AVAYA

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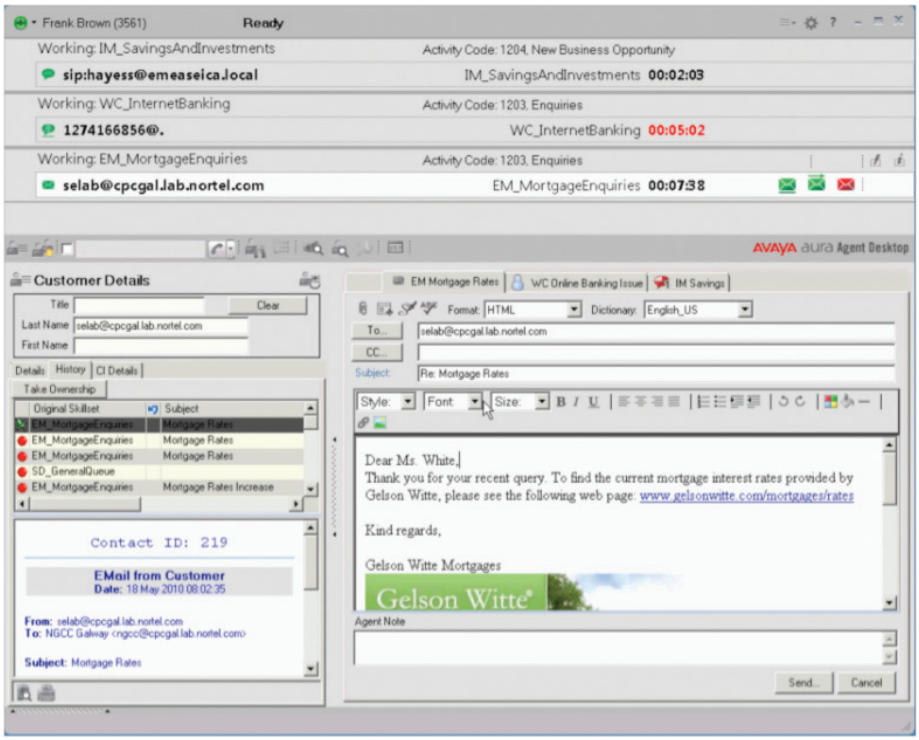


Avaya Aura® Contact Center 6.4

Avaya Aura® Contact Center 6.4 is a context-sensitive, collaborative, voice and multichannel customer experience management solution that allows businesses to manage all types of customer interactions through a unified application. Avaya Aura Contact Center intelligently routes up to six simultaneous multichannel contacts to the most appropriate resource through a unified agent interface. By creating a complete view of the customer and the context of their interaction, Avaya Aura Contact Center allows enterprises and organizations to manage the customer experience in a way that consistently delivers a superior level of engagement. Avaya Aura Contact Center allows users to proactively reach out to customers, combines historic and real-time contextual customer information to help improve the quality of interactions, optimizes agent utilization and productivity, and enhances supervisor performance to deliver superior customer experience and drive sustainable business growth.

A software only application that runs on commercial off-the-shelf servers or as a pre-loaded hardware appliance, Avaya Aura Contact Center is the ideal solution for customers who need the flexibility of an open, reliable multichannel solution. The following flexible deployment options are available:

Avaya Aura Contact Center	Description
Complete	The Complete solution manages all contact types (inbound/outbound voice, email, web chat, SMS, fax, IM, Social Media, etc.) as a universal queue and offers integrated real-time and historical reporting. The Avaya Aura Contact Center-Midsize midmarket solution utilizes the Avaya Aura Contact Center Complete deployment model.
Standalone	The Standalone solution is deployed to manage only non-voice multichannel contact types (email, web chat, SMS, fax, etc.). No integration or inter-operation with a “voice call center” solution is required.



Avaya Aura Contact Center supports next generation, SIP based deployment options on Avaya Aura® Communication Manager and Avaya Aura® Session Manager, as well as Avaya Communication Server 1000 integration through the Applications Messaging Link (AML).

Features and Benefits

Avaya Aura Contact Center 6.4 includes many new and enhanced capabilities that help enterprises and organizations improve customer satisfaction, increase revenues and profitability, and enhance agent and supervisor productivity while reducing CAPEX and OPEX costs. Avaya Aura Contact Center addresses the needs of all stakeholders including the line-of-business manager, contact center manager, IS/IT manager and agents. Key capabilities include:

Customer Satisfaction

- **Increased access options:** Intelligent assignment of up to six multichannel contacts including voice, IM, Web Chat, SMS text, email, voice mail, fax, scanned documents, and social media through an open, universal queue offers customers numerous contact options. The multichannel capability helps enterprises and organizations promote the concept of 'always-open-for-business', increasing customer options and ease of access.
- **Context preservation:** Information such as the customer's immediate prior activity, historical data and social attributes help anticipate user needs and facilitates higher rates of First Contact Resolution (FCR), and enhances contact center efficiency. Anchoring the customer contact on the SIP Avaya Media Server helps ensure that agents, experts and supervisors have access to information about the customer's context.
- **Social media integration:** Ease of integration with social networks provides options for business managers to nurture, build and promote brand image, and equally importantly, resolve issues before they balloon out of proportion. Avaya Aura Contact Center integrates with Avaya Social Media Analytics, which analyzes and categorizes Twitter and Facebook contacts so that they can be prioritized and routed into the contact center for agent handling.

Agent Efficiency

- **Unified Agent Desktop:** Avaya Aura® Agent Desktop is used by agents to manage both inbound and outbound voice interactions, as well as email, web chat, text (SMS), social media, instant messaging (IM), fax, and scanned documents. Each agent can be configured to handle up to six interactions simultaneously. The agent desktop interface provides information on the contact history and screen pops, delivering added business intelligence. For voice-based interactions, agents can record a greeting for every skillset they are assigned, and the appropriate greeting is played to minimize repetitive information. For text-based interactions, auto responses can be configured and response suggestions offered to agents based on the context of the interaction. The agent desktop interface makes

it quick and easy for agents to interact with customers regardless of the channel.

- **Agent quality, motivation and performance:** The ability to offer flexible, at-home teleworking arrangements allows contact center managers to hire the best agents, motivate them, improve performance and reduce agent turnover. Avaya Aura® Offsite Agent is an optional add-on feature that allows agents to utilize their home or mobile phone to accept customer interactions from Avaya Aura Contact Center.
- **UC desktop integration:** Integration with Avaya Aura Session Manager delivers powerful UC capabilities directly to the agent desktop, helping increase agent productivity. Based on the context of an interaction, expert/buddy lists are displayed on the desktop for expert consultation using instant messaging. Both agent and expert see the inquiry context, helping resolve customer interactions faster and improve first contact resolution. UC desktop integration is also provided with Microsoft OCS and Lync.
- **Proactive customer engagement:** Outbound dialing enables enterprises and organizations to utilize their agents for revenue generating activities. The ability to reach out to customers with timely information increases up-sell opportunities, resulting in higher revenues and profitability. It also helps shape the type and number of inbound contacts.

Supervisor and Administrative Effectiveness

- **Avaya Aura® Orchestration Designer:** The drag and drop menus in the graphical user interface of Avaya Aura Orchestration Designer (Orchestration Designer) makes it easier and more efficient to develop routing scripts with fewer errors, removing the need for specialized resources. More importantly, this workflow design tool is utilized by both Avaya Aura Contact Center and the Avaya Aura® Experience Portal, making it easier and faster to modify work assignment requirements for automated and assisted care environments.
- **Simplified Administration:** Common, web-based administration for contact center supervisors and managers helps reduce configuration complexity, eliminate duplication, reduce errors, and lower implementation time and cost. It also allows contact center managers to maintain multiple virtual contact center nodes over the web from a single point.
- **Unified Reporting:** On-board reporting with standard or customized, tabular and graphical, historical and real-time displays with dynamic filtering provide easy-to-read information on Key Performance Indicators (KPIs), contact summaries and consolidated reports. This reduces the time spent analyzing data and allows more time for coaching agents, helping improve both agent and supervisor productivity. As a multichannel reporting engine, the solution offers reports that provide insight on both

Configuration	Communications Platform	Voice Only Agents	Multichannel Agents (includes voice)
Avaya Aura Contact Center Complete	Avaya Aura® Solution for Midsize Enterprise	500	500
	Avaya Aura Communication Manager with Session Manager	1000	1000
	Avaya Communication Server 1000 (AML)	5000	3000
Avaya Aura Contact Center Complete – CEM Midsize Enterprise Solution	Avaya Aura Communication Manager with Session Manager	400	400
	Avaya Communication Server 1000 (AML)	400	400
Avaya Aura Contact Center Standalone	No UC Platform	0	3000



inbound and outbound interactions, regardless of the channel. Additionally, outbound interactions that are generated through Proactive Outreach Manager can be fully reported in Avaya Aura Contact Center giving businesses a complete view of all interaction types.

Architecture, Scalability, Security & Reliability

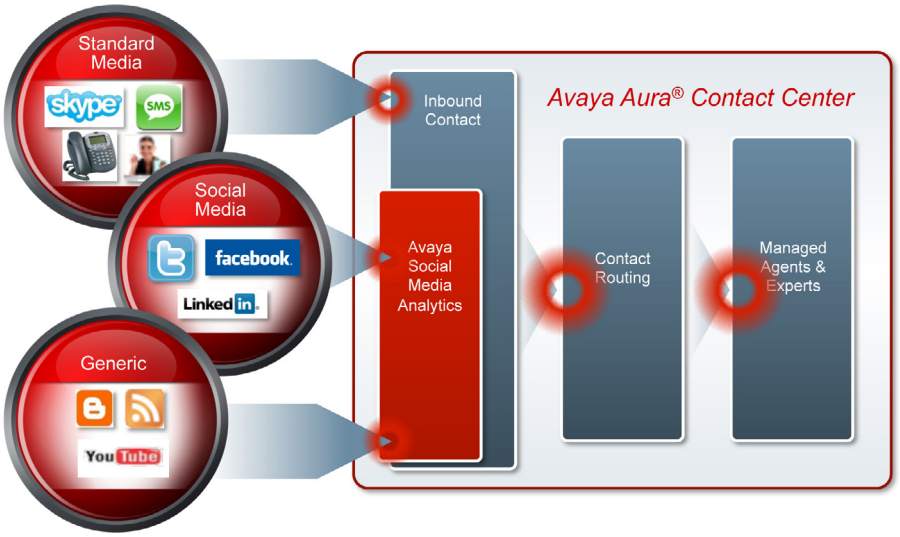
- **Open standards-based solution:** The Avaya Aura Contact Center SIP-based architecture makes it easy to develop, implement and maintain screen pops reducing time, effort and cost required to launch new capabilities that further enrich the context and information presented to agents. Standards-based Web Services simplify the integration between the contact center and back office applications allowing enterprises and organizations to quickly and easily adapt to changes. For example, the Avaya Open Queue Web Service allows any media type to be routed into the contact center, including social media such as Twitter and Facebook. Additionally, a Web Service integration is provided for quick and easy integration with Salesforce.com, as well as other CRM systems. The SIP based solution simplifies the architecture, and reduces the need for expensive and time consuming CTI deployments.
- **Virtual contact center that scales:** Avaya Aura Contact Center is appropriate for a wide range of deployments from single-server to midsize and large enterprise deployments. Multi-site, virtual contact center deployments are supported for up to 30 nodes creating an environment where skills are utilized across a network to create greater efficiency and allow businesses to draw from a wider talent pool.
- **Enhanced security and authentication:** Enhancements to security include single sign-on and authentication with Microsoft Active Directory reducing repetitive authentication.
- **Reliability:** High availability options include geographic and campus. Real-time shadowing with automatic failover options for all core application components: call processing, multichannel, agent desktop, administration and CTI, with zero-touch recovery helps maintain seamless uninterrupted operation.
- **Virtualization:** Support for both Microsoft Hyper V and VMware virtualization environments facilitates server consolidation and deployment flexibility saving CAPEX and OPEX. The solution is available as an Open Virtual Appliance (OVA), making it easy to deploy. Additionally, Avaya Aura Contact Center supports desktop virtualization within Citrix environments.
- **Rich third-party developer ecosystem:** SIP, SOA and Web services interfaces encourage a rich ecosystem of third-party application developers to develop and integrate applications to meet the specific needs of enterprises.

Integrated Contact Center Suite

- **Avaya Aura® Experience Portal:** Avaya Aura Experience Portal (Experience Portal) can be used as an IVR front end to Avaya Aura® Contact Center.

Experience Portal is a software-based platform that provides intelligent agent selection with segmentation and offers advanced wait treatments. Orchestration Designer, an advanced development environment included in Avaya Aura Experience Portal, helps speed process and workflow development.

- **Proactive Outreach Manager**: Avaya Aura Contact Center offers blended preview and progressive dialing options as features out of the box. For more advanced outbound customer engagement, the solution can be integrated with Avaya Proactive Outreach Manager to seamlessly blend predictive outbound dialing with multichannel customer engagement. The integration with Proactive Outreach Manager provides automated blending capabilities so that agent resources are utilized effectively. When inbound call volume decreases, thresholds can be established so that agents are automatically provisioned with outbound calls. Alternatively, when inbound volume increases, potentially impacting service levels, agents are automatically re-assigned to the inbound queue. All outbound dialing modes are managed through a single agent desktop, the same agent desktop that is used for managing voice and text-based interactions.
- **Avaya Aura® Workforce Optimization (WFO):** Avaya Aura Workforce Optimization is a unified suite of applications for analyzing and optimizing customer interactions within the contact center across every touch point. The Avaya Aura WFO solution provides companies with the information they need to make intelligent decisions about agents and processes, and improve the quality of customer service they deliver.



- **Avaya Contact Center Control Manager:** Avaya Contact Center Control Manager provides centralized operational administration exclusively for Avaya Contact Center applications (i.e. Avaya Aura Contact Center, Call Center Elite, etc.). This allows one-time definition and on-going management of agents, skills, vector directory number, extensions, call flows, integrated voice response working hours, dynamic prompts and menu content.
- **Social Media Analytics**: Avaya Social Media Analytics cloud solution deploys quickly, easily, and integrates into Avaya Aura Contact Center. The solution prioritizes and routes actionable social media posts as part of a blended multichannel contact center queue. Agents receive and respond to social media posts in the same manner that all interactions are managed, making it easy to stay on top of opportunities within social communities. Most contact center solutions simply route social interactions like they would an email, which makes it difficult for a business to understand performance related to social interactions. Because Avaya Aura Contact Center has its own interaction type for social media, these interactions can be better identified and managed through various reports.

The Value for You

Avaya's vision for next generation customer care is about delivering superior customer experience management. Increased competition, changing demographics, the growth of new communications media, and more demanding customers, require businesses to consistently deliver higher-value customer service and effectively manage their customer's experience.

Context is critical to customer experience management. Knowledge of a customer's most recent activity, past history, purchase behavior, and preferences provides a wealth of information and a rich context for the

interaction. Businesses that harness this context to deliver superior experience differentiate themselves from their competitors.

Avaya Aura Contact Center is a standards-based customer contact solution that allows enterprises and organizations to:

- Offer more customer access options to improve satisfaction and loyalty
- Improve agent utilization and productivity through multiple contact handling and agent efficiency features
- Use real-time and historical customer data to frame the appropriate context for each and every interaction and boost first contact resolution
- Equip managers to administer the contact center, analyze performance through unified reporting, learn and apply best-practices to continuously improve the agility of the contact center
- Manage the customer's experience, both assisted and automated, to quickly solve customer issues and increase profitable revenue opportunities
- Use SIP, SOA and Web services to flexibly connect and open the enterprise, eliminate cost and complexity and facilitate integration to business processes and social media
- Provide migration paths to protect, extend and grow investments, optimize cost and improve performance
- Ease deployment of reliable, resilient contact centers with uninterrupted operation

Enterprises and organizations can achieve these benefits while preserving existing infrastructure investments.



Learn More

For more information about Avaya Aura Contact Center contact your Avaya Account Manager, Avaya Authorized Partner or visit us at **avaya.com**.

Avaya Aura® Contact Center Supported Capabilities at a Glance	
Agent Desktop	Avaya Aura Agent Desktop
Multichannel	Fully blended support for voice, email, IM, Web Chat, Fax, SMS and social media contact types.
Multiple call handling	Up to 6 simultaneous contacts can be handled by an agent (one voice call and up to five additional non-voice contacts).
Offsite Agent	Avaya Aura® Offsite Agent solution allows contact center agents to work from any remote location whether that be a home or via a mobile phone.
Virtual Contact Center	Supports networked skills based assignment selection for voice and CTI data across up to 30 nodes in a single Virtual Contact Center.
Reporting	Granular and customizable real-time and historical reporting for voice and multichannel.
Scripting/Workflow	Built-in Graphical Orchestration Designer tool. Legacy text-based scripting fully supported and can be imported into Orchestration Designer.
Self Service	Avaya Aura Experience Portal, Voice Portal, MPS 500 or MPS 1000
Outbound Campaigns	Integrated preview and progressive outbound dialing with integrated campaigns manager or with Proactive Outreach Manager for predictive dialing.
Workforce Optimization	Avaya Aura Workforce Optimization is fully integrated and does not require the separate configuration and licensing of DMCC, TSAPI and CTI licenses.

Avaya Aura Contact Center 6.4 Requirements at a Glance	
UC Platform	• Avaya Aura Communication Manager • Avaya Aura Solution for Midsize Enterprise • Avaya Communication Server 1000 (AML)
Operating system	• Microsoft Windows Server 2008 R2, 64 bit Standard and Enterprise Editions • VMware vSphere platform with ESXi hypervisor • Microsoft Hyper-V
Client	• Microsoft Windows Vista Business SP1 or later • Microsoft Windows Vista Enterprise SP1 or later • Microsoft Windows 7 • Microsoft Windows XP Professional Service Pack 2 or later
Server Hardware	• Customer supplied: Refer to the Avaya Aura Contact Center 6.4 Planning & Engineering guide for further information: **https://support.avaya.com/downloads/** • Turnkey Hardware Appliance: Microsoft 2008 operating system pre-loaded with Avaya Aura Contact Center complete software for Communication Manager, optimized for up to 400 agents
Supported Agent Desktop and Phones	• Avaya Aura Agent Desktop • Avaya Aura Communication Manager and Avaya Aura Solution for Midsize Enterprise platform phones: H.323 phones: Avaya 1600 Series IP deskphones, Avaya 4600 Series IP deskphones, Avaya 9600 Series IP deskphones, Avaya 96x1 Series IP deskphones, Avaya one-X® Communicator Release 5.2 or later, Avaya Aura® Agent Desktop embedded softphone. Digital phones: Avaya 24xx Series deskphones, Avaya 64xx Series deskphones. SIP phones: Avaya 96x0 Series IP deskphones, Avaya 96x1 Series IP deskphones, Avaya 9608 IP Deskphone, Avaya 9611G IP Deskphone, Avaya 9621G IP Deskphone, Avaya 9641G IP Deskphone. • Avaya Communication Server 1000 phones: Digital phones: Avaya 39xx Digital Deskphone, Avaya 3904 Digital Deskphone, Avaya 3905 Digital Deskphone. IP phones and Softphones: Avaya 1120E IP Deskphone, Avaya 1140E IP Deskphone, Avaya 1150E IP Deskphone, Avaya 1200 Series IP Deskphone, Avaya 2002 IP Deskphone, Avaya 2004 IP Deskphone, Avaya 2007 IP Deskphone, Avaya 2050 IP Softphone.
Virtualization	• Server: VMware and Microsoft Hyper-V • Desktop: VMware VDI and Citrix

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**.



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