



# AVAYA

The Power of We™

## Avaya Aura® Call Center Elite

### Today's Contact Center Challenges

How do you best deliver intelligent personalized service to your customers? Does your contact center have the ability to choose whether inbound calls go to the least busy agent, the first available agent, or the agent with the skills needed by a particular customer?

The pressure to deliver positive results that provide a competitive advantage has never been greater. To achieve that advantage, your contact center must come through on a number of fronts. In today's business climate, customer satisfaction is critical to your success. So it is vital that your contact center deliver intelligent, personalized customer service. In addition, you need to accomplish more with less. And you must be able to do all of this while enhancing the business value of each and every customer interaction.

The right solutions can make all the difference in improving the ongoing productivity and revenue potential of your contact center. They deliver cost savings by allowing you to converge your data and contact center applications upon an IP infrastructure. Effective contact center solutions provide for optimum load balancing based upon the work handling guidelines your company wishes to implement—under both call surplus and agent surplus conditions. They make the most of agent availability, skills, and experience and integrate readily with other productivity tools in a multi-vendor environment. Finally, and most importantly, superior contact center solutions lower your Total Cost of Ownership (TCO) and increase Return on Investment (ROI).

### The Right Call: Avaya Call Center Elite

Avaya Call Center Elite delivers on all of these points and many more with flexible, scalable solutions designed to grow along with your business. As the market leading contact center solution, Avaya Call Center

is already in use in a majority of contact centers around the globe.

Avaya Call Center Basic software is a core ingredient in Avaya Aura® Communication Manager and allows call centers to deal with many fundamental requirements including service observation and more:

- **It helps your agents handle calls more effectively** and boosts your call center's overall level of productivity—at a single site or across an enterprise.
- **It gives you the ability to choose** whether inbound calls will go to the least busy agent, the first available agent, or the agent with the skills needed by a particular customer.

Every Avaya Aura Communication Manager system includes Avaya Call Center Basic, which provides all of the ACD (Automatic Call Distributor) functionality required to operate a small, basic contact center. However, most Avaya customers opt to enhance their contact center functionality with Avaya Call Center Elite.

## Avaya Call Center Elite— for every Business, Large or Small

Avaya Call Center Elite features Avaya Expert Agent Selection (skills-based routing) and the full complement of advanced Call Vectoring (conditional routing) capabilities. The Elite package includes Avaya Virtual Routing for effective load-balancing across multiple sites, and Business Advocate to dynamically match each customer to the optimal agent.

## Communications for Increased Performance

Comprised of flexible and integrated applications, Avaya Call Center Elite simplifies customer management, contact center administration, results tracking, and agent training. It offers conditional (if/then) call routing that makes use of context-based inputs, coupled with versatile resource selection capabilities. In addition, Virtual Routing capabilities offer multi-location companies the ability to maximize resource utilization across all sites. And, features such as Local Preference Distribution and Locally Sourced Music and Announcements save bandwidth and/or trunking costs for businesses with distributed contact centers.

Avaya leads the contact center industry with features such as:

- **Service Level Maximizer**, which helps meet service levels across the business by evaluating service level targets for each queue in determining call priority.
- **Powerful Vectoring** capabilities encompass a wide range of conditional routing, including variables, that provide simplification while offering more flexibility, particularly for availability/survivability via resource awareness.

- Maximum Occupancy helps prevent “agent burnout” by helping to ensure agents are less than 100% occupied.
- Policy Routing distributes calls to target groups of agents on a percentage basis, helping meet contractual agreements with outsourcers. This feature can help ensure fairness to agents by distributing a percentage of difficult calls, or revenue-producing calls, across the agent population.

- **Interruptible AUX Work** helps to maximize agent utilization and meet service levels by delivering calls to agents who are logged in but not working, if they are classified as interruptible. For example, an agent who is taking an on-line course could be interrupted to take a call from a priority customer.
- **Advanced Segmentation** allows for the segmentation of contacts based on data collected both internal and external to the contact center, helping improve first time call completions and enabling a low-cost screen pop for affordable CTI implementations.
- **Server and Gateway Options** provide more processing power for larger contact centers, and adds affordable contact center capabilities at small branch offices via the G430 Gateway and at mid-size offices via the G450 Gateway.

Avaya continues to offer the largest scale on a single server in the industry, which means less administrative overhead and significantly lower upgrade and maintenance costs. Avaya supports 10,000 concurrent agents on one ACD and up to 10,000 agents in a skill group, facilitating contact center consolidation.

## Integrated Multichannel Contact Handling

Giving customers the ability to connect with you through the device and method of their choice is quickly becoming a key aspect in delivering a personalized customer experience. Today’s tech savvy customers might prefer to send an offline email or connect with your business through a web chat session, rather than picking up the phone and speaking with a live agent. The key is to deliver a variety of ways to access your business and to ensure that interactions are managed consistently across channels.

Avaya Aura® Call Center Elite offers optional multichannel handling capabilities, providing intelligent agent assignment of email, Web chat, SMS, Instant Messaging, fax, and outbound calling in a blended queue that combines both voice and non-voice contact types. You can easily add non-voice channels without sacrificing the contact center features or reliability that you have come to expect from Avaya. And now you can also make use of the same patented (including Business Advocate) algorithms for “work” as well as “calls”.

The Elite Multichannel feature pack includes simple to deploy screen-pops and customer history information so that agents have the right information at their finger tips, allowing them to deliver a more personalized customer experience.

And multichannel reporting can be consolidated with existing contact center reporting using Avaya Call Management System (CMS) to give your business a single view of contact center performance.

## Avaya Business Advocate is Now an Entitlement

Avaya Business Advocate is the evolution of contact prioritization and routing. It is the only adaptive and predictive answer to every contact center's dilemma — matching the right contact to the right agent, every time.

### Maximize - balance - simplify

Avaya Business Advocate is the only solution that uses patented algorithms to analyze wait times and prioritize the handling of preferred customers. Avaya Business Advocate best matches each contact with the skill sets of your agents, directing each customer to the agent who can serve them most effectively. Companies who implement Avaya Business Advocate can experience a significant reduction in caller abandonment, and customers spend less time waiting for the service they expect.

### Avaya Business Advocate profoundly improves business results

Avaya Business Advocate helps you meet your business objectives with these advanced capabilities:

#### Achieve service goals across the enterprise

Traditional priority queuing interferes with meeting the service levels required to maximize profits and customer loyalty. Higher priority customers are handled quickly, while lower priority customers wait in queue. So as higher priority contact volume builds, service for lower priority customers plummets. That's how priority queuing can lead to longer Average Speeds of Answer and more abandoned contacts for everyone but the highest priority customers.

Avaya Business Advocate takes a different approach. As agents become available, Advocate predicts which contact will wait too long — be farthest outside its pre-defined target service level — if it's not handled next. That contact is delivered to the available agent. With Avaya Business Advocate, your high-value customers get fast service — yet no one is forgotten.

When service levels are regulated or contractual, Advocate can automatically adjust service level thresholds to bring in additional agents sooner to meet the target. Reserve agents are automatically invoked as needed to meet a service level target, helping you avoid costly penalties.

#### Look ahead with predictive algorithms

Avaya Business Advocate is built on Avaya patented Expected Wait Time and Predicted Wait Time algorithms. Expected Wait Time predicts how long a contact will wait for service. Advocate can then enlarge or shrink the size of the agent pool accordingly, to meet your targeted service level. Predicted Wait Time predicts when the next agent will be available when deciding the right queue to serve.

Every customer is delivered to the best agent based on customer value, agent skill, predicted total wait time and specific service goals. Your management team can gain greater control of service levels without intervening manually.

#### Avoid supervisor shuffle

Contact arrivals naturally ebb and flow by customer group. Before Advocate, supervisors responded to surges by monitoring traffic at their computer screens and manually reassigning agents to meet changing demand.

## Avaya Business Advocate

As agents become available, Avaya Business Advocate intelligently selects their next contact based on defined business objectives. Unlike standard prioritization techniques, Avaya Business Advocate analyzes events in the contact center and uses predictive algorithms and dynamic resource allocation to preempt problems. The result is increased efficiency and improved customer satisfaction.

Like looking in a rear-view mirror, by the time supervisors respond to a surge, it's too late — the statistics they see have already occurred — and customers have already waited too long. The result is increased abandonment rates. Supervisors struggle with constantly playing traffic cop, having to remember to move agents back to their normal assignments, always busy shuffling agents instead of managing them effectively.

With Avaya Business Advocate, when expected wait times exceed your pre-defined thresholds, reserve agents are automatically and instantly activated as needed. Reserve agents are then released to their usual duties when volumes return to normal. Avaya Business Advocate simplifies contact center administration, freeing managers to focus on developing agents and building more profitable, lasting customer relationships.

## Balance agent utilization fairly

Avaya Business Advocate constantly compares agent availability with call priority and skill requirements. It distributes calls fairly across available agents, taking the “whole agent” and their recent workload into account. Now you can achieve your service level objectives while balancing agent workloads, eliminating agent burnout and dissatisfaction.

## Flexible, scalable, integrated

Avaya Call Center contains highly flexible applications that leverage your investments in other productivity initiatives. Avaya Call Center software provides rich, reliable functionality whether you choose to use traditional TDM, or IP-based infrastructure using H.323 or SIP.

## Proven technology, proven approach

Avaya Call Center Elite takes full advantage of our recognized strength in voice heritage, application development, global services and leadership position in the industry.

And, Avaya Global Services provides a suite of options designed to give you maximum flexibility in choosing the services needed to best support the unique needs of your contact center and your business.

## Agent Efficiency and Effectiveness

Avaya Call Center Elite provides a fully integrated contact management solution that empowers your agents to deliver competitive customer service, helps to lower operating costs, increase agent efficiency and effectiveness, and helps you make the most of every customer interaction. With Avaya Call Center, you have a powerful assortment of features, capabilities and applications to meet all of your contact center needs.

## Learn More

To learn more about Avaya Contact Center solutions, contact your Avaya Account Manager or Avaya Authorized Partner or visit our web site at [avaya.com](http://avaya.com), and select **Contact Centers**.

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

### Avaya Leadership

More businesses worldwide have trusted Avaya to deliver their mission-critical contact center solution than any other vendor. Avaya has the distinction of being:

- #1 in Contact Centers worldwide<sup>1</sup>
- #1 in IP Telephony worldwide<sup>2</sup>
- #1 in Unified Communications worldwide<sup>3</sup>

<sup>1</sup> Worldwide: Gartner, Inc, Market Share, Contact Centers Worldwide, 2011, D. Kraus, March, 2012

<sup>2</sup> Worldwide: Dell'Oro Group, Enterprise Telephony Report, 1Q12, June, 2012

<sup>3</sup> Worldwide: Dell'Oro Group, Enterprise Telephony Report, 1Q12, June, 2012