



The Power of We™

The Avaya Customer Connections Portfolio

Are you giving your customers what they want...in ways that work for you?



Making a strong connection with customers has never been easier—or more important. Certainly, there are more channels than ever to make connections, including Web sites, instant messages, email, social networks and mobile devices, not to mention using a plain old telephone or visiting the store or business in person.

But are you really connecting? Are you ready and able to give customers the interactive experience they've come to expect, whenever and wherever they want it?

The Avaya Customer Connections Portfolio can help. The portfolio is an array of innovative solutions that can equip you to offer the multimedia interactions expected by today's always-on, on-the-go consumers, while increasing the effectiveness and productivity of your organization.

Every day, Avaya technology experts are hard at work in Avaya Labs, our world-class research and development operations, where our software

development experts help customers solve real-world problems and compete. Collaborating with our customers, we leverage these efforts to create new features, applications and technologies.

The Avaya Customer Connections Portfolio builds on what's happening in Avaya Labs and our customers' businesses. It packages these technology advances into solutions that support rich, two-way customer communications and integrate seamlessly with existing



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enterprise and contact center operations—all with the goal of addressing urgent business issues with practical, effective solutions. The portfolio provides three essentials for your business: video, social and mobile communications.

Getting the picture with video communications

It's not unusual for someone to walk into a business with more than one need. A bank customer wants to open a checking account and ask about getting a home improvement loan. A mobile phone user needs a new handset but also wants high-speed Internet access at home.

In either situation, the problem is there is no one on-site who can handle both requests. The Avaya Customer Connections Portfolio provides tools to overcome this limitation.

Avaya One Touch Video

The Avaya One Touch Video solution enables voice, videoconference and collaboration sessions between agents, experts, or other enterprise resources and end users with access to an Internet-connected PC, tablet, or mobile device.

Avaya One Touch Video, a browser-based collaboration solution, enables individuals to interact with you or

anyone in your enterprise by simply selecting a link from your web page, or even from an email. For contact centers, Avaya One Touch Video builds on existing contact center skills and infrastructure, saving upfront investment. With Avaya One Touch Video, the agent can better service the customer by leveraging provided internal and external context such as Web pages visited, previous contacts and self-service attempts. Agents can text chat and share images, videos, and other applications further enhancing the collaboration sessions. This more encompassing approach can help reduce costs by enabling sharing of limited resources as agents can continue handling telephony voice calls in addition to Avaya One Touch Video sessions. And improving agent knowledge of the customer increases agent and customer satisfaction and agent productivity and effectiveness. Best of all, customers can access your contact center via the Web, without requiring installation of proprietary software, allowing your company to take advantage of the cost savings of an all-Internet call.

Avaya One Touch Video can provide face-to-face connection between customers at a branch kiosk or storefront with representatives in the contact center. Imagine the possibilities with remote consultation in businesses such as retail, healthcare, hospitality and government agency settings.

Capturing social media opportunities in the contact center

Social media has become a prominent communications channel for people to seek information and express their opinions about a company and its offerings. The contact center is emerging as “command central” for businesses to monitor social media conversations and engage with customers using social channels.

The Avaya Customer Connections Portfolio includes powerful tools to help you keep up with, and capitalize on, the fast-paced social media sphere.

Avaya Customer Connections Social Media Manager

Avaya Customer Connections Social Media Manager improves the efficiency of social media responses in your contact center and reduces social media monitoring costs by allowing you to focus only on meaningful, actionable interactions. Using analysis engines, Customer Connections Social Media Manager identifies spam, ranks the relevance of social media posts, and classifies topics and tracks trends. It automates responses when possible using existing FAQs and documentation. It supports efficient prioritizing, routing,

measuring and reporting of social media traffic in a process that blends seamlessly with other contact center operations.

Customer Connections Social Media monitoring enables mining of Twitter, Facebook, blogs and other forums, and it supports use of third-party monitoring tools and listening engines.

Social Media Manager creates a framework to elevate communications started on a public social media site to private one-to-one voice and/or video calls, email and instant messages without the need for a phone number or e-mail address. Customers simply connect to the Social Media Widget application from your company Web site to their social network page, such as Facebook or Twitter. Information in customers' Facebook profiles provides representatives with invaluable information and context for the call.

Communicating with customers on the go

More people than ever take care of business using mobile devices. Many do not want to make a phone call to navigate lengthy interactive voice response (IVR) menus or wait on hold for a contact center representative. Avaya Customer Connections Mobile

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overcomes this barrier by further simplifying customer service options into an easy-to-use mobile application that offers selections based on the way you do business - including how you handle your technical support, order status and account information. It also provides customers options such as receiving a callback from a contact center agent. Customers are given the estimated wait time and can choose to receive a callback based on their position in queue, or schedule a callback at a date and time that is convenient for them. Easy to see, easier to use, Customer Connections Mobile fits the lifestyle of a mobile population. It gives you the ability to provide business options to your customers at the right time, where it is easiest for them to contact you to do business.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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