

Avaya Interaction Center

Overview

Meeting customer demand for consistently high-quality service across all communication channels – email, instant messaging, mobile SMS, video – delivers true business value through increased customer satisfaction, higher rates of retention, and enhanced revenue. Avaya Interaction Center helps you achieve these goals because it simplifies communication channel management and enables you to maximize your existing investment in people and technology.



Key Benefits

- Deliver consistent, personalized cross-channel customer care - voice, email, web, and video - based on predefined segmentation policies and service levels
- Optimize efficiency and first contact resolution by applying segmentation that routes interactions to the best available resource
- Improve agent productivity through screen pop and unified agent desktops you design to meet your unique service and business requirements
- Reduce development time, costs, and risk by using pre-built, pre-tested applications and systems integration
- Minimize cost of ownership via accelerated installation and configuration, pre-built agent clients and pre-tested integration to applications and systems

Highlights

Interaction Center includes key capabilities that simplify creation and management of multi-channel customer care including:

- Universal routing and queuing
- Voice, email, and web contact management
- Agent desktop clients
- Enterprise applications integration
- SIP services
- Administration and management

Universal Routing and Queuing

Interaction Center manages all interactions through a universal, media-independent contact engine that allows voice, e-mail, web chat, and other media to be managed based on common enterprise segmentation and business rules.

The contact engine acts as a single point of control and intelligence for all defined interactions. This enables organizations to create and apply routing strategies and business rules across the entire agent pool and all channels simultaneously instead of managing each channel separately.

Interaction Center includes Avaya Business Advocate which can be optionally configured to manage agent selection, staff resources, and customer service levels across all channels. Business Advocate is a set of patented algorithms that execute real-time evaluation and distribution of work items to the “right” agent based on agents available, agent skills, service level objectives, and expected wait times.

Voice Contact Management

Voice Contact Management enables faster service and more efficient use of enterprise resources by managing all incoming calls and delivering callers to the best enterprise resource — agent or self service — according to predefined business and routing rules. Agents receive relevant customer information via screen pop simultaneously with the call which improves service response and agent productivity.

Interaction Center routing is designed to leverage existing investment in routing and switch ACD. It separates use of business rules from agent selection to optimize the reuse of existing routing capabilities from traditional ACDs like Avaya Call Center or other routing engines such as RDBMS-based routing for voice and other media types. Existing voice ACD agent groups and ACD routing tables can continue to handle contacts during transition from a traditional voice call center to a single platform multi-channel contact center.

E-mail Contact Management

Interaction Center e-mail contact management automatically routes high volumes of e-mail transactions alongside voice and other media efficiently and effectively. It allows supervisors to view and update message queues, agents, service levels, and workflow rules in real time. Incoming emails can be routed based on virtually any characteristic including fully automated natural language content analysis of messages. Agents receive a screen pop containing the customer's message and complete interaction history along with automatically generated "suggested responses" which agents can modify or personalize.

Automatic scripted responses reduce agent message load to enable faster issue resolution while enabling agents to concentrate on specific needs. A library of frequently asked questions enhances service quality and efficiency. Contact center supervisors can establish quality assurance

rules within Interaction Center to monitor outbound email service quality and agent performance in real time.

To further increase responsiveness of routine requests, Interaction Center can compose personalized responses which can be sent directly back to the customer automatically or forwarded to an agent for quality assurance review.

Web Collaboration

Interaction Center web collaboration helps differentiate your customer's online service experience by integrating live help options. Online customers can be greeted with intuitive self-help tools that provide browsing, targeted searches, and automatic responses to inquiries. Interaction Center web collaboration tools offer several ways for businesses to enhance and deliver a more satisfying online user experience through web chat, collaborative browsing, web form completion, and scheduled callback. Customers can continue to view the web while agents synchronize browsers to see exactly what customers see and to assist them as they browse, fill out order forms, and ask questions via live Web chat.

Agent Desktop

Productivity and customer goodwill decrease each time an agent asks callers to repeat key data or has to waste time searching for scripts, applications, and information. The Avaya Agent desktop environment improves service and reduces frustration via a single easy to use unified desktop with pre-built access to your key enterprise applications and contact management controls.

Agent screen pop provides immediate access to the right information and applications. Context based menus and controls dynamically adjust the agent desktop based on task selected to display relevant data only while windows containing pertinent customer information display throughout the contact session.

Managers can centrally administer individual and grouped agent task assignments and media channel workload and can deploy updates immediately across all locations and switching environments. Agent prompting

can be designed to accompany each task with all the appropriate scripts or prompts for FAQs, URLs, company policies and procedures.

Businesses can choose browser based "thin" or "thick" client desktops depending on technology and business need. Open standards-based design tools enable easy customization of the agent desktop to meet specific needs of your business and contact center. Developers use server side configuration and agent desktop designer tools to define a standard interface which optimizes access to scripts, information, and contact management controls required for web chat, e-mail, contact history, web pages, customer data, as well as back-office enterprise and CRM applications.

Interaction Center also includes a multi-media software development kit (SDK) that gives developers the ability to custom design clients based on your customer care practices, processes, and applications without the need for extensive professional services or IT support.

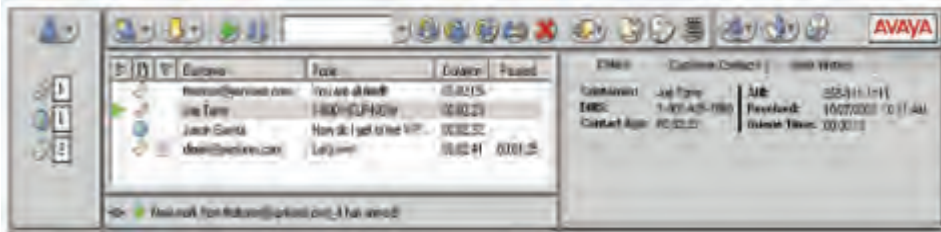
Toolbars, communication controls, and informational displays (like contact history) can be designed and embedded within existing enterprise applications.

Standalone, web-based, or client-server clients can be deployed in any language, even alongside existing Avaya Agent clients, and can support any operating system supported by .Net or Java including Windows, Linux, Mac OS, and others.

The SDK includes a single common client interface API, documentation, as well as both .Net and Java sample clients from which enterprise developers and IC Certified DevConnect partners can design new agent interfaces within their development tool of choice.

Enterprise Applications Integration

Interaction Center includes a rich development environment that allows workflows, business rules, data models, screen layout, web-page presentation, database access, and legacy and external system access to be tailored to meet



The browser based Agent desktop offers integrated contact handling across the voice, e-mail, and chat channels. Context-driven controls and displays adapt to work item selection to maximize efficiency.

changing business needs - all without requiring low-level programming.

An intuitive graphical user interface allows design of custom workflows for customer interaction and agent scripting that guide agents through sequential steps. All workflows, business rules, and scripts are centrally managed through a common repository. Updates are accessed and automatically distributed each time an agent logs in for work.

An open standards-based architecture enables seamless systems integration and effective workflow management across different platforms and operating systems.

Interaction Center provides voice and data collection, mapping, and reporting; event monitoring and alarming; and directory services.

Industry standard interfaces (like the Web Services API) facilitate integration to popular e-mail systems, e-commerce software and tools, self service and interactive voice response (IVR), automatic call distribution (ACD) switches, and imaging systems.

In addition, Avaya offers pre-built, pre-tested integration to market leading CRM applications from SAP, Siebel, PeopleSoft, and many others. With Interaction Center you benefit from one of the most easily installed, cost efficient, responsive and integrated contact-center solutions available.

SIP Services

SIP is an information-rich protocol for powerful peer-to-peer communication that allows simpler, lower-cost design and execution of communication services.

SIP Services capability is included within Interaction Center to enable organizations to more easily manage the myriad of new SIP-capable communication devices and media. Innovations like 3G mobile video, presence-based user collaboration and access to available resident experts through capabilities like "Find-me/Follow-me" can help differentiate service, drive first-contact resolution and ensure delivery of a consistent customer experience.

Businesses can reduce ownership costs by taking advantage of low-cost, high density SIP trunks terminating on SIP self service applications that can collect information from users and can pass call and context to the contact center for routing and reporting. SIP can also be used as a medium to lower the infrastructure costs for deployment of new sites, home and remote workers, integration with other native SIP applications and devices, and support for

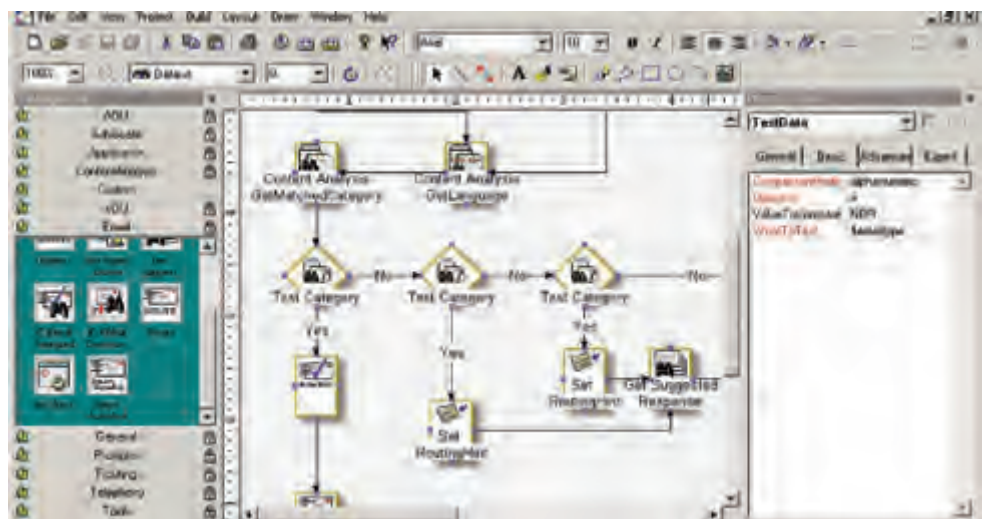
SIP VoIP contact center architectures where both the end customer and agents leverage their own native SIP device or endpoint.

Administration and Management

Interaction Center Manager centralizes configuration and administration of human and system resources. Server resources can be distributed across multiple sites and can be grouped into different domains for addressing failover and redundancy requirements. Interaction Center Manager includes standard alarm monitoring and real-time reporting on the status of the system with customizable charts and graphs. Avaya Operational Analyst gives contact center managers and business analysts the ability to examine mission-critical customer data, service levels, and other performance measures across a variety of channels in support of proactive customer-service initiatives.

Deliver Exceptional Multimedia Customer Care

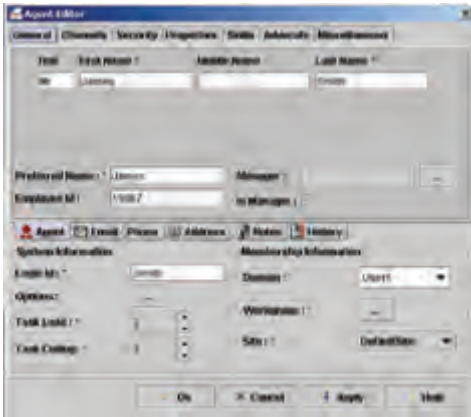
With Avaya, your contact center can accommodate today's ever expanding communication needs and help you move to a higher plane of customer satisfaction and



Workflow Designer is used for development of custom interfaces to enterprise applications. It is prepackaged with integration tools and connectors to speech integration using open standards technologies.

agent efficiency in addition to a stronger bottom line. Avaya is dedicated to helping businesses become more customer driven and to helping your business deliver first-rate service consistently, no matter how your customers choose to make contact.

Contact your Avaya Account Manager or Avaya Authorized Partners for more information or visit us at avaya.com.



The IC Manager Agent Editor simplifies configuration of agent media channel media and workload. The interface supports per agent allocation of work item inputs allowing administrators to specify task load based on agent experience level.

Systems and Software Support

Server OS Support

- IBM AIX 6.1 LPAR and non-LPAR
- Sun Solaris 10 on SPARC
- Microsoft Windows 2003

Database

- IBM DB2 9.5
- Microsoft SQL Server
- Oracle 11i

Pre-built Application Integration and Adapters:

- Siebel
- PeopleSoft CRM
- SAP
- E.Piphany
- Onyx

Switches

- Avaya
- Aspect
- Cisco
- Nortel Meridian, Symposium

IVRs

- Avaya Voice Portal
- Avaya Interactive Response,
- Edify/Intervoice
- IBM
- Nortel

Agent Desktop Clients

- Windows Vista - Enterprise and Ultimate Editions
- Windows Vista Business - Enterprise and Ultimate Editions
- Windows 2000
- Microsoft Internet Explorer
- Mozilla Firefox
- Apple Safari

Customer Browser Support

- Microsoft Internet Explorer
- Mozilla Firefox
- Apple Safari

Languages

- French
- German
- Russian
- standard Italian
- Latin American Spanish
- Brazilian Portuguese
- Japanese
- Korean
- Thai
- US English
- Simplified Chinese

Capabilities Summary

Agent Desktop

- Fully Customizable Unified Desktop
- Mix Browser-based & Standard Clients
- Agent Status and Control
- Work Status Summary
- Interaction History
- Transaction History
- Agent Scripts and Resource Library
- Common Work Handling Controls (work acceptance, transfer, conference)
- Media Controls – Voice, video, email/fax, web chat, and other media
- Agent Directory

Web Collaboration

- Text Chat
- Voice over IP Chat
- Escorted Browsing
- Page Push
- Collaborative Form Filling
- Customer Call Back
- Chat Transcript Viewing
- Frequent Response library
- Spell Checking
- Configurable Emoticons

E-mail Contact Management

- Natural language content analysis
- Read and compose e-mail
- Auto-response
- Suggested Responses
- Frequent Response library
- Spell Checking
- Attachments
- Quality Assurance

Operations Administration & Management

- Management Console
- Agent Administration Console
- Systems Administration Console

Workflow, Database, Agent Desktop Design and Development

- Workflow Designer
- Database Designer
- Agent Desktop Designer

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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