

Avaya Proactive Outreach Manager

Overview

Is your contact center forced to work overtime and drop outbound activities due to unexpected high inbound call volumes? Could you improve customer satisfaction if you had the time to proactively contact your customers about account issues? Would you like to increase your collections close rate or increase customer awareness of new products and services?

What if your business could reach out and interact with customers that have impending critical service or support needs? What if your organization could quickly take action on your customers anticipated needs and reduce inbound call traffic with proactive outbound contact? What if you had a low cost way to improve customer awareness of new services and offers?

Avaya Proactive Outreach Manager does all these things and more. What is Proactive Outreach Manager? Proactive Outreach Manager is an application platform that enables organizations to design and manage high performance and cost effective automated notifications and outbound campaigns that reach out to customers via voice, email, or text messaging. These campaigns can notify customers of key information and enable them

to take immediate action through automated self service or by a conversation with an agent.

Key Customer Benefits

Proactive Outreach Manager simplifies creation, execution, and management of outbound campaigns and notifications helping businesses reduce costs, increase revenues, and/or improve customer satisfaction.

Proactive Outreach Manager can help you:

- **Improve Customer Satisfaction** – Provide timely communication of information and status updates through email, SMS text or telephone based on the customer's preferences
- **Lower the Cost of Service** – Reduce inbound traffic by anticipating caller inquiries and allowing customers to take action. Lower outbound agent costs by automating simple interactions through lower cost email, IVR, or SMS text
- **Reduce OPEX and CAPEX Costs** – Uses Avaya Voice Portal for automated outbound campaigns allowing you to deploy mission critical automated outbound services that leverage and compliment your existing inbound self service applications





- **Generate Revenue** - Create and execute customized cross-sell and or up-sell campaigns to generate new or upgrade revenue

Feature Summary

- **Multichannel Blending and Escalation** – Design interactive voice, email, and text messaging campaigns that allow interactions to take place across multiple channels, such as providing information through one channel while allowing response through another. Design applications to move from email to text to voice on subsequent contact attempts based on contact urgency or other conditions like shifting from automated call to email after business hours. Applications can also support Preference Management approaches to help ensure consumer communication preferences are honored.
- **Campaign Design** – Leverage the powerful, open standards Avaya Dialog Designer environment to design interactive campaigns and notifications that dynamically adjust based on customer status, business rules, contact lists, call schedules, and agent availability. Build outbound campaigns leveraging existing inbound self service applications to expedite time to market of new services. Build contact lists using virtually any data source and add new contacts to existing campaigns without interrupting campaign execution.
- **Advanced Outbound and Speech Capabilities** – Employ human voice and answering machine detection to leave personalized message (E.g. “Sorry we missed you...”) when a non-“live” contact is detected. Utilize prerecorded prompts or the latest speech technologies to design highly effective, automated customer communications.
- **Contact Center Integration** – Design automated outbound campaigns to complement and extend beyond your existing inbound contact center and outbound agent campaigns. Provide customers the ability to request transfer to an agent with screen-pop to expedite their agent-based interaction.
- **Campaign Throttling** – During automated campaigns that provide the option to transfer to an agent, control the volume of outbound contact attempts based on inbound agent queue times. Leverage key data like “Expected Wait Time” to automatically throttle campaign contact attempts to manage call service levels for transactions requiring agent assistance.
- **Shared Customer Status** - Shares customer status in real-time such that preferences (e.g.. opt-in/opt-out) or status changes (e.g.. delinquent bill is paid) are reflected in real-time across all other concurrent campaigns.
- **Campaign Tracking and Reporting** – Track campaign status in real-time via web browser accessible reports. Monitor and analyze campaign effectiveness with real-time and historical reports that provide a unified view of campaign activity and customer status.
- **Multi-tenancy** - Empower business leaders across your organization to design and manage their own outbound campaigns. Leverage multi-tenancy and roles based access to centralize access and control to relevant systems, campaigns, detailed customer data, and reports.

- **Unified Application Management** – Proactive Outreach Manager leverages Avaya Voice Portal to simplify management and administration costs by unifying access to campaigns, applications, and customer data for both outbound campaigns alongside inbound self service applications.
- **Compliance** – Stay compliant with the latest government regulations. Proactive Outreach Manager supports key capabilities like Do Not Call lists, Opt-out, and Opt-In.

Outbound applications run on the same high availability architecture designed and developed specifically for mission critical customer self service applications.

With Avaya Voice Portal, organizations can quickly build multi-channel self service campaigns that seamlessly blend outbound notification with inbound self service interactions – all on the same platform. This approach provides organizations a means of vastly simplified management and administration of both inbound and outbound self service applications and client data.

organizations have moved to automating outbound customer care. Automating outbound self service and notifications is a great way to expand customer service and support as well as reduce and shape live customer call volume to lower cost, automated channels. This approach can result in a significant reduction in service cost while in most cases also improve service levels, enterprise responsiveness, and end customer satisfaction.

Platform Requirements

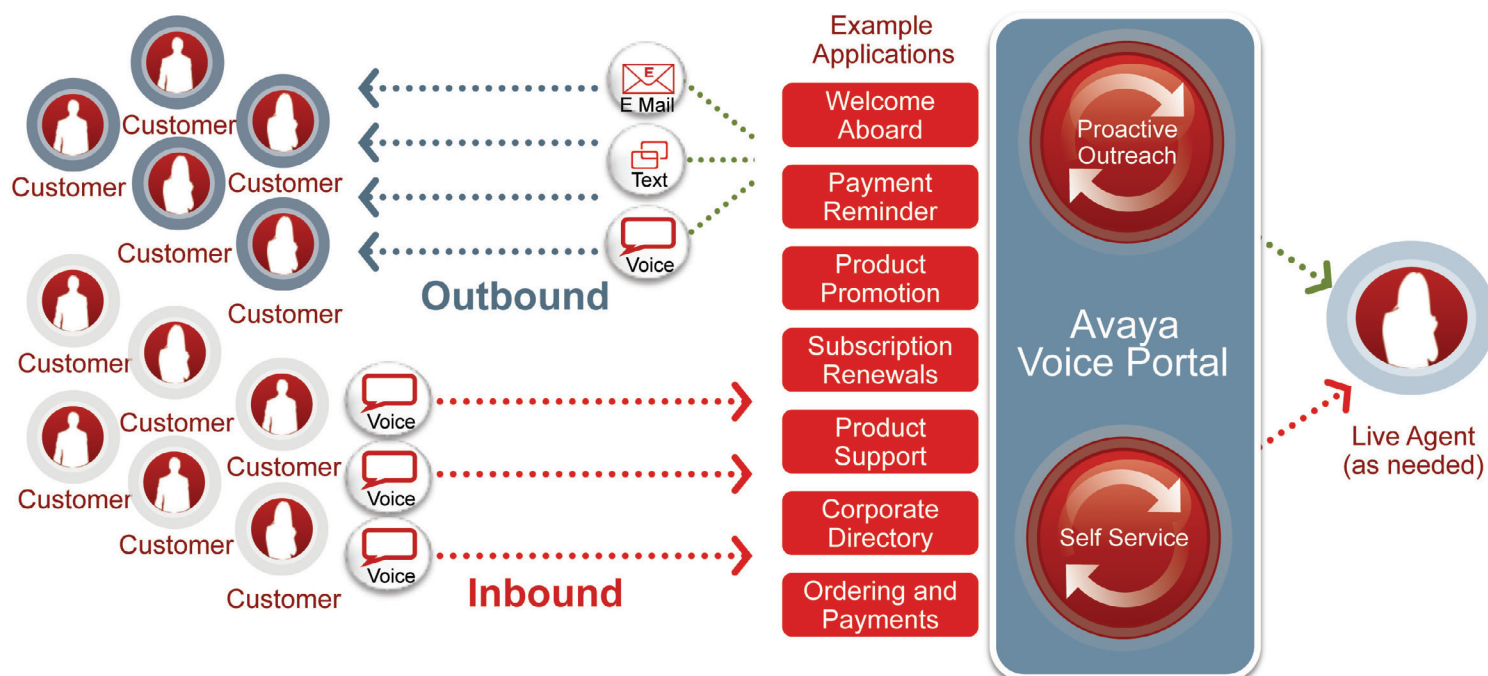
Proactive Outreach Manager applications utilize Avaya Voice Portal and Avaya Dialog Designer for open standards based campaign design, development, implementation, management, administration, and reporting.

Conclusion

Today's organizations are challenged to continually improve customer satisfaction and revenues while dramatically lowering costs. To improve in all these areas, many

Learn More

For more information about how Avaya Proactive Outreach solutions and Avaya Proactive Outreach Manager, contact your Avaya Account Manager, Avaya Authorized Partner or visit us at avaya.com.



Proactive Outreach Contact Flow

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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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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