

AVAYA



Avaya CRM Solutions Overview



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

In today's Customer Economy, attracting and retaining customers is vital to the success of your enterprise. Customers expect you to provide first-rate service, delivered wherever, whenever, and however it is most convenient for them. If you can't meet their demands, your customers will switch to a competitor who can.

At Avaya, we understand that your business revolves around your customers. That's why we offer a comprehensive portfolio of customer relationship management (CRM) solutions—software, services, and support—to help you put customers at the center of your enterprise.



Delivering CRM Solutions for the Customer Economy

Customer satisfaction is what Avaya CRM solutions are all about—offering your customers a choice of ways to transact business, providing your employees the information they need to deliver quality service and meet customer commitments, and giving your managers insight into the customer and operational data that drives bottom-line decision making.

Excellence in customer relationship management demands an ability to manage customer interactions, deliver on commitments, and measure and act on the results of those interactions. Avaya CRM Solutions leverage Interaction Management, Commitment Management, and Business Intelligence expertise and technology to deliver customer-focused solutions that turn business problems into opportunities. Avaya and its partners deliver these solutions through a broad range of products that feature the world's leading customer relationship management software, hardware, and services.

With Avaya CRM solutions, you can manage the most complex customer relationships, leverage skills and information within and beyond your enterprise, and make better business decisions based on actual transaction or operational data—not hunches. Your customers can choose the most convenient way to do business with you, including telephone, e-mail, Web, fax, and wireless service. Comprehensive reporting and modular functionality allows you to analyze your business and add specific capabilities according to your needs. No matter which communications medium a customer uses, you'll be able to deliver personalized, informed service.

Avaya CRM delivers complete solutions for managing customer relationships in today's Customer Economy.

Not all solutions are alike

Unlike other CRM products that only benefit a single aspect of your business, Avaya CRM solutions provide true enterprise-wide CRM—making your enterprise more efficient by allowing your front-office, back-office, and legacy systems to work together. Because Avaya CRM solutions automate business processes and work distribution, your employees spend more time serving customers and fulfilling orders and less time handling repetitive workflow issues.

What makes such effective CRM solutions possible? A unique, all-inclusive approach that combines unmatched expertise and extensive product offerings to solve the problems of every business.



Strengthening customer relationships

At Avaya, we understand that CRM does not begin and end with the customer contact. Our expertise in Interaction Management, Commitment Management, and Business Intelligence ensures that we deliver a complete, enterprise-wide strategy for successfully managing customer relationships.

Avaya CRM Interaction Management—intelligently manage customer interactions within your enterprise, across a spectrum of communication channels, while you maintain a high level of service and identify revenue opportunities. A customer-focused strategy combined with an integrated set of best-of-breed, multi-channel applications helps you deliver consistent and personalized customer experiences across all contact channels—both inbound and outbound—while capturing every interaction to enable business intelligence for cross-selling and up-selling opportunities.

Avaya CRM Commitment Management—live up to the promises you make to your customers, partners, and employees through operational excellence and continuous process improvement. With a customer-focused strategy for commitment management, you enable effective distribution, tracking, and measurement of work both within and beyond your enterprise—and deliver access to customer data to your entire company.

Avaya CRM Business Intelligence—interpret customer and business information, then use what you learn to improve the way you serve your customers. Software and tools capture and integrate data from customer interactions and enterprise systems, creating intelligence you can use to know your customers better, optimize your resources, and convert positive interactions and kept promises into customer loyalty and increased business.

Your solution for success

To create our customer solutions, we've combined our expertise in Interaction Management, Commitment Management, and Business Intelligence with the industry's most comprehensive, integrated portfolio of CRM products to deliver complete, enterprise-wide CRM solutions. And, because our CRM solutions are based on open, standards-based technologies, you can leverage your investment in our solutions throughout your organization. By focusing on complete solutions to your CRM challenges, you'll be better able to satisfy customers in the Customer Economy:

- **DEFINITY® Call Center Solutions** enhance operational efficiency to reduce costs while providing consistent, personalized service experiences that improve customer satisfaction and loyalty.
- **Multimedia Contact Center Solutions** enable businesses to deliver personalized service across a variety of communication channels, including telephony, voice over IP, Web, imaging, facsimile, and e-commerce systems. These channels 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 inbound and outbound marketing campaigns that drive revenue—all with the convenience of a common software platform and user interface.

- **Proactive Contact Management Solutions** provide the fully integrated campaign management, decision-making, and proactive outbound tools contact centers need to increase agent productivity and contact center performance.
- **Self-Service Solutions** improve customer satisfaction by empowering the customer with the choice to manage their engagement through whatever media they prefer.
- **Virtual Enterprise Solutions** efficiently deliver expanded resources from multiple locations, available through a seamless virtual “office,” so that customers receive more informed, timelier service.
- **Enterprise Management Solutions** deliver a complete set of applications and services that increase customer satisfaction and revenue by driving the commitment fulfillment process for customers, partners, and employees.
- **Data Insight Solutions** create a single, consistent view of customer data combined with the tools, performance metrics, and margins status that aid strategic business intelligence.
- **Operational Excellence Solutions** provide the tools for the analysis of real-time and historical enterprise-wide data from multiple perspectives.
- **Mid-Market Solutions** meet the requirements that growing companies have for improving customer service and operational efficiencies by integrating multiple communication channels, providing company-wide access to real-time and historical customer data, and merging voice and data networks.



Avaya and its partners deliver solutions for the Customer Economy

As the global leader in business communication solutions and services, Avaya is dedicated to helping enterprises become more customer driven. More than 75% of Fortune 500 companies use Avaya solutions and services to succeed in the Customer Economy.

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.

Avaya partners contribute industry-leading technology and expertise that add significant value to Avaya CRM solutions. Through the synergy of our alliances with Siebel Systems, IBM, NICE Systems, and others, Avaya can deliver CRM solutions within your current operating environment.

For more information on Avaya CRM solutions—and how to tailor them to best suit your requirements—please visit avaya.com/solutions, or contact your Avaya representative or authorized BusinessPartner.



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