



Avaya™ Interaction Center

Interaction Management for Your Multimedia Contact Center

Your organization is handling more and more customer contacts each day. And your customers aren't just calling—they're sending e-mail, ordering over the Internet, requesting live help via the Web, and sending faxes. How can you manage the workload and deliver quality service if each of your agents can handle only one transaction—and one communication channel—at a time?

Converged Voice and Data Networks
Customer Relationship Management
Unified Communication
Supported by:
Avaya Labs and Services

Take charge of customer relationships

Don't let the growing flood of customer interactions swamp your company. With Avaya™ Interaction Center, your contact center can navigate today's changing communication channels and sail on to greater customer satisfaction, improved agent efficiency, and a stronger bottom line.

Avaya Interaction Center is interaction management software that routes, manages, records, and reports on customer interactions across a variety of communication channels, including Web, e-mail, and advanced telephony systems. So, whether you're looking to add e-commerce capabilities to your traditional call center or enhance the Web, e-mail, and telephone services you already provide, Avaya can help.



Avaya Interaction Center helps you:

- Manage high volumes of customer interactions
- Support a broad range of communication channels, including voice, voice over IP, e-mail, Web self-service, Web chat, browser-based collaboration, Web callback, IVR, and facsimile
- Deliver consistent and integrated customer service
- Leverage Internet and telephony technologies
- Capture, manage, and derive business value from all relevant customer information



The foundation for managing communication channels

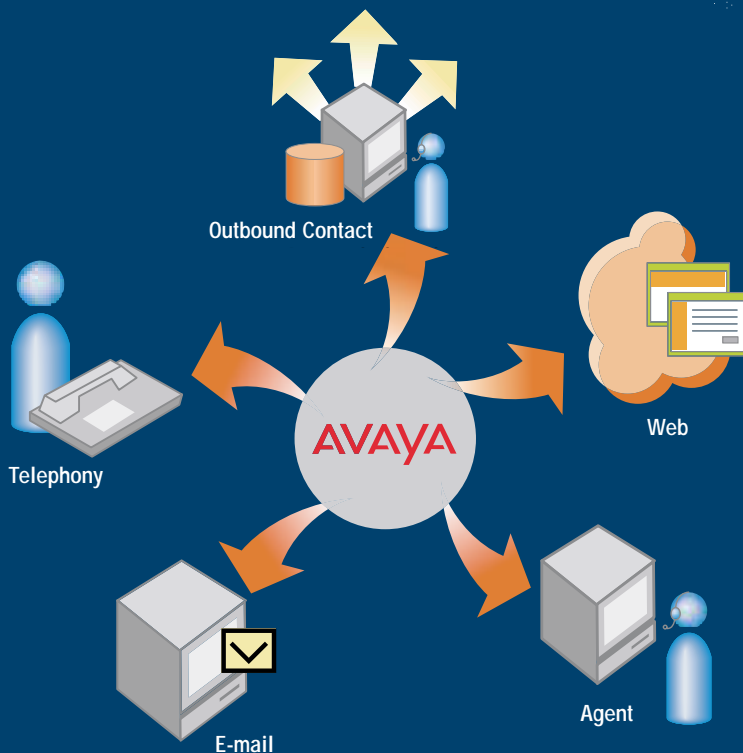
With Avaya™ Interaction Center, your business can deliver outstanding sales, service, and relationship management even if customers use several communication channels to complete a single transaction.

Avaya Interaction Center allows your business to provide consistency across communication channels through common workflows and business rules, shared customer profile information, common cross-sell and up-sell strategies, and consolidated operational and management reporting.

Give your agents the tools they need to deliver service

Avaya Interaction Center intelligently routes customers in their preferred medium to the appropriate agents within the contact center, while providing agents with the customer, transaction, and product information they need to deliver quality service.

In addition, Avaya Interaction Center helps your agents work more efficiently. E-mail management software automates common e-mail responses, allowing agents to manage large volumes of e-mail. In fact, your agents can handle e-mail, Web, and telephone requests simultaneously, making the most of their time while helping to balance workloads within your contact center.



Complete enterprise-level contact center solution

Avaya Interaction Center is used by organizations with thousands of agents across multiple integrated contact centers, handling millions of customer interactions a day. It provides the scalability for large enterprise deployment, while also providing the integration and packaging for mid-sized organizations just starting out in their contact center initiatives.

Work across communication channels, platforms, and applications

Avaya™ Interaction Center includes a set of media connectors that link to but remain independent of popular e-mail systems, e-commerce software and tools, interactive voice response (IVR) units, automatic call distribution (ACD) switches, and imaging systems. So you can use your existing equipment investments to provide service across different communication channels.

The media connectors link to the Avaya™ Interaction Engine, which provides a single point of control for all forms of electronic interaction. This enables you to create and apply routing strategies and business rules across all channels simultaneously, instead of managing each channel separately. What's more, you can even carry out microcasting, mass personalization, and other targeted marketing campaigns that drive revenue—all with the convenience of a common software platform and user interface.

Avaya Interaction Center includes Avaya's proven computer telephony integration (CTI) technology, Web-based sales and service software, and business applications for sales and service, consumer relations, technical support, and human resources. And Avaya Interaction Center works with applications from other companies, back-office systems, and legacy systems to provide a complete solution for handling customer interactions.

In addition, Avaya Interaction Center relies on Avaya™ Operational Analyst (Business Intelligence software) to provide a multi-channel customer interaction repository and extensive contact center performance analysis.

Better margins through:

Lower cost of ownership

- Reduce installation, administration, and upgrade costs by installing one complete solution from a single vendor.
- Reduce service costs through more effective customer communication and increased agent productivity.

Increased revenues

- Increase customer loyalty by providing a superior, consistent customer experience across all communication channels.
- Maximize the value of each interaction by providing personalized service and optimizing up-sell and cross-sell opportunities.

Together, Avaya Interaction Center and Avaya Operational Analyst give contact center managers the ability to examine mission-critical customer data, service levels, and other performance measures across a variety of channels in support of proactive customer-service initiatives.

Modular design offers contact center flexibility

Whether you are a large enterprise or a midsized company, Avaya Interaction Center offers channel interaction management and multimedia contact center solutions tailored specifically for your business. Because Avaya Interaction Center is designed with a modular architecture, you can add capabilities as your business needs evolve, giving you flexibility in how you address your growing contact center needs.

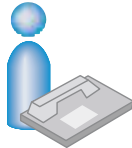
Avaya Interaction Center architecture is composed of five key components:

- Avaya™ Computer Telephony
- Avaya™ Web Management
- Avaya™ E-mail Management
- Avaya™ Outbound Contact Management
- Avaya™ Agent



Avaya™ Computer Telephony

Flexible, dynamic, comprehensive quality for voice service



Today's business communications may include e-mail and the Web, but odds are, the telephone still plays a vital role in your contact center. To serve customers effectively over the telephone, your contact center has to integrate voice and data communications, computer telephony functions, and desktop and legacy applications. Avaya Computer Telephony helps your contact center's telephone hardware, switches, and computers work together seamlessly and reliably.

Powerful business rules routing, computer telephony integration, and information tracking increase the efficiency and effectiveness of your contact center. Intelligent routing directs telephone calls to the best resource—agent or IVR—according to your rules, allowing faster service and more efficient use of your enterprise resources. Proven computer telephony integration software enables instant access to customer and enterprise information, improving service and agent productivity. And, information tracking records every detail of every voice transaction, which you can then use to improve routing, update customer profiles, and generate additional sales.

Open architecture enables seamless systems integration and effective workflow management across different platforms and operating systems.

A core set of functionality provides voice and data collection, mapping, and reporting; event monitoring and alarming; and directory services. Optional functionality can be added for growing and changing business needs.



Avaya Computer Telephony Highlights

- Open, scalable architecture grows with your business
- Dynamic, rules-based routing optimizes resource use while reducing connect times
- Cradle-to-grave tracking gathers valuable data for routing, personalization, and cross-selling

Avaya™ Web Management

Anytime service and assistance from the Web



An Internet presence has evolved from yesterday's "extra" business to today's fundamental need. But there's more to doing business online than having a Web site and a URL. A lot more. If your Web site can't deliver high-quality, consumer-friendly service day in and day out, you risk losing your online customers to your competition.

Avaya Web Management untangles the technology and services that your business needs to work effectively over the Internet. It provides integrated customer self-help, intelligent routing, and real-time communication and collaboration capabilities.



As a first line of assistance, customers can be greeted with intuitive self-help tools that provide browsing, targeted searches, and automatic responses to their inquiries. But, because some customers can find the online environment a bit impersonal, live help options are available. Avaya Web Management enables collaboration between customers and agents.

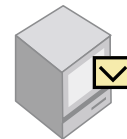
Customers can continue to view Web content while agents synchronize their browsers to see exactly what customers see and assist them as they browse your site, fill out order forms, and ask questions via live Web chat.

Intelligent hold features improve the customer experience—and your business opportunities—with real-time queue updates while the customer browses the site or views specific media and messages you create. A full complement of live service options helps you keep commitments and customers. And Avaya Web Management captures a history of customer activity on your Web site for analysis and future service improvements.



Avaya™ E-mail Management

E-mail service that's both efficient and personalized



Are you making your customers work too hard to give you their business? Telephone access is important, but an increasing number of today's customers prefer to do business online, via e-mail. Avaya E-mail Management gives your contact center the ability to serve this growing market—with the same quality and efficiency you and your customers expect from voice service.

With Avaya E-mail Management, your contact center agents can handle high volumes of e-mail transactions efficiently and effectively, and your contact center managers can manage message queues, agents, service levels, and workflow rules in real time.

First, the Avaya E-mail Management server connects to the Avaya™ Interaction Engine and receives inbound e-mail, which is analyzed by the intelligent message-processing engine. The processing engine then composes personalized responses, which are sent automatically or forwarded to the Avaya Interaction Engine for intelligent routing to an agent. The agent receives a screen pop containing the customer's message, transaction history in all channels, and the automatic response—which he or she can then modify or send unchanged.

Avaya Web Management Highlights

- A comprehensive tool for Web-based sales and service with self-help, intelligent routing, automated e-mail response, and real-time communication and collaboration
- Support for multiple Web sites through a single installation
- Captures a history of each customer's activities on your Web site
- Easy integration with e-commerce systems



Automatic responses to routine inquiries reduce agents' message load, enabling faster resolution for customers while allowing agents to concentrate on specific needs. A library of frequently asked questions aids service quality and efficiency. And supervisors can monitor agent performance in real time, while Avaya™ Web Management tracks all transactions.

With Avaya Outbound Contact Management, agents can be empowered to choose which calls are made or which calls are simply optimized through automatic and predictive dialing functions. Different agent skills are fully utilized, and efficiency issues such as unsuccessful attempts are managed automatically along parameters you define. Loyalty-building initiatives, including service follow-ups, requested callbacks, and even thank-you calls, are carried out easily and effectively.

Overall, Avaya Outbound Contact Management can optimize the profitability of your contact center—and your customer relationships—by minimizing agent idle time, increasing right-party connects, and supporting more positive customer interactions across all channels.

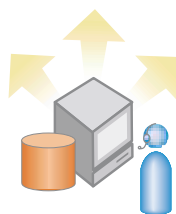


Avaya E-mail Management Highlights

- Intelligent routing of e-mail messages
- Automatic responses and suggested answers reduce response times and improve productivity
- Real-time monitoring of agents and queues maintains service levels
- Agents are able to handle high volumes of e-mail with quality and efficiency

Avaya™ Outbound Contact Management

Build loyalty through proactive contact



If you're only using your contact center for inbound contact management, you're missing a tremendous opportunity to build customer relationships. Avaya Outbound Contact Management helps you fully utilize your contact center by providing efficiency and effectiveness tools for proactive outbound campaigns.

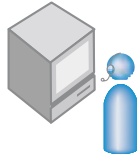


Avaya Outbound Contact Management Highlights

- Multiple dialing modes and agent scripting optimize agent productivity and customer satisfaction
- Automatic call rescheduling, dialing windows, and nuisance call handling improve campaign effectiveness and minimize agent idle time
- Multi-channel blending of outbound interactions when inbound volumes are low keeps agents productive
- Outbound campaign initiatives that build relationships and customer loyalty are easier and more effective

Avaya™ Agent

Better access for better business



Productivity and customer goodwill are wasted every time an agent searches for information or fumbles for an application. Avaya Agent improves service and reduces frustration with access to multiple applications and appropriate information on a single screen, via an easy-to-use graphic interface.

With Avaya Agent, your agents have the right information and applications at the right time to provide the best possible customer service. A display that is similar to the Microsoft® Windows® platform shows different types of information—multiple Web chats, e-mail, Web pages, collected data, back-office applications—in separate sections of the screen. Dynamic adjustment to a given task shows only the appropriate data to the agent, while a frame containing

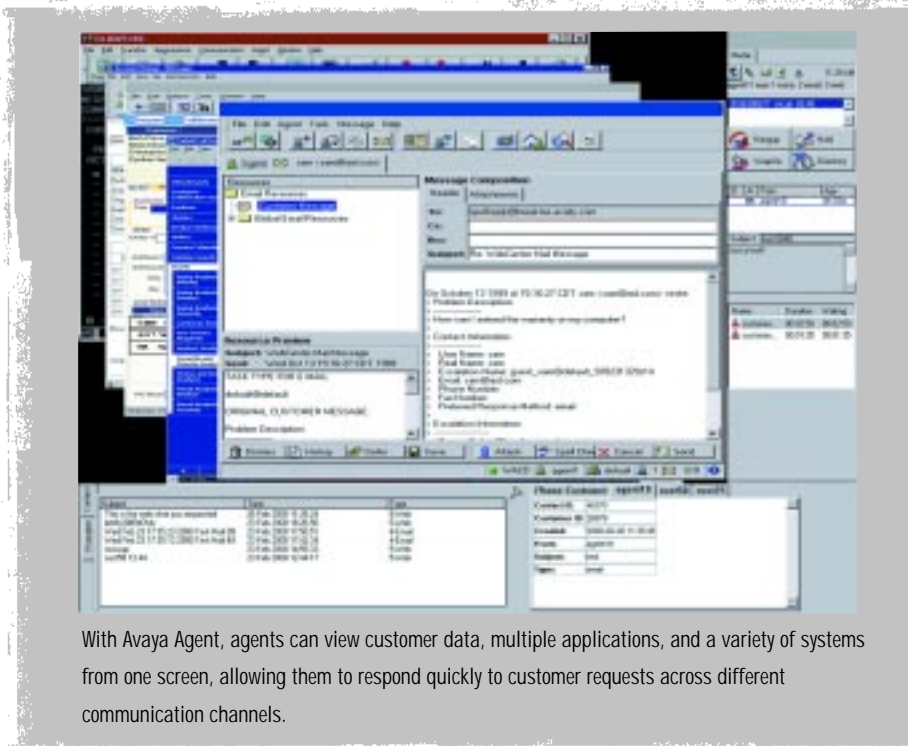
* Registered trademark or trademark of Microsoft Corporation.

customer data is visible throughout the contact session. The prompting tool accompanies each task with appropriate scripts or prompts for FAQs, URLs, and company policies and procedures, and design tools enable easy customization of Avaya Agent for specific needs.



Avaya™ Agent Highlights

- Quick agent access to customer data, applications, and e-mail from one screen
- Shorter transaction times increase customer satisfaction and reduce costs
- Easy customization via Avaya design tools
- Familiar universal agent



With Avaya Agent, agents can view customer data, multiple applications, and a variety of systems from one screen, allowing them to respond quickly to customer requests across different communication channels.



Avaya Interaction Center Voice Quick Start— Get Started Now!

Building a Multi-Channel foundation quickly and cost effectively

Avaya Interaction Center Voice Quick Start is an affordable and fast solution for voice only contact centers that want to improve call routing efficiency and enhance customer support capabilities while at the same time making it easy to upgrade to a more fully featured, multichannel framework in the future. Voice Quick Start is an attractive option for any high volume, voice only contact center of nearly any size; from a large scale, multi-site agent architecture to as small office with as

few as twenty agents. Based on the core telephony capabilities available in Avaya Interaction Center, Voice Quick Start helps contact centers generate a quick return on investment through improvements in customer call routing and agent support capabilities right out of the gate. When your customer service strategy demands it, the full power and new capabilities of Interaction Center are readily available; Since your agents, managers and IT staff are already familiar with Avaya Interaction Center, expanding to support new customer channels, email, web, speech enabled IVR applications, or enhancing performance with operational analytics can be accomplished quickly to deliver the best possible ROI and customer experience.

Operating Environments

Clients:

- Windows* XP, Windows 2000

Servers:

- AIX
- Solaris
- Windows 2000

Databases:

- IBM DB2
- Microsoft SQL Server*
- Oracle

ACD Connectors:

- Avaya
- Aspect
- Meridian
- Symposium

IVR Connectors:

- Avaya
- Brooktrout
- Edify
- IBM
- Intervoice
- Periphonics

* Registered trademark or trademark of Microsoft Corporation.

The world leader in enterprise communications and services

Avaya is dedicated to helping businesses become more customer driven, combining experience in interaction management technologies, services, and support. We help make the Web, e-mail, and telephone work together, so your business can deliver first-rate, consistent service, no matter how your customers contact you.

Maximize the benefit of your Avaya CRM Solutions. Leverage Avaya Professional Services' award-winning expertise to plan, design, and implement reliable and secure, advanced CRM solutions. Protect your CRM investment, reduce implementation and training costs, and more effectively integrate CRM solutions into your existing and planned CRM and IT infrastructure.

Contact your Avaya Client Executive or authorized Avaya BusinessPartner for more information today.
Or visit us at avaya.com.