



## 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's vital for your call center to 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.

The right technology solutions can make all the difference in improving the ongoing productivity and revenue potential of your call center. 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 your 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 component of Avaya Communication Manager, and it allows call centers to deal with many fundamental requirements, including service observation and support for Interactive Voice Response (IVR).

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. For this reason, most Avaya Communication Manager customers opt to enhance their call center functionality using one of three 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.



### Three powerful packages to choose from—for every business, large or small

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

- **Avaya Call Center Introductory Offer:** Provides all 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:** The most popular Avaya Call Center 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 Basic Call Management System (BCMS) for reporting outputs and Network Call Redirection, which provides the ability to transfer a call from an Avaya server to another network user in the public network, thereby releasing the trunks for reuse by the other call.
- **Avaya Call Center Elite with Avaya Business Advocate:** Adds the powerful resource selection features provided by Avaya Dynamic Advocate and Avaya Business Advocate for Avaya Communication Manager. These features add advanced routing capabilities that utilize defined business objectives to match the right call to the right agent using patented Avaya distribution algorithms and predictive technology.

## Enhanced capabilities for increased performance

Comprised of flexible and integrated desktop 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 multi-location customers the ability to maximize resource utilization across all sites.

Avaya Call Center makes use of 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.

### Features

In addition to the capabilities defined above, Avaya Call Center comes with an array of powerful features. These include:

- **Increased Capacities**
  - Increased Skill (Hunt) Groups per System—an increase of more than 200% over previous capacities
  - Increased Skills per Agent—a 300% increase over previous capacities
- **Enhanced Call Management System Reporting and Analysis-Avaya Call Management System (CMS)**—an Operational Effectiveness solution from Avaya which, as an important part of an Avaya Call Center, offers integrated analysis and reporting to help you keep in touch with

virtually everything that's going on—whether you want to evaluate the performance of an agent, a group of agents, a single contact center, or multiple locations around the world. CMS provides robust, real-time monitoring and historical reporting to help you win your customers' loyalty with superior service and support.

- **Service Level Maximizer**—lets customers better utilize their agents to match the needs of their business as determined by answering a certain percentage of calls within a defined period of time. It can help guarantee maximum service levels to critical areas while simplifying call center operations.
- **Variables in Vectors**—provides added flexibility in vectoring to allow changes to call processing based on customer-selected, variable values to help reduce ongoing administration efforts and facilitate centralized control
- **Best Service Routing Local Feedback for Queued IP and ISDN Calls**—supports the ability to queue a call in a remote location while providing the announcement and music on delay locally. It helps reduce network charges, particularly when agents may be located across the globe.
- **Maximum Occupancy**—a system-wide setting that ensures call takers are less than 100% occupied to prevent "agent burnout"

**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

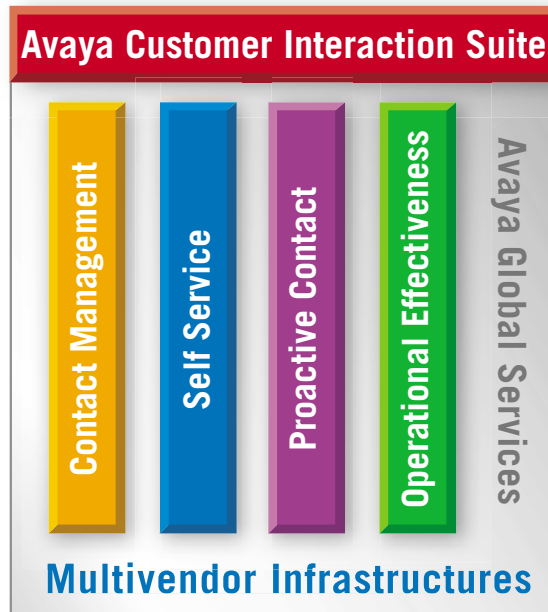
**Enhance the business value of every customer interaction by:**

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



## 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 the recognized strength of Avaya in voice heritage, application development, and global services and its leadership position in the industry.

## Avaya leadership

#1 in North America in ACD

#1 worldwide in outbound dialing

#1 in the United States in IVR

#1 in call centers in North America<sup>1</sup>, Western Europe<sup>2</sup>, and Asia Pacific<sup>1</sup>

**Source:**

<sup>1</sup> Frost & Sullivan

<sup>2</sup> Gartner Inc.

## About Contact Management

Part of the Avaya Customer Interaction Suite, Contact Management enhances the efficiency and consistency of all customer communications by using a robust framework that integrates people, processes, and applications across multiple communication channels, sites, and platforms.

## About the Avaya Customer Interaction Suite

The Avaya Customer Interaction Suite integrates market-leading products into a single-vendor solution that is easy to implement, manage, and enhance. It allows you to readily establish consistent customer relationships regardless of the communication channel. It enables a virtual global enterprise through a standardized framework and distributed resources and services in a multi-site, multi-platform, multi-vendor environment.

## Avaya Global Services

Avaya Global Services can help you enhance the performance of your contact center, integrate multi-vendor environments, and mitigate risks. The suite of Avaya Contact Center Services includes consultation for planning and design, implementation, management, and maintenance. Avaya Global Services has Computer Telephony Integration (CTI) expertise and a legacy of contact center experience. In addition, Avaya security and business continuity consultants are certified and can help you protect your business and diminish risk.

Avaya Global Services consultation provides strategic insight into your contact center operations that is aligned with your business drivers and optimizes your systems, networks, and applications. With Avaya Managed Services, you can reduce the day-to-day distractions to focus on what you do best and get full management support at a predictable cost with agreed-upon service and performance levels. Avaya Maintenance Services keep your contact center running smoothly around the clock.

To learn more about these services, visit [avaya.com/AvayaGlobalServices](http://avaya.com/AvayaGlobalServices).

## 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 your call center needs.

Find the solution that best suits your needs. Contact your Avaya Client Executive or Authorized Avaya BusinessPartner today, or visit [avaya.com](http://avaya.com).

### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

reach  
**AVAYA**  
a higher plane  
of communication

IP Telephony

Contact Centers

Unified Communication

Services

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Printed in the U.S.A.  
03/04 • EF-GCC2353