



The Power of We™



# Avaya Aura® Call Center Elite Multichannel Feature Pack

Mounting pressures in today’s marketplace — increased competition, squeezed budgets, and sophisticated customer expectations for service — have presented challenges for all organizations, whether large or small. With the competition tougher than ever and limited organizational resources it is almost impossible not to feel like you are under siege. In this type of market, midsize businesses feel the pain more — it’s more complex for you to absorb these challenges as readily as larger businesses that you may compete against. To succeed, midsize organizations must find ways to overcome these challenges:

- **Dealing with fast changing business cycles** and fiercer competitive landscapes that can out resource you
- **Reducing costs permanently** so you are using fewer resources to compete with larger enterprises
- **Driving efficiencies throughout your business** employing smaller support teams to be more cost effective
- **Differentiating your services from larger competitors** to continually grow the business
- **Gaining competitive advantage as products become more commoditized** and price to value becomes a priority

Getting ahead of rapidly evolving customer expectations means you must deliver value and provide a **differentiated customer experience**. And this needs to be accomplished in a way that optimizes resources and expertise across the business, while lowering operating expenses.

Faced with these service imperatives many organizations begin searching for

technology that can help them achieve efficiencies and provide a high degree of functionality, while being easy to implement and maintain. They start by looking for tested and proven packaged solutions that can help make the difference in their customers’ experiences. The Avaya Aura® Call Center Elite Multichannel Feature Pack is proven technology that allows businesses to meet these objectives. Call Center Elite Multichannel enables customer service sophistication and differentiation, through an efficient deployment model that leverages existing investments. In other words, it can help you keep customers on track and satisfied while helping to optimize your existing resources.

## The key to improving your customer experience

In good times and even in the midst of uncertainty, managing the customer experience is critical for long term business stability and even for the continued existence of your organization.

Avaya Aura® Call Center Elite Multichannel enables customer service sophistication and differentiation, through an efficient deployment model that leverages existing investments.

The Call Center Elite Multichannel Feature Pack is a multi-purpose customer service solution. It provides a reliable, integrated, affordable multichannel contact center solution and rich and compelling customer experiences. It is designed for midsize firms or divisions of large enterprises who are seeking ways to achieve operational efficiency, increase revenue and improve customer satisfaction and retention.

The Call Center Elite Multichannel Feature Pack offers options for contact handling so your customers are treated in an efficient manner. Yet it also enables agents to more effectively respond to their needs. Intelligent routing of contacts — getting the right agent at the right time— is a proven key driver of customer satisfaction. An added benefit — it can also help you reduce costs while delivering greater business value.

## The 21st Century Contact Center

**Avaya Aura® Call Center Elite with the Multichannel Feature Pack** is a fully featured contact center solution with applications for multichannel, inbound and outbound contacts, and integrated real-time and historical reporting.

Avaya Aura Call Center Elite runs on our market leading Avaya Aura Communication Manager and can easily be adapted to include non-voice contacts with the Multichannel Feature Pack. The solution provides robust multichannel routing capabilities for today's 21st century contact centers, and can manage the collection, queuing, and delivery of voice and non-voice work items, such as e-mail and text or web chat sessions, to an appropriately skilled agent. The powerful routing algorithms that reside in Avaya Call Center Elite Software determine the right resource for the right

contact. The Elite Multichannel solution is modular so it is flexible and can accommodate change as businesses grow and evolve. Plus, the solution integrates seamlessly with Avaya Experience Portal for self-service options and with Avaya Call Management System for advanced reporting and customization. So whether you are an existing Call Center Elite customer that wants to add multichannel easily and affordably to your existing contact center, or you are considering Call Center Elite Multichannel for your new contact center environment, Avaya offers a solution that will turn your customer service operation into a 21st century contact center.

Avaya Call Center Elite Multichannel allows customers to make contact via voice, e-mail, fax, SMS text or instant messaging. Regardless of whether the customer prefers speaking on a telephone, sending e-mails, texting on a smart phone, or chatting over the internet, Elite Multichannel provides a universal work queue by leveraging an Avaya Automatic Call Distributor (ACD) for all supported channels. So that contact will be placed in a single queue and then routed to an agent with relevant tools, skills, and knowledge to handle the request.

Easy to implement and simple to use, Call Center Elite Multichannel also delivers:

- Out-of-the-box desktop applications for agents and supervisors
- Framework applications: intelligent routing, interaction data and centralized configuration
- Integrated outbound preview and progressive dialing, automated or agent-initiated
- Powerful application development tools for customization and integration
- Simple and fast wizards for desktop screen pops and routing rules

## Key features of Call Center Elite Multichannel

- **The right resource at the right time.** By capturing resource skill sets in the routing database, contacts are routed to the right resource by skill type, regardless of contact channel. Universal agents who support multichannel contacts can improve response time measurements, improving service levels and increasing agent efficiency.
- **Optimal performance management.** Reporting is pivotal to a contact center's success. The solution offers basic out-of-the-box performance reporting on all real time and historical activity in the contact center environment. Supervisors can choose to display the information in grid format or report layout. For more sophisticated contact center reporting, Avaya Call Management System is available for more robust consolidated reporting needs.
- **Proactive customer engagement.** From callbacks to targeted campaigns, these simple and effective integrated outbound dialing tools can improve customer engagement and balance agent inbound and outbound calling.
- **Simple wizards facilitate ease of use.** Built-in wizards make configuration easier and faster. By leveraging best practices in contact center configurations, Avaya has created pre-defined desktop screen pops and routing rule definitions. This can shorten timelines, allowing business operations to commence more rapidly.
- **Enhance customer experience through advanced treatments.** Unique algorithms and capabilities such as Expected Wait Time, Abandoned Call Assistant, and Customer Requested Call Back

deliver operational efficiencies and increase customer satisfaction.

- **Expand agent knowledge with customer history.** Call Center Elite Multichannel agent desktop displays a list of previous customer contacts to help ensure that agents have all of the pertinent context in order to better serve customers.
- **Pre-built Microsoft Dynamics CRM Connector.** This allows office workers to call individuals in Microsoft Contacts and Accounts lists, and view contact screen-pops with inbound contacts.
- **Integrated Wallboard application.** It displays real-time and statistical information on Vector Directory Number (VDNs), skills or splits and agents in a marquee window. Installed on agent PCs, the scroll bar of information allows agents to closely track their personal work performance and the performance of their work group (skill or split).
- **Chat canned messages.** Agents using chat canned messages are able to make use of personal or corporate specific messages such as “Hello, my name is Sally, how may I help you?” In addition, an agent can configure an e-mail address in the event that no agent is available or a customer attempts to contact a call center after hours. Chat messages can also be used to inform or advertise information about a new or existing promotion.
- **Keyboard based routing.** Allows the administrator to identify keywords, which characterize the content of an e-mail. Keywords can be defined and associated with a group of experts, which in turn can improve routing and deliver higher quality and faster e-mail responses.
- **Avaya Experience Portal integration.** Through the integration

## Value Driven Results with Avaya Call Center Elite Multichannel

With Call Center Elite Multichannel you can:

- Improve customer satisfaction by offering them their preferred method of interaction (e.g. voice, e-mail, web chat, Instant Messaging, and SMS).
- Increase investment value by building upon existing Avaya Aura® Communication Manager, Call Center Elite, and Call Management System platforms.
- Enable business anywhere and scale operations as conditions change by employing strategies such as home agent, remote worker, and universal agent while integrating these with the business ecosystem of branches, partners, and suppliers.
- Optimize contact center operations by improving the handling and tracking of customer requests through contact center routing and management capabilities.
- Optimize productivity and increase agent effectiveness by using Computer Telephony Integration (CTI) screen pops, unified agent desktop, and universal work queue for multichannel and blended inbound/outbound communications.
- Increase customer loyalty by leveraging information from previous interactions or purchases to create a personalized experience.
- Improve agent job satisfaction and reduce attrition by offering agents the opportunity to remain productive with varied work schedules that include voice and non-voice contact handling; providing a break from the routine.
- Enable competitive differentiation and build lasting relationships by implementing effective customer relationship strategies across all contact channels.

of Experience Portal, customers will gain an “all in one” contact center suite experience by configuring Experience Portal within the Elite Multichannel control panel in addition to improving their customer service. Avaya Experience Portal is sold separately.

- **Avaya Aura® Workforce Optimization (WFO) integration.** Managing the agent workforce requires sophisticated WFM tools. By automatically forecasting staffing requirements to meet call.

## Avaya Client Services

Rapid technology changes are creating a challenging, complex, multi-vendor environment, leaving enterprises

searching for ways to keep up and move forward under economic pressures. This environment creates a gap between the availability of new technology and the ability to consume it. Avaya Services addresses the technology gap to capitalize on your investment and enables clients to achieve the true benefits of technology by removing complexity, improving performance and accelerating ROI.

From assessing business needs to designing, implementing, managing and maintaining the solution, Avaya Services provide a range of options to supplement or support your internal resources in addressing business needs.



## Learn More

For more information about how Avaya Aura Call Center Elite and the Multichannel Feature Pack can support the challenges and demands of midsize businesses, please contact your Avaya Account Manager, Avaya Authorized Partner or visit [avaya.com](http://www.avaya.com).

## 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 Global Support Services

Avaya has extensive global experience delivering services in complex client environments. Avaya Services is an award winning organization and has been recognized for many years for its excellence in customer service and support in North America.

Protect your Avaya enterprise communications solutions with standardized global support services designed to give your business maximum flexibility and uptime. This powerful and modular support offer is Avaya Support Advantage. With Support Advantage, you get industry-recognized Avaya services in the fastest response times we've ever offered. And there is a Support Advantage package that's right for you, whether you take a hands-on approach to managing your environment, or opt to rely on Avaya or one of our Avaya channel partners. You can choose from simple-to-use, flexible Support Advantage services to:

- Build a simple support strategy tailored for your business.
- Leverage intellectual property, like Avaya award-winning web-based tools on a 24x7 basis.
- Benefit from a world-class remote diagnostic tool that can identify, isolate and resolve 99 percent of system-generated alarms.
- Implement security policies quickly via the Avaya Secure Access Link Policy Server to reduce network security risks.
- Maintain peak network and application performance to better serve your customers and help your employees be more productive.
- Realize the potential of your communications investment.

## Avaya Professional Services

Professional Services enable businesses to leverage their communication technology investments to drive measurable business results. These services intersect at each point of the customer communications lifecycle continuum and are delivered in three customer facing portfolios of Enablement, Optimization and Innovation.

**Enablement Services:** Assures successful implementation of technology allowing maximum benefit of investments.

**Optimization Services:** Leverages existing technology investments towards increased ROI.

**Innovation Services:** Leading technology services allowing companies to reach new levels of business potential and market competitiveness.

## Avaya Managed Services

Avaya provides a portfolio of services that address customer business issues. Avaya Managed Services help reduce customers' IT workloads and can accelerate deployment while improving overall performance and reducing costs. The Avaya portfolio of offers are globally consistent, IT Infrastructure Library (ITIL)-aligned helping to ensure best in class service.