

Avaya Launches Google Cloud Integrations

Written by Alice Marshall
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Avaya announces the availability of key Google Cloud Contact Centre (CC) AI capabilities integrated with Avaya IX Contact Centre solutions, bringing together Avaya AI conversation services and Google Cloud CC AI.



The result, the company says, is a seamless blend of automated and assisted experience throughout all interactions by customers with the contact centre. Features added to Avaya IX Contact Center through integration with Google Cloud CC AI include Virtual Agents (human-like automated boss able to interact with customers until the optimal time to transfer all context to a live agent), Agent Assist (AI algorithms able to determine the next best action by the agent) and Conversational Topic Modeling (enables agents to leverage real-time topic visibility with each conversation turn).

“Avaya is extending its leadership in leveraging AI to improve customer experience with more personalized, intelligent and insightful interactions that can reduce complexity in the myriad interactions that can impact traditional contact center effectiveness,” the company says. “This includes embedding Google Deep Machine Learning AI within with Avaya’s conversation engine powering the contact center, enabling easy integration of AI capabilities regardless of channel, promoting a consistent and intelligent end-to-end experience for customers and delivering true omnichannel experiences with AI.”

Both Agent Assist and Conversational Topic Model will be available in H2 2020.

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