AVAYA WEBRTC SNAP-IN

Simple, effective, real-time click-to-call capabilities for your website.

Make the web the new on-ramp for your customer contact solutions by providing another convenient way for your customers to engage you, resolve issues and make their next purchase. The Avaya WebRTC Snap-in for the Avaya Breeze™ Platform simplifies the addition of click-to-call into your web pages, making it easy for customers to access your services and opening the door to the next level of agent service capabilities.

WebRTC can be a game changer for enterprise communications and customer engagement. Enterprises can now add real-time communications to any website making customer contact and support easier and giving those without immediate access to a telephone another way to connect. Think about how that could change your customers experience! Rather than abandoning their shopping cart, or simply giving up, customers can engage an agent through their browser to obtain immediate service. Agents can have access to the customer's location on the web, their credentials, viewing history and their past interactions with your enterprise. Responsiveness can be dramatically increased and agents have a genuine head start in quickly and professionally meeting the customer's needs.

Web based click-to-call capabilities are nothing new but the Avaya WebRTC Snap-in can take this basic click-to-call capability to the next level by:

• Supporting enhanced call security between the web browser and any agent end-point supported on the Avaya Aura® Platform (SIP or H.323)

• Controlling the user experience including parameters such as the identity presented for the caller and the authorized destination for the call

• Conveying the context of the call and caller, including such data as the callers browsing history and the status of their shopping cart, that can be leveraged by Avaya Breeze Snap-ins, Contact Center applications and Contact Center agents

The integration of new capabilities like WebRTC can be a significant concern for those responsible for the smooth operation of enterprise communications and customer contact solutions. As a result Avaya has simplified its WebRTC approach by:

- Providing a complete web-based administration capability to control the user experience, the identity presented for the caller and the authorized destination for the call

- Making contextual information about the call available to other Avaya Breeze Platform and Avaya contact center applications to improve routing, responsiveness and faster, more customized approaches to each customer interaction

- Helping ensure customers can leverage their existing HTTP infrastructure for WebRTC signaling requirements

From the customer's perspective, the Avaya WebRTC Snap-in makes connecting with your business a snap. No installation is required by the user – any device with a WebRTC capable browser has immediate access. And WebRTC based communications can traverse your firewall without the need for a Virtual Private Network (VPN) connection through the integration of the Avaya WebRTC Snap-in with our Avaya Session Border Controller for Enterprise.

Finally, the WebRTC Snap-in, when combined with other Avaya solutions, can significantly reduce customer wait times in IVR queues by providing context based routing to the correct agent. It all adds up to increased simplicity and satisfaction for the customer and the opportunity for more revenue and reduced agent talk times for your business.

Avaya WebRTC Snap-in: Just the Beginning

The WebRTC Snap-in is an integral part of the Avaya Breeze Platform – an environment that allows you new flexibility in leveraging your investments in Avaya solutions. Avaya Breeze Platform is:

- An open, extensible development environment

- A single, integrated platform for the merging needs of Unified Communications and Customer Contact

- Multimodal, working across channels, processes, and systems

- Simple to use, enabling developers and customers to speed time to market

- Fully integrated into the Avaya Aura Platform for rapid integration with built-in scalability, security measures, and virtualization

Learn More

The WebRTC Snap-in and Avaya Breeze Platform create opportunities to add substantial value to any enterprise. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at **avaya.com**.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

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