



IP Telephony

Contact Centers

Mobility

Services

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 more consistent, personalized customer service. In addition, you need to accomplish more with less. 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.

The right technology 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 counts 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. It 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 four robust Avaya Call Center packages. 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.

Four powerful packages to choose from — for every business, large to small

Avaya Call Center is available in four 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 40 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 Service Level Maximizer and all of the 3.0 enhancements in support of consolidation and survivability.
- **Avaya Call Center Elite with Avaya Business Advocate:** Adds advanced routing capabilities that utilize defined business objectives to match the right call to the right agent using Avaya's patented distribution algorithms and predictive technology.
- **Avaya Call Center Enterprise Edition:** Includes Virtual Routing and Advanced Segmentation capabilities with either Elite or Elite with Business Advocate to provide a complete enterprise solution that spans multiple sites.

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.

Features such as Service Level Maximizer can help customers guarantee service levels across the call center by evaluating current versus target service goals in determining call priority. Variables in Vectors 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 will provide the tools to implement enterprise routing strategies to enforce rules designed to maximize every customer interaction, helping improve first time call completions.

Avaya Call Center enables business-defined routing strategies and leverages all 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 several significant new capabilities that support call center consolidation and the business benefits associated with it. These include:

- **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.
- **ACD Options by Agent**-Provides flexibility to assign call center options on a more granular basis.
- **Local Preference Distribution**-Saves bandwidth and/or trunking costs for customers who have a distributed call center by providing preference to a local agent.

- Simple screen pop support with Advanced Segmentation — Provides affordable CTI at the desktop.
- Support for additional servers-Provides more affordable call center capabilities at small branch offices via the G250 Gateway, and for a more survivable call center via the Enterprise Survivable Server.
- Locally Sourced Music and Announcements-Saves bandwidth and/or trunking costs and ensures these capabilities are still available in a survivability scenario.

Flexible, scalable, integrated

Avaya Call Center contains highly flexible applications that leverage your investments in other productivity initiatives.



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 North America in ACD

#1 worldwide in outbound dialing

#1 in U.S. in IVR

#1 in Call Centers in North America, Western Europe and Asia Pacific

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 & 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 Authorized BusinessPartner today.

Learn More

To learn more about Avaya Call Center solutions, visit our web site at www.avaya.com/contactcenters.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

AVAYA

COMMUNICATIONS
AT THE HEART OF BUSINESS

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