Avaya Interaction Center

Overview

Exceeding customer expectations for personalized service across all channels – phone, video, email, web, SMS, and social media – is no longer an afterthought. For many companies today the long and short term success of their business depends directly on delivery of a superior, differentiated customer experience.

Avaya Interaction Center helps you achieve your customer and business goals by helping you simplify multimedia customer experience management.

Key Benefits

- Unify delivery of multi-channel customer care across the web, voice, video, mobile, and social media based on predefined service levels and goals

- Optimize efficiency and first contact resolution by applying segmentation that routes calls and inquiries to the best available enterprise resource

- Improve productivity through intelligent screen pop and unified agent desktops designed specifically for your unique needs

- Improve service consistency and reduce time to market new services with pre-built integration to your Customer Relationship Management (CRM) and enterprise systems

- Deploy innovative new services such as video and social media leveraging Web services and Session Initiation Protocol to simplify integration and keep development costs low

Highlights

Interaction Center includes key capabilities that simplify customer experience management including:

- "Any media" universal routing and queuing

- Voice, email, web contact management and collaboration

- Video, mobile, and social media management

- Agent desktop clients

- Applications and infrastructure integration
- Centralized administration and management

"Any Media" Universal Routing and Queuing

Interaction Center manages all interactions through a universal, media-independent contact engine that allows voice, e-mail, web chat, video, and social media to be managed based on common enterprise segmentation and business rules. The contact engine acts as a single point of control and intelligence for all defined interactions. This enables your organization to create and apply routing strategies and business rules across the entire agent pool and all channels simultaneously, instead of managing each channel separately.

Interaction Center includes Avaya Business Advocate which can be optionally configured to automate real-time management of agent selection, reserve agents pools, and customer service levels across all work items and channels. Business Advocate is a set of patented algorithms that execute real-time evaluation and distribution of work items based on available agents and their skills, service level objectives, and expected customer wait times to determine the right agent.

Voice Contact Management

Voice Contact Management manages all incoming calls and delivers callers to the best enterprise resource — agent or self service — according to predefined business and routing rules which enables faster service and more efficient use of enterprise resources. Agents simultaneously receive relevant customer information via screen pops with the call, which improves service response and agent productivity.

Interaction Center routing is designed to leverage your existing investment in call routing and switch Automatic Call Distributor (ACD). It separates use of business rules from agent selection and work item matching to optimize the reuse of existing routing capabilities from ACDs such as Avaya Aura® Call Center Elite or other routing engines such as Relational Database Management System (RDBMS)-based routing for voice and other media types. Existing ACD agent groups and routing tables can continue to handle contacts during transition from a traditional voice call center to a single platform multi-channel contact center.

E-mail Contact Management

Interaction Center e-mail contact management automatically routes high volumes of e-mail transactions alongside voice and other media efficiently and effectively. It allows supervisors to view and update message queues, agents, service levels, and workflow rules in real time. Incoming e-mails can be routed based on virtually any characteristic including fully automated natural language content analysis of messages. Agents receive a screen pop containing the customer's message and complete interaction history along with automatically generated "suggested responses" which agents can modify or personalize.

Automatic scripted responses reduce agent message load which enables faster issue resolution while enabling agents to concentrate on specific needs. An integrated knowledgebase and library of frequently asked questions can be fully customized to help further optimize agent productivity and improve service quality. Contact Center supervisors can establish quality assurance rules within Interaction Center to monitor outbound email service quality and agent performance in real time.

To further increase responsiveness of routine requests, you can automate creation of personalized responses which can be sent back to the customer directly or forwarded to an agent or supervisor for minor customization and quality assurance review.

Web Collaboration

Interaction Center web collaboration helps differentiate your customer's online service experience by integrating live help options. Online customers can be greeted with intuitive self-help tools that provide browsing, targeted searches, and automatic responses to inquiries. Interaction Center web collaboration tools offer several ways for businesses

to enhance and deliver a more satisfying online user experience; web chat, collaborative browsing, web form completion, and scheduled callback. Customers can continue to view the web while agents synchronize browsers to see exactly what customers see and to assist them as they browse, fill out order forms, and ask questions via live Web chat.

Video, Mobile, and Social Media

With the rapid adoption of new technologies like video, mobile, and social media, today's customer communication preferences and service expectations have changed forever. Unified management of interactions across mobile, video, social media, and your contact center can help to significantly differentiate your brand experience, contain service costs, and improve your opportunities for cross-sell and up-sell.

Interaction Center supports integration to innovative solutions such as video kiosk and video customer service, social media management, and mobile to enable organizations to more easily employ innovative ways to assist customers across all the latest devices and media.

Agent Desktop

Frustration mounts each time a caller is put on hold or is asked to repeat information. The Avaya Agent desktop environment improves service and reduces frustration via a single easy to use unified desktop with pre-built access to your key enterprise applications and contact management controls.

Intelligent screen pop can give your agents immediate access to the right scripts, customer information and enterprise applications. The Interaction Center agent desktop includes context sensitive menus and controls that dynamically adjust the agent's desktop based on the work item and selected task. Dynamic adjustment to a given task shows only appropriate data to the agent while windows containing valuable customer data are visible throughout the contact session.

Managers can centrally administer both individual and grouped agent task assignments and media channel workload with updates immediately deployed across all locations and switching environments. Agent prompting can be designed to accompany each task with all the appropriate scripts or prompts for FAQs, URLs, company policies and procedures.

Open standards-based design tools enable easy customization of the agent desktop to meet specific needs your business and contact center. You can design and deploy a standard desktop which optimizes agent access to suggested scripts, customer contact history, web content, customer data, as well as enterprise and CRM applications.

Interaction Center includes a published multi-media software development kit (SDK) that gives developers the ability to custom design clients specifically around your customer care practices, processes, and applications without the need for extensive professional services or IT support.

Toolbars, communication controls, and informational displays (such as contact history) can be designed and embedded within existing enterprise applications.

Interaction Center supports full customization. Standalone, web-based, and client-server agent desktops can be deployed in any language across any operating system supported by .Net or Java including Windows, Linux, Mac OS, and others.

The SDK includes a single common client interface application programming interface (API), documentation, as well as both .Net and Java sample clients from which enterprise developers and Interaction Center Certified Avaya DevConnect partners can design new agent interfaces within their development tool of choice.

Applications and Infrastructure Integration

Interaction Center also makes it easier to integrate multichannel customer experience management within your existing applications and contact center infrastructure.

It includes a graphical development environment that allows workflows, business rules, data models, screen layout, web-page presentation, database access, and legacy and external system access to be tailored to meet changing business needs - all without requiring low-level programming.

The intuitive graphical user interface allows design of custom customer interaction and agent scripting workflows that guide agents through sequences of steps. All workflows, business rules, and scripts are centrally managed through a common repository. Updates are accessed and automatically distributed each time an agent logs in for work.

An open standards-based architecture and Web services support enables seamless systems integration and effective workflow management across different platforms and operating systems.

A Web services API as well as other industry standard interfaces facilitate lower cost integration to popular e-mail systems, e-commerce software and tools, interactive voice response systems, automatic call distribution (ACD) switches, and fax/traditional mail imaging systems.

In addition, Avaya offers pre-built, pre-tested integration to Siebel and connectors to many other market leading CRM and enterprise applications. With Interaction Center you benefit from a solution that is easy to install, less costly, that and represents one of the most responsive integrated solutions available for your contact center today.

From a contact center infrastructure perspective, Interaction Center can help reduce ownership costs by helping you take advantage of SIP to deploy low-cost, high density service provider SIP trunking. You can also deploy Interaction Center alongside other SIP services such as those from Avaya Aura® Experience Portal and fully leverage self service to collect information from callers, apply advanced wait treatment, and then pass call and context to the contact center for agent selection and reporting.

SIP services can also be used as a medium to lower the infrastructure costs for deployment of new sites, home and remote workers, integration with other native SIP applications and devices, and support for SIP VoIP contact center architectures where both the end customer and agents leverage their own native SIP device or endpoint.

Administration and Management

Interaction Center Manager centralizes configuration and administration of human and system resources. Server resources can be distributed across multiple sites and can be grouped into different domains for addressing failover and redundancy requirements. Interaction Center Manager includes standard alarm monitoring and real-time reporting of the status of the system with customizable charts and graphs. Avaya Operational Analyst gives contact center managers and business analysts the ability to examine mission-critical customer data, service levels, and other performance measures across a variety of channels in support of proactive customer-service initiatives.
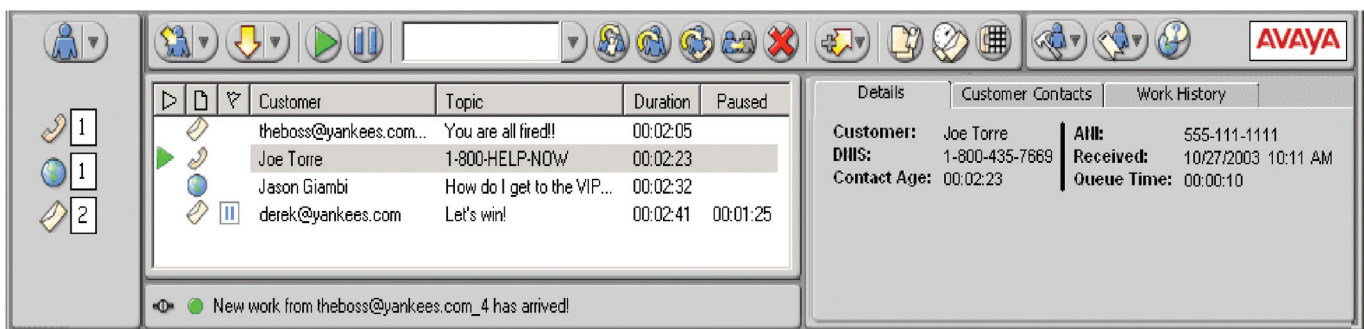
The browser based Agent desktop offers integrated contact handling across the voice, e-mail, and chat channels. Context-driven controls and displays adapt to work item selection to maximize efficiency.
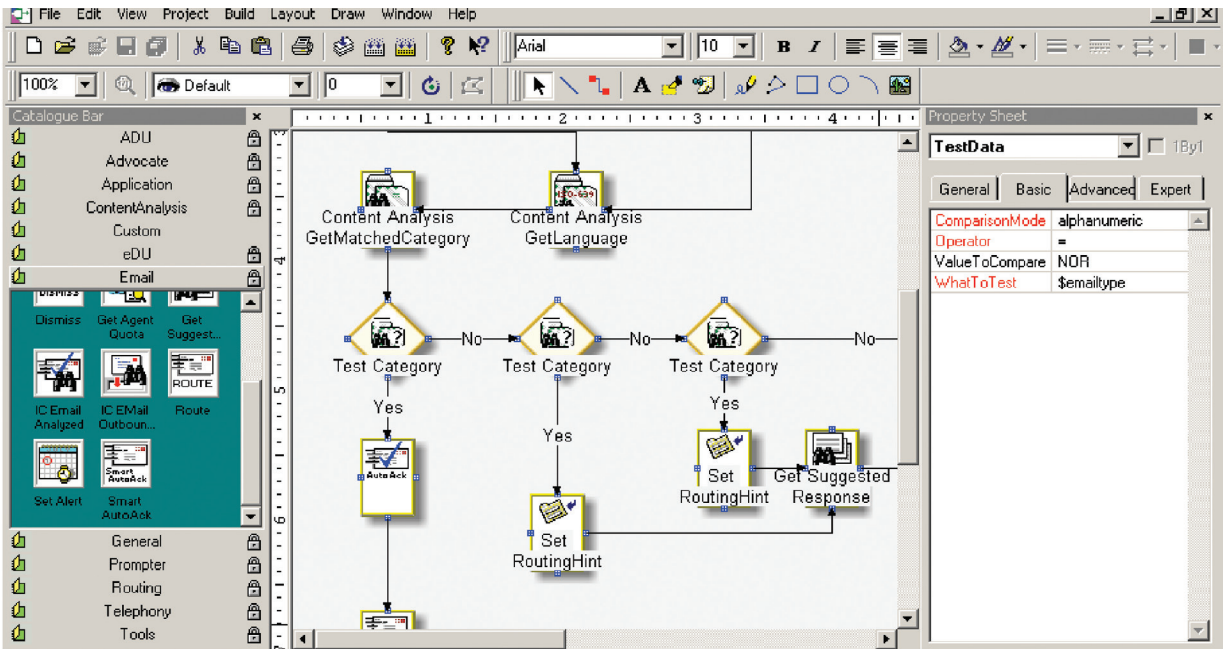
Workflow Designer is used for development of custom interfaces to enterprise applications. It is prepackaged with integration tools and connectors to speech integration using open standards technologies.

Deliver Exceptional Multimedia Customer Care

With Avaya, your contact center can accommodate today's ever expanding communication needs and help you move to a higher plane of customer satisfaction, agent efficiency, and a stronger bottom line. Avaya is dedicated to helping businesses become more customer driven and to helping your business deliver first-rate service consistently, no matter how your customers choose to make contact.

Contact your Avaya Account Manager or Avaya Authorized Partners for more information or visit us at **avaya.com**.

The IC Manager Agent Editor simplifies configuration of agent media channel media and workload. The interface supports per agent allocation of work item inputs allowing administrators to specify task load based on agent experience level.

Systems and Software Support	
Server OS Support	• IBM AIX 6.1 LPAR and non-LPAR • Sun Solaris 10 on SPARC • Microsoft Windows 2008 R2
Database	• IBM DB2 9.5 • Microsoft SQL Server 2008 R2 • Oracle 10g, 11g
Application Integration and Connectors:	• Siebel • PeopleSoft CRM • SAP • E.Piphany • Onyx
Switches	• Avaya (including Symposium) • Aspect • Cisco
IVRs	• Avaya Aura® Experience Portal • Avaya Voice Portal • Avaya Interactive Response • Avaya Media Processing Server • Edify/Intervoice • IBM
Agent Desktop Clients	• Windows Vista – Enterprise and Ultimate Editions • Windows XP SP3 • Windows 7 • Microsoft Internet Explorer
Customer Browser Support	• Microsoft Internet Explorer • Mozilla Firefox • Apple Safari • Google Chrome • Opera
Email Applications	• Microsoft Exchange Server 2007 • Lotus Domino • Any email system using SMTP for outgoing and POP3/IMAP 4/Secure POP3/ Secure IMAP 4 for incoming
Web Application Server	• IIS 7 • Oracle iPlanet 7 • IBM HTTP Server 7
Languages	• French • Japanese • German • Korean • Russian • Thai • Standard Italian • US English • Latin American Spanish • Simplified Chinese • Brazilian Portuguese – Traditional Chinese

Capabilities Summary

Agent Desktop

- Fully Customizable Unified Desktop
- Mix Browser-based & Standard Clients
- Agent Status and Control
- Work Status Summary
- Interaction History
- Transaction History
- Agent Scripts and Resource Library
- Common Work Handling Controls (work acceptance, transfer, conference)
- Media Controls – Voice, video, email/fax, web chat, and other media
- Agent Directory

Web Collaboration

- Text Chat
- Voice over IP Chat
- Escorted Browsing
- Page Push
- Collaborative Form Filling
- Customer Call Back
- Chat Transcript Viewing
- Frequent Response library
- Spell Checking

E-mail Contact Management

- Natural language content analysis
- Read and compose e-mail
- Auto-response
- Suggested Responses
- Frequent Response library
- Spell Checking
- Attachments
- Quality Assurance

Operations Administration & Management

- Management Console
- Agent Administration Console
- Systems Administration Console

Other Media

- Video(SIP Services, One Touch Video)
- Mobile (Customer Connections Mobile)
- Social Media (Social Media Manager)

Workflow, Database, Agent Desktop Design and Development

- Workflow Designer
- Database Designer
- Agent Desktop Designer

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.