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Creating Competitive Advantage for Medium Sized Businesses With Avaya Contact Center Express

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Powerful Business Tools to Level the Playing Field

The last decade has seen a growing business consensus on the necessity of using contact centers as a front-line tool for providing differentiated support to end-customers and prospects.

Once viewed primarily as a means for companies to offer information on their products and services, contact centers are increasingly being used to address the full lifecycle of revenue producing activities— from pre-sales support that drives the acquisition of new customers, to personalized lifecycle care that maximizes the retention of existing accounts.

In keeping with the growing sophistication of the marketplace, end-users are demanding additional choices in the way they conduct business transactions. For contact centers, this shift has caused businesses to augment traditional voice interactions with a broader set of multimedia capabilities such as email, fax, and Web chat.

Concurrently, purchasers continue to exhibit heightened expectations for efficient and satisfying contact center transactions. With competitive alternatives in easy reach, few businesses can afford performance deviations in their customer care experience.

It used to be that powerful contact center technology capable of creating competitive advantage was affordable only to larger enterprises. Smaller firms simply couldn't compete. Avaya has closed that gap. Whether your company requires only a few or many employees, Avaya Contact Center Express is designed to deliver the performance and features your business needs to compete on an even footing – and at a price you can afford.

What is *Contact Center Express*?

Contact Center Express provides cost-effective, easy to implement contact center solutions that are specifically designed and priced for mid-sized businesses. It offers the ability to leverage Avaya technology, including intelligent routing and integrated IP capabilities, which are available with Avaya MultiVantage™ Communications solutions such as Avaya Communication Manager and Avaya Call Center applications. Contact Center Express provides solutions that grow and evolve with your business for complete investment protection.

Designed specifically for medium-sized businesses with Avaya media servers and agent workstations running Microsoft® Windows®, Avaya Contact Center Express provides an extremely robust set of intelligent routing, computer telephony integration (CTI), multimedia, and management reporting features.

Avaya Contact Center Express software can readily scale from small, single site centers to multi-location operations supporting many agents. Based on open standards C++, ActiveX® and Visual Basic for Applications®code, Avaya Contact Center Express offers a high level of user-controlled flexibility and agent desktop customization.

The Avaya Contact Center Express solution consists of three major components:

- Desktop Applications for Agents and Supervisors
- Developer Toolset
- Server Applications

When combined with a traditional or IP-based Avaya media server, Contact Center Express equips your business with award-winning applications delivered with the highest levels of reliability and availability.

Desktop Applications

Avaya Contact Center Express offers a rich set of multi-language features that empower your agents and supervisors to deliver superior customer care. Among these key features:

- **Agent** automates all aspects of an agent's contact activity, including answering and managing calls, logging into different skill groups, and receiving incoming call information.

The Agent application appears as a streamlined call bar on each agent's computer desktop, and activity is managed through keyboard or mouse interaction. Agents have full call bar access to stored customer information, and are presented with handling choices appropriate for each individual call — minimizing error rates and training requirements.

Agent also allows contact center staff to handle multimedia transactions such as email and Web chat and proactive outbound customer contact. With a single integrated approach, agents avoid the complexities of using multiple applications for different media types, and can interact with customers with greater efficiency and responsiveness.

- **Supervisor** enables contact center management to monitor agent call activity in real time. Managers can view the current state and performance statistics for each agent, as well as respond to agent requests for help.

Supervisor supports active coaching and agent training, and allows managers to conduct non-intrusive call monitoring as well as join a call in progress in either agent-only mode or as a full participant.

- **Wallboard** provides agents with a desktop scroll-bar that displays real-time statistical information allowing agents to closely track their personal work performance as well as the performance of their work group.

Wallboard can display statistics for any length of time up to a full 24 hours, and also allows contact center managers to apply thresholds to key performance parameters such as service levels or the number of calls waiting. A threshold can contain one or more values that, when reached, signals an alert to the agent and center manager.

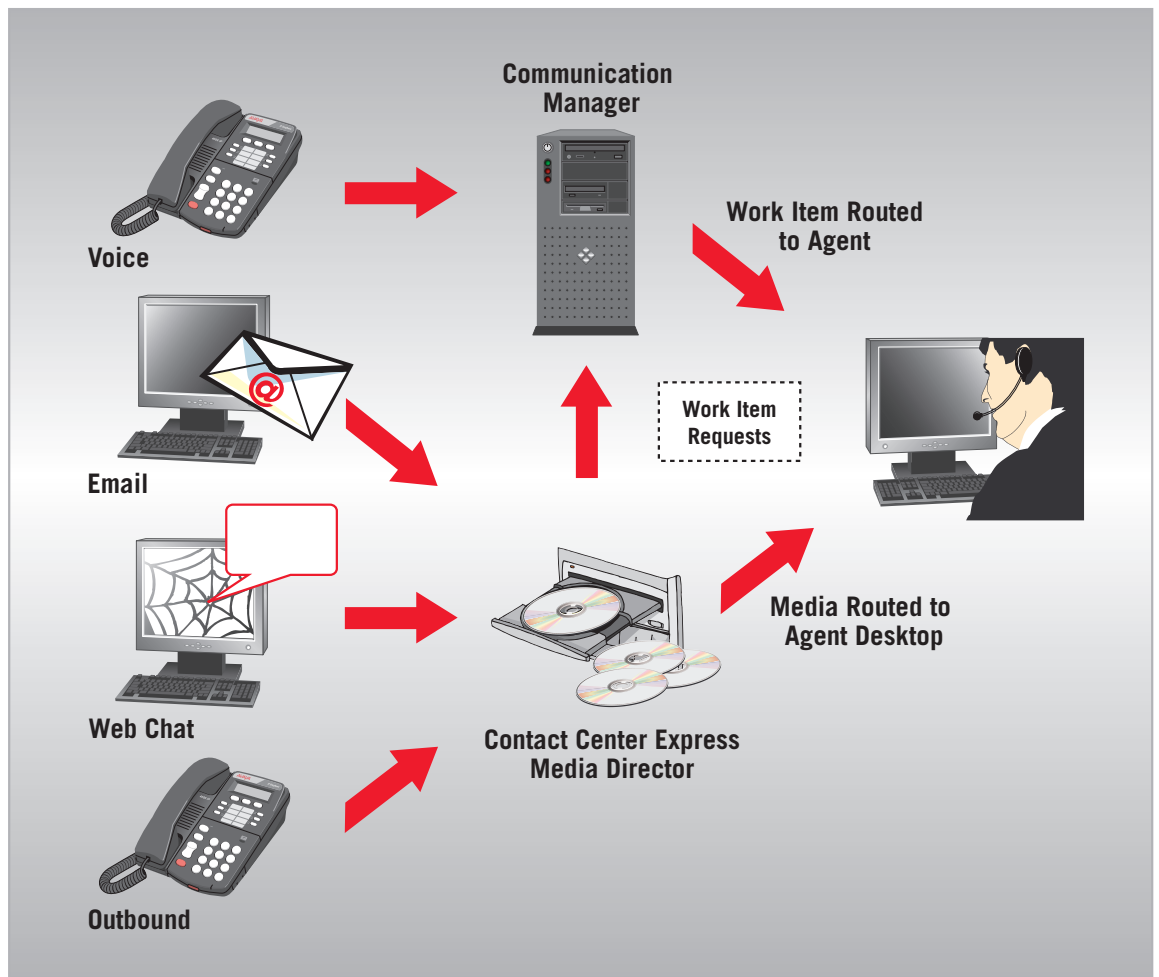
Server Applications

In addition to agent-level applications, Avaya Contact Center Express offers extensive platform-level applications that are resident on shared or individual servers. Among these key applications:

- **Call Routing Server** enables intelligent call routing for all inbound calls. Working in conjunction with the best-in-class Avaya MultiVantage based Contact Center Solutions, Call Routing Server uses triggers such as automatic number identification (ANI), Caller ID, and dialed number identification service (DNIS), to match incoming calls with customer information in an SQL (structured query language) database. Result? Agents receive the background information they need to help ensure an effective customer experience.

In addition to delivering key customer data to the agent, Call Routing Server provides a variety of administrator-determined options — from simple routing to the next available agent, advanced routing to the most skilled agent, or routing to the agent that handled the customer's most recent transaction.

- **Interaction Data Server** monitors all skill groups and individual agent extensions to gather continuous performance information. When used together with Avaya Call Management System (CMS), center managers can specify key time intervals and observe the center's performance in real time. Interaction Data Server will also calculate diagnostic statistics such as average wait- and talk-times that enable management to keep the center running smoothly.
- **Configuration Server** is a central repository of all configuration data associated with the center. Instead of residing on each agent workstation, Configuration Server allows an administrator to change an application's configuration centrally, eliminating the need to individually reconfigure each workstation.
- **IVR Server** distributes incoming calls to the interactive voice response (IVR) ports and performs continuous port monitoring. IVR Server also interacts with the CTI software to supply immediate database information to calls in the IVR queue.
- **Media Director** distributes all incoming non-voice contacts such as emails and requests from Web chat sessions. Multimedia contacts are placed in queue and blended with the incoming voice contacts according to pre-established prioritization.



Developer Toolset

For those businesses that want to tailor the Desktop Applications to their particular environments, **Developer Toolset** offers a variety of ActiveX Component Objects that allow extensive customization — from the creation of custom CTI links to existing business databases, to highly individualized agent desktops.

The Business Benefits of Avaya Contact Center Express

When it comes to high performance contact centers, Avaya is the #1 global market leader. More than 32,000 business locations entrust their contact center operations to Avaya.

Compared to competitive alternatives, Contact Center Express offers clear business value to mid-sized and small companies with existing Avaya voice infrastructures.

Investment Protection

Unlike some other approaches that will only operate in a single technology environment, all Avaya Contact Center Express features are available whether your current voice platform is based on TDM (time division multiplexing) or IP Telephony. If your business has a traditional platform and you are considering upgrading to an Avaya converged solution, you can be assured that your contact center will migrate seamlessly.

In addition to your choice of technology platforms, Contact Center Express also allows your business to fully leverage the best-in-class call center capabilities that have been engineered into Avaya Communication Manager. Among these key features:

- **Business Advocate** uses parameters you establish to match agents with incoming calls to maximize the customer service experience. The needs of callers and their potential business value are analyzed and routed to the agent most likely to optimize the impact to your company.
- **Service Level Maximizer** gives you maximum control over the experience you offer your callers. Based on pre-selected criteria, Service Level Maximizer selects the agent most likely to handle a particular call at the specified service level.
- **Virtual Routing** gives businesses with multiple contact centers the confidence that customer contacts are being distributed between centers to optimize overall service levels.
- **Maximum Occupancy** settings ensure that your agents have pre-established refresh periods between incoming calls to prevent “agent burnout”.
- **Expected Wait Time Announcements** offer a courtesy advisory on likely hold times to increase a caller’s sense of control and satisfaction.
- **Variables in Vectors** provide added flexibility in call routing to allow dynamic changes in call processing based on pre-set parameters set by your center administrator.
- **Advanced Segmentation** allows calls to be routed based on available data such as ANI, DNIS, or caller-entered digits. Internal data such as call histories can also be utilized to influence routing decisions.

High Reliability

While some other platforms utilize potentially unstable desktop operating systems as their routing engine, Avaya Contact Center Express keeps the routing capabilities within the Avaya media servers, which delivers best-in-class “five nines” (99.999%) availability.

For businesses that want the highest possible levels of business continuity, Avaya Contact Center Express also supports duplicate CTI links and redundant servers that can help ensure complete transparency to callers in the event of a total server failure.

Speed and Ease of Implementation

Some contact center platforms require extensive professional services support during deployment. With Contact Center Express, easy-to-use Wizards can help you get your contact center platform up in a matter of hours or days – not weeks or months.

Integration of Contact Center Express with existing business applications and databases is also simplified by the use of Agent Rules and Routing Rules Wizards that can eliminate the need for custom software development.

Expert Support

For those businesses that prefer to enlist the support of an outside business partner, highly trained Avaya or Avaya certified BusinessPartner engineers and technicians are readily available to provide the specific services you need – from implementation to full lifecycle support.

Affordable Multimedia

Customers increasingly want to have choices in the way they conduct transactions, and now there is no reason why your company can't do business just like the Fortune 500®. With Contact Center Express, you can easily add email, Web chat, Microsoft Messenger for instant messaging and proactive outbound contacts to your voice interactions — without the expense and integration headaches so common with other platforms.

Universal Queue

Avaya Contact Center Express allows you to manage all voice and multimedia interactions through a single queue. Once you determine the relative weight and value of each media type, the system distributes the transactions accordingly to the most appropriate worker. If there are no voice calls in queue, the system can assign waiting emails to selected agents for response. **Preview Contact** capabilities also allow you to blend on-screen customer contact prompts with inbound calls, essentially using this work to fill in the gaps between peaks in inbound call traffic.

Insightful Reporting

Contact Center Express leverages the robust reporting and analytics solutions offered by Avaya, such as the Call Management System and Basic Call Management Report (BCMR), which allow you to make better decisions faster to optimize your business processes and returns. Through these comprehensive solutions — including contact center analytics and reporting—both real-time and historical customer and operational data can be collected, organized, and analyzed. The payoff is more satisfied customers, real-time monitoring for immediate decisions, insight for better resource planning, and enhanced efficiency for better overall business performance.

Intelligent Transactions

When it comes to contact center interactions, end customers want effective and efficient transactions. With Avaya Contact Center Express, you can match incoming calls to key information in your customer database — before the agent answers the call.

Properly prepared with the needed data, your agents can deliver highly satisfying “first time, every time” customer transactions. Concerned about costly database integration? No need for worry — with Avaya self-install wizards as your guide, you can start generating screen pops in minutes.

Outbound Calling

Many high-end businesses use proactive outbound calling for sales campaigns or to enhance their customer care programs. Now, so can your company. Avaya Contact Center Express gives you the ability to launch outbound calls as a primary activity or as “fill-in” for your agents when they have idle time. Preview Contact capabilities distribute a customer record to an agent so that the agent can initiate contact with the customer by phone, which gives your business the ability to proactively reach out to customers, build stronger relationships and ultimately generate more revenue.

Easy Customization

With Avaya Contact Center Express, you can easily customize the agent desktop to reflect the specific needs of your business. Other approaches may require extensive — and costly — software development. It is designed to suit your needs with powerful application development tools for complete customization and integration capabilities, including a pre-built integration to Microsoft CRM.

Highly Flexible and Scalable

If your business is looking to establish a new center, Contact Center Express is ideally suited to getting you up and running with a limited number of agents and the essential call routing and reporting applications that you will need. Whenever you are ready to expand your seats or add advanced capabilities like multimedia transactions, Contact Center Express provides an easy path for growth.

For businesses that want to utilize geographically distributed agents, Avaya Contact Center Express is able to provide seamless transfer of key caller details between locations using your company’s wide area network (WAN). When used together with Avaya IP Agent software, Contact Center Express also gives you the ability to utilize remote or at home agents.

Avaya Contact Center Express is designed to satisfy your business needs — both now and into the future.

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at <http://www.avaya.com>

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.

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