

## Avaya Deepens Google Cloud Integration

Written by Alice Marshall  
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Avaya announces further integration with Google Cloud Contact Center AI to provide better experiences for customers and a more efficient workforce, taking advantage of the AI capabilities of both companies.



Avaya and Google are joining forces to innovate in a number of key areas, such as Virtual Agents able to seamlessly interact with customers, offloading live agent utilisation until the optimal time before transferring all context gathered to the agent. Customers can decide when and how to engage bots throughout the interaction, and the Avaya platform captures the intent, actions and disposition of each interaction in real-time.

Agent Assist continuously delivers contextually relevant knowledge to agents based on real-time conversational analysis of both voice and text-based interactions. Avaya AI algorithms applied to Google Contact Center AI determine the next best action by the agent, delivering the right information and reducing customer friction.

The final key area is Conversational Topic Modeling, an unsupervised learning tool designed to uncover key topic areas customers are contacting the contact center about, and abstracting relevant information relating to how topics are articulated. Google Topic Modeling combined with Avaya AI enables agents to leverage real-time topic visibility with each conversation turn, and recommends responses and best actions tailored to each part of the conversation.

The Avaya-Google collaboration takes a "more efficient and architecturally superior" approach through native gRPC integration for voice. It enables Avaya IX Contact Center customer to easily integrate AI providers like Google Cloud and infuse AI capabilities regardless of channel for consistent omnichannel experiences. Avaya IX Contact Center solutions are capable of maintaining an awareness of all events, including the sentiment, suggestions and resolution, creating a source for future machine learning processing.

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“Partnering with Avaya helps us deliver on our goal to make the contact center experience easier and more efficient,” Google says. “We’re excited to work with Avaya so enterprises can keep customers happy with faster call resolution, and we look forward to building on this partnership as technology and customer’s expectations evolve.”

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