

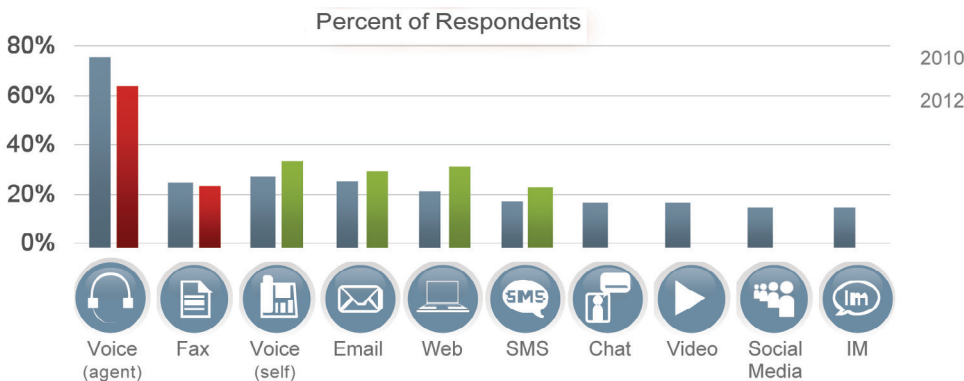
Avaya Aura® Contact Center – Power Up Your Contact Center with Multimedia

Connect with Customers on Their Terms

Today’s consumers are more wired and technically savvy than ever before with email, IM and the web serving as primary sources of information. Businesses wanting to gain a competitive edge with such customers know that a contact center must do more than simply manage customer service calls.

With studies showing that voice interactions are declining while text and other types of interactions are on the rise, a business would be smart to act on these changing dynamics.*

Avaya can help your business communicate with customers on their own terms by enabling you to communicate with them in almost any way they choose. With Avaya solutions, emails and web chats can be handled with the same level of care applied to voice interactions. And, using a single desktop interface, agents can manage different modes of customer contact as a single, very effective work flow that makes agents more productive. This unified approach enhances the customer experience, moving it beyond mere ‘satisfaction’ to new levels of brand and customer loyalty.



*Source: Webtorials Editorial/Analyst Division

SUPPORTED CONTACT TYPES INCLUDE:

- Voice
- Email
- Text (SMS)
- Web chat
- Instant Messaging
- Voice Messaging
- Fax or scanned documents
- Social Media

“Avaya’s next generation contact center clearly is oriented to making the most of agents’ time and productivity.”

— Edwin E. Mier, CEO of MierConsulting, LLC

Managing Text Based Customer Interactions

A major differentiator for businesses today, the Avaya Aura® Contact Center multimedia solution enables a business to contextually route incoming text-based contacts in the same way inbound voice calls are routed. Using our solution, customers can choose to make contact via email, text, or by filling in a form on your corporate website using their preferred device.

Text and form-fill messages are converted into email then routed to your email server just like any other incoming email. The Avaya Aura Contact Center multimedia server picks up these text-based messages and routes them based on business rules you define. Rules can be based on the “To:” address, key words found in the subject line or body of the email, or other customer data such information in your corporate CRM system.

When an agent responds to an email, the continuing exchange is captured and stored so context and continuity are retained. In addition, an email thread, dialog represented by a series of individual email messages, can be used to send a given email to the same agent who handled it previously.

Providing personalized service like this makes customers feel valued and can boost long term loyalty to your business and your brand.

Emails are saved as part of the customer contact history and can be accessed easily via the intuitive Agent Desktop interface through which agents can view contact history by selecting an individual contact. This sequential record gives agents to a holistic perspective of a customer’s experience, making interactions with customers more efficient and effective.

Make the Most of your Customer’s Web Experience

A web site is one of the most important marketing tools a business has. Typically requiring a large investment in time and money, your web site should be working hard to provide the kind of high-quality customer experience that drives revenue.

With Avaya Aura Contact Center, customers on your web site can click-to-talk to an agent or text chat directly with an agent. Convenient communication like this helps customers resolve purchase-inhibiting issues quickly, getting them one step closer to making a purchase.

“A super feature is the full transaction history – of all multimedia contact types – associated with a customer, which is permanently retained within the system.”

Web Chat

Let’s say Bob Smith, potential customer, is looking through your product pages and can’t find specifications on a product he purchased two years ago. Bob selects the option to chat with a customer service representative. His request is routed to Courtney who opens a text chat with Bob.

Web on Hold

While Avaya Aura Contact Center is routing the chat request, Bob can be sent static or video content. This enhances Bob’s experience and enables your business to provide useful information to him as he waits for the web chat to begin.

Web Browsing

From the text chat discussion, Courtney determines exactly what Bob needs. She selects a web page and pushes it to Bob’s computer screen. Bob pushes pages back to Courtney and, as their session progresses, Bob gets all the information he needs.

Pre-defined Responses and Auto Suggest

When replying to Bob, Courtney can also use pre-defined templates, the address book, or the popular auto-suggest feature.

Call Back Request

If Bob had preferred the more personal touch of voice contact, he could have been given the option to schedule an immediate

— Edwin E. Mier, CEO of MierConsulting, LLC

or future call back to discuss his needs with Courtney. Avaya offers two solutions for Call Back; Call Back Request which is a feature option of Avaya Aura® Contact Center that provides a simple call back mechanism, or the more robust Call Back Assist, a packaged application that offers immediate or scheduled call back, integrates fully with corporate websites, and asks customers to leave a message and their phone number.

Web Forms

Had Courtney required more information from Bob, she could have pushed a forms page or document that Bob could fill in and email. Web forms are commonly used for verification, surveys or simple data collection.

Bob's web experience has been fast and efficient. Your web site played a major role in giving Bob exactly what he wanted, keeping your customer happy and increasing the odds that he'll return.

Social Media Responses

The popularity of social networking sites such as Twitter and Facebook are forcing businesses to take an in-depth look at the impact of social media and how to use it to their advantage. Avaya's Social Media Manager analyzes and categorizes social media and can post and route it into

“ We are impressed with the built-in ability of the contact center to automatically respond or suggest email replies based on key words in customers' email messages. ”

— Edwin E. Mier, CEO of MierConsulting, LLC

Avaya Aura Contact Center where it can be handled by an agent. Effective management of social media gives businesses a powerful competitive edge in finding and leveraging new business opportunities and can transform a potentially bad customer experience into a glowing testimonial.

Boost Agent Productivity

Avaya Aura Agent Desktop, a powerful agent interface, presents current and historical customer contact information to agents including email, web chat, inbound and outbound voice. It presents outbound campaign scripts and collects data about contacts which is retained in the system for future use. It is the only tool an agent needs to receive and/or initiate a voice or text contact and, because it saves all contacts, it creates a complete history of a customer's interactions.

The ability to handle multiple contacts simultaneously is important to both agents and supervisors. If an agent is handling a web chat when the customer unexpectedly steps away and is no longer responding,

instead of wasting time waiting for the customer to continue the web chat, the agent can accept another incoming customer interaction. With Avaya Aura Contact Center, agents can support up to six contacts simultaneously - 1 voice and 5 text-based contacts.

For voice interactions, the Avaya Aura Agent Desktop interface includes an embedded softphone or can also be used with a variety of Avaya desk phones. The Avaya Aura Agent Desktop interface is a simple plug-in deployed using .NET smart technology. The client software is accessed easily through a short cut on the agent desktop.

Deployment Options

Avaya Aura Contact Center multimedia capabilities can be deployed on a per agent basis and are available in the following configuration options:

- As an adjunct to Avaya Aura Call Center Elite – Customers with Elite can simply add-on the Avaya Aura Contact Center multimedia capabilities while continuing to utilize Elite for voice interactions.
- Fully blended voice and multimedia – Avaya Aura Contact Center deployed with full voice and multimedia contact types.

“ Avaya Aura Contact Center 6.0 raises the bar in the integration of multiple channels. It offers one of the most effective agent interfaces we have seen in recent years for cleanly blending a mix of voice calls and text-based contacts. ”

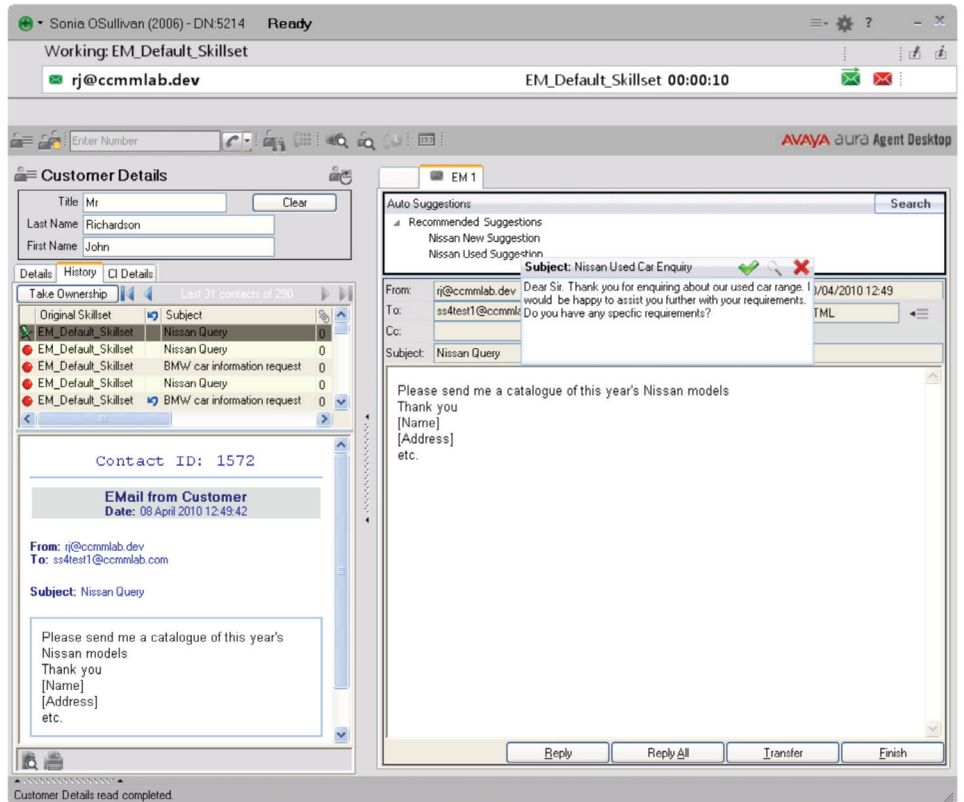
— Edwin E. Mier, CEO of MierConsulting, LLC

- As a standalone multimedia system – For customers not wanting to support voice interactions or who use another system for voice-based customer service.

Contact Center Reporting

Reporting capabilities are the heart of every contact center and Avaya offers one of the most powerful, easy-to-use reporting solutions in the industry. Reports can include all types of contacts, detailed or summarized, by agent, skillset or contact center. There are over 110 different standard reports and a Report Creation Wizard.

The Report Creation Wizard is tightly integrated into core elements of the Avaya Aura® Contact Center solution, including multimedia functionality. Therefore, custom reports can include information on all types of media contacts. You can tailor reports to provide specific criteria required by your organization while continually analyzing results, uncovering areas of opportunity or areas in need of improvement.



Avaya Aura Agent Desktop showing an email contact.

Driving Loyalty

Avaya Aura Contact Center enables you to give your customers a multimedia experience that can drive long-term loyalty and help capture more revenue. Our solution helps your customers get what they want when they want it —a true formula for success!

Learn More

To learn more about Avaya Aura Contact Center, contact your Avaya Account Manager, Avaya Channel Partner, or visit us at www.avaya.com.

¹As quoted from a Mier article sponsored by Avaya.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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