



IP Telephony

Contact Centers

Mobility

Services

## OVERVIEW

# Avaya Customer Interaction Suite

## Real Relationships, Real Results



### Success on your customers' terms

As business value is determined more and more by the customer, organizations must develop business practices that deliver consistent, high-quality customer service. Business leaders know they must evolve into true customer-driven enterprises in order to gain customer loyalty and increase profits. However, it is often difficult to achieve this and maintain a competitive edge at the same time. Providing differentiated customer service requires an intelligent communications strategy that connects customers to the right people and processes, across locations and business functions. By fully leveraging all the resources of the enterprise, organizations gain a new level of business agility and customer responsiveness.

A key challenge to be met is the customer expectation that their needs will be satisfied according to their preferences — anytime, anywhere, even in disaster scenarios. Businesses of all sizes must deliver consistently high service levels at all hours through communication channels that are convenient and easy to use. Processes must be developed to deliver these service levels in an intelligent, automated, and cost-effective way. Cross-sell and up-sell revenue opportunities must be seized through better understanding of customers and

business operations. Performance must be monitored to ensure quality. Businesses constantly strive to reach a balance between serving their customers efficiently and maximizing the effectiveness of each and every customer touch in order to grow revenue. Consistently balancing these expectations requires an intelligent communications strategy that connects contact center communications applications with other business applications allowing customer care decisions to be driven by detailed knowledge about each customer.

Businesses that meet the challenge and consistently deliver exceptional customer experiences are those that acquire and grow customer loyalty while staying profitable. They balance customer values with organizational objectives, and maintain a competitive edge while remaining focused on customer needs.

How can you do the same? Deliver personalized and superior customer experiences with unmatched contact center solutions from the Avaya Customer Interaction Suite.

Avaya is a leader in designing and implementing business communications applications for customer care that enhance customer experiences through powerful, integrated capabilities that enable profitable voice, multi-channel, self service and IP-based business strategies. Avaya consultants have extensive experience not only in designing solutions that deliver the convenience, multi-channel focus and personalization that are essential to nurturing customer relationships and building repeat business, but also in integrating these solutions throughout your multi-vendor environment.

### Avaya Customer Interaction Suite

The Customer Interaction Suite from Avaya is designed to be truly flexible to address your unique business challenges. Whether you run a large, global organization, or have a smaller business with less complexity, Avaya understands that different companies require different communications strategies. Our goal is to provide our customers with the best functionality possible to address the specific needs of each business, regardless of size or the underlying infrastructure — while also providing components that are designed to work together in comprehensive business communications solutions.

The Avaya Customer Interaction Suite ensures your customers are at the heart of your business. Built on proven technology, these solutions afford your company the ability to enhance and optimize your business — such as improving operational processes, adding multi-channel routing and intelligent voice automation, or developing more effective inbound and outbound communications. The Avaya Customer Interaction Suite offers comprehensive business communications solutions that include Contact Management, Self-Service, Proactive Contact, and Operational Effectiveness.

As your company explores ways to cost-effectively deploy customer interaction solutions across the enterprise, you may be exploring the use of IP to converge your voice

and data networks. The Avaya Customer Interaction Suite solutions are easily and seamlessly deployed over your existing network, or over a converged IP infrastructure.

**Contact Management** is all about making it easier for customers to do business with your organization. It makes every contact an opportunity — managing consistent, *personalized* customer experiences across all media channels and enhancing business operations throughout your business. Customer information is universal and up-to-date for every contact, even across multiple locations and networks. The unique Avaya approach to multi-channel contact center solutions includes robust computer telephony integration (CTI); customer segmentation and intelligent routing; voice, Web, and e-mail interactions; and virtual enterprise and contact center applications.

The result? Higher productivity from agents, optimized investments, more effective contact center management, personalized service, and better returns for every customer.

**Self-Service** makes your business as convenient as it should be — offering intelligent and automated service when and where your customers need it. Customers can get accurate answers to their requests regardless of time or location — through speech applications, speech recognition, intelligent automated e-mail response, and Web self-service. Automating these common processes improves customer satisfaction and reduces operational expenses, often delivering a return on investment within a few short months.

The upside? Increased revenue from the first-class service you provide to your customers, reduced total interaction costs, and instant enhancement of the customer experience without a corresponding increase in resources.

**Proactive Contact** helps you build relationships, bringing your business closer to your customers by “anticipating” their needs and providing proactive notification and communication at the right level. Customer interaction extends beyond “reactive” relationships to more effective sales and service opportunities. Your customer dialogue is strengthened by matching the right agents with the right customers — and providing the contact history to take advantage of the right moment to increase revenue. Proactive Contact is about improving and growing your customer relationships by providing them with the information they want and need so they can make the decisions that are right for them.

The returns? Increased revenue through better management of contacts (inbound and outbound) as well as cross-sell and up-sell opportunities, more effective marketing and promotions, and lower operating costs with the use of virtual agents and a more efficient staff.

**Operational Effectiveness** allows you to make better decisions faster so you can optimize your business processes and returns. Through the comprehensive Avaya solution — including contact center analytics and reporting, call recording and quality monitoring, and workforce management — both real-time and historical customer and operational data can be collected, organized, and analyzed.

The payoff? More satisfied customers (and a clear understanding of the reasons for their satisfaction), real-time monitoring for immediate decisions, historical insight for accurate trending and planning, and enhanced efficiency for better overall business performance.

## The tools to overcome any communications challenge

The Customer Interaction Suite from Avaya offers proven tools to deliver real results today, and the flexibility to change with you as your business evolves. Below are just a few examples of how Avaya can help you find solutions to the challenges you may face as your business changes.

### Drive down costs and improve revenue.

- Avaya multi-channel self-service capabilities allow you to offer high-demand information via the Web or speech-access interface — at all times, on all days — to resolve customer issues with less (or no) service staff costs to impact revenue.
- Avaya virtual enterprise applications enable seamless connection of today's growing remote and mobile worker population for maximum efficiency. A broad range of customer interaction management tools help companies offer the finest professionals and customer service levels to help grow revenue, while minimizing their investment in technology and formal office space, simultaneously reducing costs.

### Address increasing demand for more convenient ways to do business.

- Avaya interaction applications enable the most advanced level of contact via the Web, telephone, e-mail, or chat — determined by the customer, with the option to engage in

a cooperative online session with a helpful agent from your company — to optimize every agent, channel, and customer for better service and greater revenue.

- Avaya e-mail management tools streamline customer service through suggested replies and built-in tools, allowing agents to handle high volumes of e-mail more rapidly and consistently, and enabling more effective cross-selling and upselling by associating up-to-date profile information with customer messages.

### Enable effective management and self-service campaigns.

- Avaya contact center analysis tools streamline management of business and self-service initiatives — through a wide range of preset and customizable reports, plus the ability to integrate information from industry-standard reporting tools and a wide variety of Avaya network components — to give supervisors and management a clear view of activity on all channels.
- Avaya speech self-service applications employ the same multi-channel self-service capabilities that drive the Avaya Web and e-mail self-service applications, allowing customers to access your self-service features with easy-to-use speech commands—and adding a new dimension of value to your voice channel and your business while reducing your service costs.

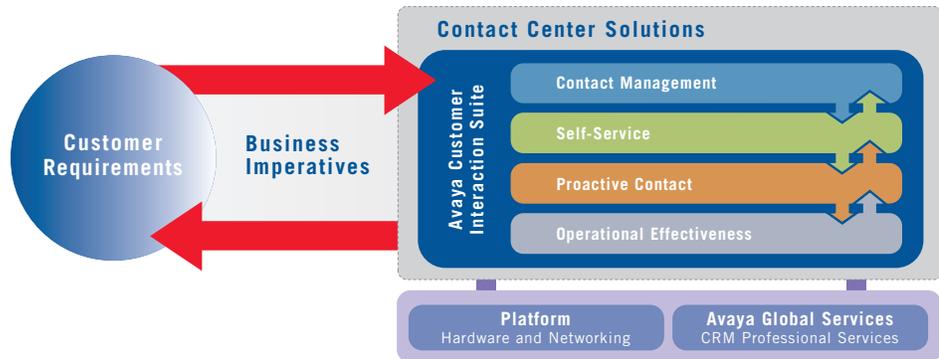
### Create a customer experience your competitors can't match.

- Avaya call recording and quality monitoring applications help supervisors and managers create constant improvements — through real-time and historical monitoring that allows easy comparison to prior service levels. Enormous amounts of valuable customer information can easily be captured and accessed by the right people in your organization, helping you to improve the service you offer to your customers while improving operational efficiency and business effectiveness.
- Avaya intelligent routing tools ensure that each customer contact is delivered to the right place the first time, for the best-in-class customer experience that defines Avaya solutions around the world. This is done using routing criteria specific to your business, including customer preference handling and skills based resource selection, making up-to-date customer and transaction information available to the responding agent any time they need it. Avaya helps you segment your customers and provide the appropriate level of service accordingly.

## Integrated and comprehensive

The Avaya Customer Interaction Suite offers comprehensive solutions that help your business achieve its objectives — regardless of its size. All

solutions within the suite can smoothly move to an IP infrastructure, providing flexibility to meet the needs of your business. The Avaya Customer Interaction Suite allows you to choose your path at your pace.



## Interaction solutions for your business challenges

You're considering new business communications solutions for one simple reason: success. Whether it's driving down costs and increasing revenue, meeting demand for new ways to interact with customers, enabling Web-based transactions and self-service, or creating a service experience customers won't find with your competitors, your challenge is as unique as your business — and your definition of success. Your solution must deliver on your terms.

The Customer Interaction Suite from Avaya meets the challenge. Built on proven technology and Best Practices from Avaya, it's how businesses around the world achieve their unique communication objectives.

Find your solution. To learn more about the Avaya Customer Interaction Suite, visit <http://www.avaya.com>, or contact your Avaya Client Executive or Authorized Avaya BusinessPartner today.

**866.GO.AVAYA (866.462.8292)**

### 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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Printed in the U.S.A.  
06/05 • GCC1436-07