service, increasing customer satisfaction, and supporting employees in real time. Cognigy is powering over 1,000 brands worldwide and includes familiar names such as Bosch, Frontier Airlines, Lufthansa Group, Mercedes-Benz, and Toyota.

Cognigy is recognized as a global leader in conversational AI. For its leadership in this field, Cognigy has received several awards and recognitions, including:

- Gartner Magic Quadrant for Conversational AI Platforms, Leader
- IDC MarketScape for Worldwide Conversational AI Software Platforms, Leader
- Aragon Research Globe for Conversational AI, Leader
- Stevie Awards for Sales & Customer Service, Gold
- AI Breakthrough Awards, Best Overall Conversational AI Solution
- Frost & Sullivan, Best Practices Award for Conversational AI



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