



Avaya IP Office Contact Center Solutions

Enhancing Customer Service

Growing Your Business

Contact center solutions to improve service,
increase productivity and lower costs





You know how important customer service is to your business. Whether the economy is up or down, you need to defend your market, increase customer loyalty and extend your reach to keep your business growing. Take a close look at Avaya IP Office and you'll find a communications system designed with customer service in mind.

What's your customer service objective?

Avaya IP Office will help you get there.

Increase customer satisfaction and loyalty



Customer satisfaction and loyalty usually go hand-in-hand. Avaya IP Office can help you on both counts by personalizing every customer interaction, focusing your resources on the customers who are most valuable to you, and measuring how well all your customers are being treated day-to-day.

Increase productivity



Your staff is your most expensive asset—it's important to ensure that they have the tools they need to work effectively and that their performance can be directly measured. Avaya IP Office offers:

- Real-time management and real-time/historical reporting capabilities to let you know what you need and when you need it.
- Wallboards and alarms to keep the performance of your contact center consistently high.

Lower costs



Customer service can require a significant investment—particularly in personnel. Avaya IP Office keeps you on top of these costs with:

- Desktop tools and wizards to help contact center staff do their jobs productively.
- Self-service options to allow customers to help themselves.

Manage call volumes

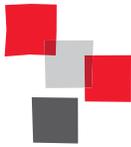


Sometimes your customer service needs can boil down to handling high-volume calling periods, such as Monday morning service and support calls, calls generated by special promotions, or questions about new products and services. Avaya IP Office is designed to give you call routing, queuing and call coverage for the most demanding situations, getting each call through to the right person every time.

Build your business



With an Avaya IP Office contact center, you are ready to reach out and increase sales with outbound marketing. Tell your existing customer base about new offers. Follow up with customers who have recently contacted you. Acquire third party calling lists.



Delivering great customer service to an increasingly demanding audience

Avaya IP Office can help you:

- Better prioritize customers
- Enhance agent productivity
- Improve customer relationships
- Maximize your resources
- Measure your customer service performance

Customer service starts with great communications—making sure that the phone is answered and e-mail is answered. According to a recent survey, nearly 90 percent of consumers who e-mail with a query expect a response within 24 hours.¹

That's why Avaya IP Office is designed with a set of flexible customer service applications any business can implement—solutions designed not just for handling calls over the phone, but via e-mail and Web chat as well.

A range of customer service options

Avaya IP Office delivers the sophisticated call routing and distribution that's a hallmark of any customer service operation. And it has a full range of management and reporting capabilities to help you fine-tune service performance. In addition, Avaya IP Office addresses the key trends that are changing the world of customer service:

Multimedia—Customers want the ability to pick up the phone, send an e-mail or log on to a Web site. Avaya IP Office is ready to help you do business the way your customers want to.

Leveraging customer information—Your database of information on customers and prospects is one of your most valuable resources. Avaya IP Office gives you the tools you need to make it a key part of your customer service strategy.

Management by exception—Avaya IP Office will alert team leaders and managers when something requires their attention—a call that is ringing for too long, or an e-mail that has not been answered—thus giving them the tools they need to effectively manage their teams.

Self-service—Customers today are willing to share more of the responsibility for getting the service they need, on the Web or via well-designed Interactive Voice Response (IVR) capabilities.

Avaya IP Office is ready to help you deliver new self-service capabilities.

Powerful call routing capabilities

Sophisticated call routing and distribution capabilities are the building blocks of the Avaya IP Office customer service solution:

- Auto attendants with clear menu options.
- Call coverage options to reduce bottlenecks during heavy-calling periods.
- Direct extension dialing that allows frequent callers to dial a specific number to directly reach the right person or department.
- Options to route customer calls based on both the dialed number (the lines on which the calls come in) and caller-line identification (the number the customer called from).
- Skills-based routing to ensure that calls are answered by the right person, the first time, every time.

Through an easy-to-use graphical interface, both call flow and the customer experience can be modified for time-of-day, day-of-week, special offers, staff levels, and other changes in the contact center.

Microsoft CRM—linking to customer data

Microsoft and Avaya have teamed up to make it easier than ever to link your customer data to your Avaya IP Office contact center. Customer and historical sales information in Microsoft® Business Solutions CRM can now be linked directly to incoming and outgoing calls, making it easier than ever to personalize service, adapt call routing patterns and pinpoint service and performance issues as they relate to specific groups of customers.

¹ Jupiter Research, New York, February 2003



Multimedia communications

Today, customers want to communicate and do business the way that is most convenient for them. To track the status of an order, some customers will want the convenience of a Web site or Interactive Voice Response (IVR). But for detailed technical assistance, these same customers may want to speak with a live customer service representative. Many customers will expect both for any transaction—to be able to access your Web site or IVR and click to speak to someone live.

With Avaya IP Office, you can be ready for the way your customers want to work with you: over the phone, via e-mail, on the Web or by IVR. Contact center agents can manage all of these contacts, through easy-to-use screens. Multimedia capability can be added at any time and all reporting and management capabilities that work for voice communications will work for other interactions as well.

Avaya IP Office Provides Two Great Options

Compact Business Center (CBC)—an entry-level contact center capabilities tool for small customer-facing departments, for up to three departments/hunt groups. With a range of real-time and historical analysis, managers can quickly ascertain what improvements might be made to boost customer service.

Compact Contact Center (CCC)—the next-generation multimedia contact center solution. Scaling from 5 to 75 agents, Avaya IP Office CCC lets contact centers and customer-facing departments benefit from the advantages of sophisticated call routing, real-time performance monitoring and historical reports across all media types—voice, e-mail, Web chat and Web callback.

CBC	CCC
Entry-level voice-only application for small, informal contact centers	Advanced multimedia (voice, e-mail, Web chat, Web callback) application for formal contact centers and larger informal contact centers
Fixed size	Modular and scalable
Up to 3 departments (hunt groups)	From 5 to 75 local and remote agents
System-wide reporting	Comprehensive graphical reports on key performance indicators
Simple historical (31 days) and real-time statistics	- Historical and real-time views of contact center activity
- Separate tracking for inbound and outbound calls	- Up to 30 fixed wallboards or 75 PC wallboards
- Simple performance indicators: lost calls, trunks free, agents free, queuing time	- 18 real-time screens - Report Designer to customize reporting
Data exports easily to applications such as Microsoft Excel	Management by exception Single point of management (IP Office Manager)
	Fully integrated with VoiceMail Pro <ul style="list-style-type: none"> • Call-back request facility • Reporting on comfort messages • Reporting on auto attendant



You need to measure it to manage it

Customer service is ultimately about business performance. Are callers being left on hold too long and hanging up? Do transactions take too long to complete because your staff are not trained properly? Are the wrong people being assigned to callers? Avaya IP Office will help you get the answers to these questions and many others so you can make sure your customer service is at its best.

Avaya IP Office gives you a user-friendly, graphics-based interface that makes it easy to display and analyze the data you need to run your operations more efficiently. You can tell at a glance:

- Number of calls waiting
- Average talk time
- Number of staff available to answer calls
- Average answer speed
- Number of abandoned calls
- Total time spent wrapping up calls
- Time of oldest call waiting

With Avaya IP Office you can take advantage of these powerful capabilities:

Contact Center View—A powerful, real-time service monitoring tool you can use to keep tabs on your service performance and staffing needs. Eighteen screens monitor everything from alarms to agent status to trunk use, helping managers evaluate staff activity.

Wallboard Manager—Avaya IP Office can be equipped with up to 30 traditional wall-mounted displays or up to 75 PC-based wallboards, for use either as a personal productivity tool by staff, or to display information for all to see using a larger wall-mounted display. PC-based wallboards can be customized by supervisors and/or staff to display performance statistics about teams or individuals (only supervisors can see statistics for all individuals).

Report Manager—For a clear picture of how to make the most of contact center resources and achieve new levels of performance, there is no substitute for in-depth historical reports. The Report Manager gives you 48 standard report templates so you can measure overall, individual, or team performance. Additional parameters may be set for unique needs. With the Report Designer option, con-



Easy-to-use tools to enhance customer service

Handling routine requests It's a peak calling period for your business and all of your contact center agents have their hands full with customers. Three people call to get directions, two people want the number of your other location and another five want to know when you close. With Campaign Manager, you can automate the handling of routine requests like these, relieving the pressure on your staff and freeing up their time to handle more business-critical tasks. Around the clock, Campaign Manager can answer calls, present clear and uncomplicated questions to the caller, and record caller responses—giving callers the ability to interrupt the recording at any time. Agents can collect completed transactions via a Web browser or short code number, transcribe the responses for their records, and use the graphical interface to create or customize questionnaires.

Computer Telephony Integration With Computer Telephony Integration (CTI), when a call comes in, the caller's purchasing history and information automatically "pops" up on the screen of a PC. These inbound "screen pops" allow agents to customize their service from the moment they pick up a call. In addition to contact center solutions, CTI can also integrate with existing applications and messaging solutions.

tact center managers can tailor reports further for ad hoc queries and exception management.

Why Avaya IP Office for customer service?

Immediate start-up—Avaya IP Office contact center solutions do not require expensive configuration or professional services to install.

Ease of use—“Drag’n’drop” and “point’n’click” features make Avaya IP Office extremely easy to install, use and maintain.

Fully integrated—All Avaya IP Office products are designed to work together to provide a consistent customer experience and simple installation. Many competitive offerings are unable to provide this level of integration.

Multimedia—Avaya IP Office can handle telephone calls, e-mail, outbound calls, and Web chat sessions.

Retains information for all time—You can run an “agent trace report” for any date since installation (many competitors do not allow this).

Reporting—Professional and comprehensive graphical reports provide information and trends designed to help you deliver the best possible service. All reports are management-ready, so supervisors no longer have to spend time analyzing complex statistics before presenting their team’s performance to management.

Modular—You can buy what you need now and be secure in the knowledge that you can “step up” when you need to.

Learn more

To find out more about how Avaya IP Office solutions can help you enhance customer service in your organization, contact your authorized Avaya BusinessPartner. Learn more now at Avaya.com.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 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.



IP Telephony

Contact Centers

Unified Communication

Services

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