



PRODUCT  
BRIEF

## Avaya Call Center

### Maximize the Effectiveness of your Call Center Operations

#### Answering the Challenge

For your call center, the pressure to deliver positive results that provide a competitive advantage has never been greater. To achieve that advantage, your call center must come through on a number of fronts. In today's business climate, customer satisfaction is critical to your success. So it is vital that your call center deliver intelligent, personalized customer service. In addition, you need to accomplish more with less, using new technologies such as SIP. That means operating your call center at a lower cost while increasing agent efficiency and effectiveness across the enterprise. And you must be able to do all of this while enhancing the business value of each and every customer interaction through approaches such as effective customer segmentation and by putting your enterprise at the service of your customers.

The right solutions can make all the difference in improving the ongoing productivity and revenue potential of your call center. They deliver cost savings by allowing you to converge your data and call center applications upon an IP infrastructure. Effective call center solutions allow agents to respond rapidly to customer demands. They provide for optimum load balancing based upon the

work handling guidelines your firm wishes to implement — under both call surplus and agent surplus conditions. They make the most of agent availability, skills, and experience and integrate readily with other productivity tools in a multi-vendor environment. Finally, and most importantly, superior call center solutions lower your Total Cost of Ownership (TCO) and increase Return on Investment (ROI).



#### The Right Call: Avaya Call Center

Avaya Call Center delivers on all of these points and many more with flexible, scalable solutions designed to grow along with your business. A robust Contact Management solution from the Avaya Customer Interaction Suite, Avaya Call Center is already in use in a majority of call centers in industry leading firms around the globe. Find out how Avaya Call Center can enhance your operations.

#### Avaya Call Center Packages

Avaya Call Center is built upon innovative Automatic Call Distribution (ACD) technology. Indeed, Avaya Call Center Basic software is a core ingredient in Avaya Communication Manager and allows call centers to deal with many fundamental requirements including service observation and IVR support.

## Avaya Call Center provides you with substantial benefits in several areas.

Deliver more consistent, personalized customer service by:

- Better utilizing agents to match the needs of your business
- Providing enormous flexibility in routing decisions

Reduce costs while increasing efficiency and effectiveness by:

- Supporting agent specialization
- Supporting consolidation

Enhance the business value of every customer interaction by:

- Enabling differentiated service consistency
- Supporting your ability to provide service based upon service level agreements

However, Avaya Call Center is capable of so much more. It helps your agents handle calls more effectively and boosts your call center's overall level of productivity — at a single site or across an enterprise. One of the most popular features is the ability to choose whether inbound calls will go to the least busy agent, the first available agent, or the agent with the skills needed by a particular customer. And, Avaya Call Center allows you to run upon your existing infrastructure, or upon a converged IP network.

Most Avaya Communication Manager customers opt to enhance their call center functionality using one of two robust Avaya Call Center packages.

### Two Powerful Packages to Choose From - For Every Business, Large or Small

Avaya Call Center is available in two scaleable packages designed to suit the particular needs of your business.

- **Avaya Call Center Introductory Offer:** Provides all of the ACD functionality required to operate a small, basic call center and includes basic conditional routing capabilities. It can handle up to 50 agents at an extremely attractive per agent price.
- **Avaya Call Center Elite:** Our most popular package features Avaya Expert Agent Selection (skills-based routing) and the full complement of advanced Call Vectoring (conditional routing) capabilities. The Elite package now includes Avaya Virtual Routing, which provides for effective load-balancing across multiple sites. It also includes IP Agent Shared Control, which provides a common softphone desktop for all agents and allows all agents to be IP enabled.

### Enhanced Capabilities for Increased Performance

Comprised of flexible and integrated applications, Avaya Call Center simplifies customer management, contact center administration, results tracking, and agent training. It offers conditional (if/then) call routing that makes use of context-based inputs, coupled with versatile resource selection capabilities. In addition,

Virtual Routing capabilities offer our multi-location customers the ability to maximize resource utilization across all sites. And, features such as Local Preference Distribution and Locally Sourced Music and Announcements save bandwidth and/or trunking costs for customers who have a distributed call center.

Features such as Service Level Maximizer helps customers guarantee service levels across the call center by evaluating service levels for each queue in determining call priority. The Variables in Vectors feature adds flexibility, reduces administration, and facilitates centralized control. Maximum Occupancy helps prevent “agent burnout” by ensuring agents are less than 100% occupied. Advanced Segmentation allows for the segmentation of contacts based on data collected both internal and external to the contact center. It provides the tools to implement enterprise routing strategies designed to maximize every customer interaction, helping improve first time call completions.

Avaya continues to offer the largest scale on a single server in the industry, which means less overhead and lower upgrade and maintenance costs. Avaya now supports 7,000 concurrent agents on one ACD, and up to 7,000 agents in a skill group.

Avaya Call Center enables business-defined routing strategies and leverages customer knowledge across the enterprise to make each customer interaction more effective. It is also highly versatile, spanning all communication infrastructures — traditional circuit switched and IP. Today, Avaya Call Center offers more capabilities and capacity than ever before.

### New Features

In addition to the capabilities defined above, Avaya Call Center now introduces significant new SIP capabilities to cost-effectively take advantage of Avaya's powerful conditional routing capabilities. Why SIP? Today, there are proprietary interfaces everywhere. SIP opens the door to multi-vendor, open standards. End-users begin to gain more control over their environment, while lowering costs and simplifying their operations.

New features include:

- **End-to-end SIP** delivers cost savings by reducing hardware and trunk costs. SIP trunks now include user-specific information that accompanies the call throughout the network, enabling any agent to have full knowledge of the customer.
- **New purpose-built SIP agent phone** enables calls arriving on SIP trunks to be cost-effectively delivered to the agent desktop.
- **CTI Control of SIP endpoints** enhances interoperability by enabling CTI integrations to control SIP agent endpoints.
- **Powerful Vectoring Enhancements** — Key capabilities now include a wide range of conditional routing that provides simplification while offering more flexibility, particularly for availability/survivability via resource awareness. New capabilities such as duplicate vector and vector comments greatly facilitate vector management.
- **Simple screen pop support with Advanced Segmentation** — provides affordable CTI at the desktop.
- **Support for additional servers and gateways** — Provides more processing power for larger call centers, and adds affordable call center capabilities at small branch offices via the G250 Gateway and at midsize offices via the G450 Gateway.

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  - Providing enormous flexibility in routing decisions
- Reduce costs while increasing efficiency and effectiveness by:
  - Supporting agent specialization
  - Supporting consolidation

- Enhance the business value of every customer interaction by:
  - Enabling differentiated service consistency
  - Supporting your ability to provide service based upon service level agreements

### Flexible, Scalable, Integrated

Avaya Call Center contains highly flexible applications that leverage your investments in other productivity initiatives. Avaya Call Center software provides rich, reliable functionality whether you choose to use traditional TDM, or IP-based infrastructure using H.323 or SIP. If you choose to run your mission-critical Call Center on an IP network, Avaya Converged Network Analyzer delivers automatic, real-time path optimization to ensure the integrity of your voice and data communications.



### Proven Technology, Proven Approach

Avaya Call Center takes full advantage of Avaya's recognized strength in voice heritage, application development, global services and leadership position in the industry.

## Avaya Leadership

#1 in Call Centers worldwide<sup>1</sup>

#1 in IP Telephony worldwide<sup>2</sup>

#1 in Unified Communications worldwide<sup>3</sup>

Avaya Global Services provides a suite of services designed to give you maximum flexibility in choosing the services needed to best support the unique needs of your contact center and your business.

## Avaya Call Center Increases Agent Efficiency and Effectiveness

Avaya Call Center provides a fully integrated contact management solution that empowers your agents to

deliver competitive customer service, lowers operating costs, increases agent efficiency and effectiveness, and helps you make the most of every customer interaction. With Avaya Call Center, you have a powerful assortment of features, capabilities and applications to meet all of your call center needs.

Find the solution that best suits your needs. Contact your Avaya Client Executive or Avaya Authorized BusinessPartner today.

**To learn more about Avaya's Call Center solutions**, please contact your Avaya Client Executive or Avaya Authorized BusinessPartner or visit our web site at [avaya.com](http://avaya.com).

<sup>1</sup>Gartner Group, Market Share Contact Centers, Worldwide 2006, published in 2007

<sup>2</sup>Synergy Research Group, 2007

<sup>3</sup>The Radicati Group, 2007

## About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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