



# POWER GREAT EXPERIENCES WITH REAL-TIME ENGAGEMENT



## CUSTOMERS TODAY DEMAND INDIVIDUALIZED, REAL-TIME RESPONSE

70% of consumers expect customer facing services and staff to be fully aware of their past interactions.

69% of consumers expect to be treated as 'unique' by organizations, where they are contacted in a way they want and offered products and services tailored to their preferences and habits.

66% of consumers say they would rather spend money with companies that treat them as an individual.

(Source: *Missing Customer Expectations?*, Avaya, March 2014)

## Avaya Work Assignment Snap-in for the Avaya Breeze™ Platform

In today's highly connected, mobile-first world, organizations need to be ready to serve their customers anytime, anywhere they happen to be, on any device they use. It is increasingly important that organizations raise the bar in terms of the overall customer experience, and increased context awareness is a critical enabler.

Many companies today have untapped business and customer data from which to derive insights to fine tune customer engagement and streamline their back office processes. However, they lack a means to leverage these data to deliver a more individualized customer experience as well as better manage their people and teams when situations arise.

The ideal solution provides businesses with the means to easily orchestrate the real-time assignment of customer inquiries and other work items to the right people across their enterprise based on all relevant customer, business, and situational factors to better meet customer and business key performance indicators (KPIs) and goals.

Avaya Work Assignment Snap-in for the Avaya Breeze™ Platform is the answer. Work Assignment is an extensible, highly scalable work distribution system that uses real-time data analytics to find the best match between work items and inquiries and the people to help. With the Work Assignment Snap-in, you can tap

cross-company data, make on-the-fly adjustments, and match your people and teams to the optimum tasks or customer inquiries that can help you achieve your business goals.

### Imagine What You Could Do

The Avaya Work Assignment Snap-in makes it easier to design customer facing experiences and business workflows that take full advantage of Big Data and real-time enterprise information about your customers and your business.

Work Assignment empowers your business to:

- Fine tune assignment of incoming customer inquiries to the best enterprise resource based on target business rules and goals, such as matching an agent with strong sales proficiency scores to a prospect, helping increase the caller's propensity to buy

- Act in real-time based on up to the minute information with dynamic team formation and expert finder applications such as alerting cross functional teams of a service outage as it occurs
- Orchestrate back office work item management across your enterprise non-contact center staff and teams such as directly assigning a service billing expert to a repeat caller based on the customer's value and prior interaction history

## The Path to Real-time Engagement

The Avaya Work Assignment Snap-in and the Avaya Breeze Platform complement your existing front office and back office process management systems with a better way to achieve your business goals through matching your people to the work they do best.

Key Avaya Work Assignment Snap-in features include:

- Work prioritization – Assign tasks within a particular service a higher importance such that available resources will be assigned before lower priority items
- Queue work to multiple services – Queue work in up to six different queues simultaneously with varying priority levels and an ability to de-queue work
- Assign resources to multiple services – Assign agents or teams to multiple different services based on skills, proficiencies, and other personal, business, or situational attributes
- Proficiency levels – Route work based on agent level of expertise in a given service
- Resource selection – Manage callers and work based on any number of strategies; for example, most idle resource, least occupied resource, most idle resource with best proficiency
- Work selection – Match resources to work with greatest need such as highest priority oldest waiting or match work to an agent's best skill level and proficiency

## 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](http://www.avaya.com).

## Transform Your Business with Great Interactions

Organizations need ways to leverage all of their up to the minute customer and business information to drive better outcomes. The Work Assignment Snap-in provides you with the means to optimize the best match between every customer inquiry and work item, and the best resources to accomplish the task.

## Learn More

The Avaya Work Assignment Snap-in and the 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](http://avaya.com).

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