

Avaya Customer Service Editions Optimizing Customer Relationships

Business success today is determined more and more by your customer's experience with your business than it is by what you sell them. Businesses wanting to gain customer loyalty and increase revenue must become customer-driven enterprises. By leveraging all resources across the enterprise, a business achieves greater agility and responsiveness to customers.

Businesses that consistently deliver exceptional customer experiences remain profitable as they grow their base and increase loyalty. Success lies in their ability to balance customer needs with organizational objectives. With this they are enhancing their competitive edge and putting their business at the service of the customers.

The industry-leading full-service contact center solutions delivered by Avaya Customer Service Editions can help your business create customer experiences that increase profits, boost customer loyalty and lower costs. Avaya Customer Service Editions enable your business to deliver superior, personalized customer experiences and to react quickly to changing business needs.



Figure 1: Put your enterprise at the service of customers through comprehensive customer experience management.

Overview

Avaya helps you put customers at the heart of your business. Avaya Customer Service Editions are full-service contact center solutions that encompass intelligent routing, contact management, self-service and operational performance capabilities. Our Customer Service Editions support adoption of new technologies because they integrate easily with existing applications and processes.

Built on proven technology, these solutions can enhance and optimize your business by improving operational processes, adding multi-channel routing and intelligent voice automation, and by delivering more effective inbound and outbound communications.

To meet your specific contact center needs and customer service strategies, we offer three versions of Customer Service Editions: Essential, Standard and Advanced.

- **Essential** – the entry point to Editions offers an end-to-end voice call center that includes skill-based routing, premier reporting, self-service, and standard agent softphone with simple screen pop.
- **Standard** – Essential edition plus: SIP (Session Initiation Protocol) – based contact center, data directed routing, desktop integration, introductory remote agent, standard and customizable agent desktop with integrated screen-pop and outbound preview dialing.
- **Advanced** – enables execution of more sophisticated routing and “any media” customer service strategies including all capabilities of the Standard Edition plus patented predictive routing and resource selection algorithms, fully customizable desktops with support for any media, and predictive dialing.



Benefits

Avaya Customer Service Editions drive real results today and provide the flexibility to meet tomorrow’s changing needs. Avaya consultants have extensive experience in designing communications solutions that deliver the right level of access and convenience along with the kind of personalization that is essential to nurturing customer relationships and building repeat business.

Grow customer base, build customer loyalty

- Deliver each customer to the right resource the first time through expansive, configurable intelligent routing and agent selection capabilities
- Keep customers up-to-date and in the know through proactive notification services
- Enable customers to choose their communication medium – Voice, Web, 3G Video, E-mail, or Instant Messaging
- Lower costs and increase revenue by resolving customer issues through built-in options for self service and/or collaboration with resident experts

Balance multiple corporate initiatives effectively

- Streamline management of business and customer service initiatives by turning data into knowledge you can act on through unified reporting and analysis tools
- Increase customer satisfaction by integrating key enterprise data with key customer contact information to generate reliable, credible reports and analysis that



enable more effective KPI dash boarding and cross-enterprise problem-solving

Leverage your primary asset – your people

- Increase productivity and meet service levels by choosing agent-selection options ranging from data-directed routing to predictive, adaptive agent selection algorithms. Based on your specific segmentation models, processes, and skills these options manage routing during work surplus and staff surplus conditions
- Spotlight exemplary customer service by managing staff through patent-pending agent behavior reporting tools
- Keep all agents connected and on the same page by providing flexible work and business continuity options such as home or remote worker solutions including SIP (Session Initiation Protocol) based IP softphone with IM (Instant Messaging)
- Monitor service quality and optimize staff utilization through optional call recording and agent performance management solutions

Manage your business, not just technology

- Respond quickly to changing market and business conditions with a fully integrated solution through all-inclusive licensing and packaging that provides your IT staff with capabilities and tools they need.
- Lower cost through comprehensive support of the latest SIP and VoIP (Voice over Internet Protocol) technology.
- Reduce time to market of new applications and services through Web Services and SOA (Service Oriented Architecture).

Return on Investment

- Free your IT staff to focus on where customer value can be added rather than which software or system to purchase through single-vendor accountability and licensing coupled with end-to-end maintenance support and upgrades
- Lower ownership costs and reduce time required to deploy new services and functionality through all-inclusive licensing

Meeting your business challenges today and tomorrow

Whether your goal is driving down costs and increasing revenue, meeting demand for new ways to interact with customers, enabling Web-based transactions and self-service, or creating a service experience your competitors cannot match, your path to success is as unique as your business. The solution you choose must deliver on your terms.

Customer Service Editions from Avaya deliver on your terms because they enable you to achieve your unique business goals. Built on proven technology, adherence to best practices, and over 20-years of experience, Customer Service Editions are helping businesses worldwide meet their communication needs.



Figure 2; Base business decisions on measurable results – not just activity. Gain actionable insights into customer and agent experience in real time through comprehensive reporting and analytics.

Customer Service Edition Capabilities Overview

Feature	Essential	Standard	Advanced
Inbound Contact Management and Agent Selection			
Skills-based and data-directed routing	◆	◆	◆
Predictive, adaptive routing			◆
Agent Instant Messaging	◆	◆	◆
Email, chat, SMS, video			◆
Self Service			
Voice self-service	◆	◆	◆
Proactive Contact			
Outbound preview dialing		◆	◆
Outbound predictive dialing			◆
Agent Desktops and Call Controls			
Standard agent soft phone	◆	◆	◆
Standard agent desktop		◆	◆
Configurable screen-pop		◆	◆
Remote agent	Introductory	Introductory	Introductory
Customizable agent desktop		◆	◆
Reporting and Analytics			
Real-time and historical reporting	◆	◆	◆
Advanced multichannel reporting and analytics			◆
Enterprise Application Integration			
Application design framework		◆	◆
Application enablement	Basic	Basic	Advanced
Computer Telephony Integration	◆	◆	◆
SIP		◆	◆
Options			
Speech recognition – Nuance, IBM			
Agent Performance Tools - Witness, NICE, Verint			
Communications Enabled Business Processes			
Unified Communications Editions			
Supported Technologies			
IP Telephony			
SOA and Web Services			
Session Initiation Protocol			
VoiceXML 2.1 and CCXML			
Technical and Platform Requirements			
Avaya Communication Manager			
SIP Enablement Services (SES is required for SIP contact center and Agent Instant Messaging)			

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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