Avaya Aura® Contact Center 6.2

AVAYA

The Power of We™

Avaya Aura® Contact Center 6.2 is a context-sensitive, collaborative, voice and multimedia customer contact solution that allows enterprises to anticipate, automate and accelerate customer interactions. Avaya Aura Contact Center intelligently routes up to six simultaneous multimedia contacts to the most appropriate resource through a unified agent interface. By creating a complete view of the customer and the context of their interaction, Avaya Aura Contact Center allows enterprises and organizations to manage the customer experience in a way that consistently delivers a superior level of engagement. Avaya Aura Contact Center allows users to proactively reach out to customers, combines historic and real-time contextual customer information to help improve the quality of interactions, optimizes agent utilization and productivity, and enhances supervisor performance to deliver superior customer experience and drive sustainable business growth.

A software only application that runs on commercial off-the-shelf servers, Avaya Aura Contact Center is the ideal solution for customers who need the flexibility of an open, reliable multimedia solution. In addition, it is the next step for customers who have deployed:

○ Avaya Aura® Call Center Elite – adding powerful multimedia channel capability to Elite voice systems

○ Avaya Contact Center Express

○ Avaya NES SCCS, Contact Center 6.0, 7.0 or 7.1

○ Avaya NES Contact Center 7.0 or 7.1 using a SIP/OCS based integration

○ Avaya NES Contact Center 7.1 Express

Features and Benefits

Avaya Aura Contact Center 6.2 includes many new and enhanced capabilities that help enterprises and organizations improve customer satisfaction, increase revenues and profitability, and enhance agent and supervisor productivity while reducing CAPEX and OPEX costs. Avaya Aura Contact Center addresses the needs of all stakeholders including the line-of-business manager, contact center manager, IS/IT manager and agents. Key capabilities include:

Agent Efficiency

○ **Unified Agent Desktop:** Avaya Aura® Agent Desktop allows agents to simultaneously handle multiple contacts of various media types. This single desktop interface can be used for both Elite voice interactions and multimedia interactions delivered from Avaya Aura Contact Center, or it can be used for both voice and multimedia in standalone Avaya Aura Contact Center deployments. The email editor, auto suggest, auto response, web push and context sensitive handling capabilities substantially enhance agent productivity while minimizing training requirements.

○ **Agent quality, motivation and performance:** The ability to offer flexible, at-home teleworking arrangements allows contact center managers to hire the best agents, motivate them, improve performance and reduce agent turnover. Avaya Aura® Offsite Agent is an optional add-on feature that allows agents to utilize their home or mobile phone to accept customer interactions from Avaya Aura Contact Center.

○ **UC desktop integration:** Integration with Avaya Aura® Session Manager delivers powerful UC capabilities directly to the agent desktop, helping increase agent productivity. Based on the context of an interaction, expert/buddy lists are displayed on the desktop for expert consultation using instant messaging (IM). Both agent and expert see the inquiry context, helping resolve customer interactions faster and improve first contact resolution.

○ **Proactive interaction:** Outbound dialing enables enterprises and organizations to utilize their agents for revenue generating activities. The ability to reach out to customers with timely information increases up-sell opportunities, resulting in higher revenues and profitability. It also helps shape the type and number of inbound contacts.

Supervisor and Administrative Effectiveness

○ **Orchestration Designer:** The drag and drop menus in the graphical user interface of Orchestration Designer makes it easier and more efficient to develop routing scripts with fewer errors, removing the need for specialized resources. More importantly, this workflow design tool is utilized by both Avaya Aura® Contact Center and the new Avaya Aura® Experience Portal, making it easier and faster to modify work assignment requirements for automated and assisted care environments.

○ **Simplified Administration:** Common, web-based administration for contact center supervisors and managers helps reduce configuration complexity, eliminate duplication, reduce errors, and lower implementation time and cost. It also allows contact center managers to maintain multiple virtual contact center nodes over the web from a single point.

○ **Unified Reporting:** On-board reporting with standard or customized, tabular and graphical, historical and real-time displays
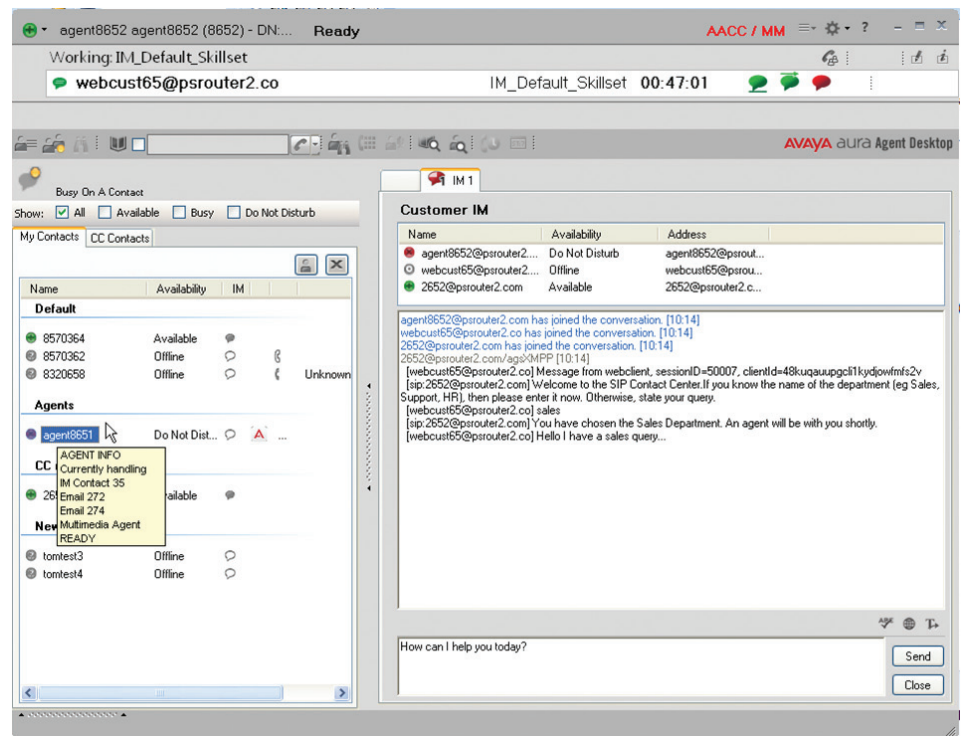
with dynamic filtering provide easy-to-read information on Key Performance Indicators (KPIs), contact summaries and consolidated reports. This reduces the time spent analyzing data and allows more time for coaching agents, helping improve both agent and supervisor productivity. When Elite is integrated with Avaya Aura Contact Center, Avaya IQ provides comprehensive consolidated reporting on Elite voice and Avaya Aura Contact Center multimedia interactions.

Architecture, Scalability, Security & Reliability

○ **Open standards based solution:** The Avaya Aura Contact Center SIP-based architecture makes it easy to develop, implement and maintain screen pops reducing

time, effort and cost required to launch new capabilities that further enrich the context and information presented to agents. Standards-based Web Services simplify the integration between the contact center and back office applications allowing enterprises and organizations to quickly and easily adapt to changes. For example, the Avaya Open Queue Web Service allows any media type to be routed into the contact center, including social media such as Twitter and Facebook. Additionally, a Web Service integration is provided for quick and easy integration with Salesforce.com, as well as other CRM systems. The SIP based solution simplifies the architecture, and reduces the need for expensive and time consuming CTI deployments.

Platform	Releases	Voice Only Agents	Multimedia Agents (includes voice)
Avaya Aura® Midsize Enterprise	5.2.1	300	300
Avaya Aura® (Standalone)	5.2.1	1000	1000
Avaya Aura® with Session Manager	SM 6.1, CM 6.01, AES 6.1	3000	3000
Avaya Aura with Elite	5.2.1	0*	3000
Communication Server (CS) 1000 SIP	5x, 6x, 7x	1500	1500
CS1000M AML	5x, 6x	2250	2250
CS1000E AML	5x, 6x	3350	3000
CS1000E AML	7x	5000	3000

* Zero applies to voice channels on Avaya Aura Contact Center. Enterprises can have voice agents on Elite as per Elite limits.

◦ **Virtual contact center that scales:** Avaya Aura® Contact Center is appropriate for a wide range of deployments from single-server to midsize and large enterprise deployments. Multi-site, virtual contact center deployments are supported for up to 30 nodes creating an environment where skills are utilized across a network to create greater efficiency and allow businesses to draw from a wider talent pool.

◦ **Enhanced security and authentication:** Enhancements to security include single sign-on and authentication with Microsoft Active Directory reducing repetitive authentication.

◦ **Reliability:** High availability options include geographic and campus.

Real-time shadowing with automatic failover options for all core application components: call processing, multimedia, agent desktop, administration and CTI, with zero-touch recovery helps maintain seamless uninterrupted operation.

◦ **Virtualization:** Support for both Microsoft Hyper V and VMware virtualization environments facilitates server consolidation and deployment flexibility saving CAPEX and OPEX.

◦ **Rich third-party developer ecosystem:** SIP, SOA and Web services interfaces encourage a rich ecosystem of third-party application developers to develop and integrate applications to meet the specific needs of enterprises.

Integrated Contact Center Suite

◦ **Avaya Aura® Call Center Elite:** Avaya Aura Call Center Elite customers can add an affordable multi-channel solution with Avaya Aura Contact Center. While preserving investments in Elite voice-based call center capabilities, businesses can add intelligent routing of email, web chat, SMS text, IM, fax and scanned documents for agent handling.

◦ **Avaya Aura® Experience Portal:** Avaya Aura Experience Portal can be used as an IVR front end to Avaya Aura® Contact Center. Experience Portal is a software-based platform that provides intelligent agent selection with segmentation and offers advanced wait treatments. Orchestration Designer, an advanced development environment included in Avaya Aura Experience Portal, helps speed process and workflow development.

◦ **Avaya Aura® Workforce Optimization (WFO):** Avaya Aura Workforce Optimization is a unified suite of applications for analyzing and optimizing customer interactions within the contact center across every touch point. The Avaya Aura WFO solution provides companies with the information they need to make intelligent decisions about agents and processes, and improve the quality of customer service they deliver.

◦ **Avaya Contact Center Control Manager:** Avaya Contact Center Control Manager provides centralized operational administration exclusively for Avaya Contact Center Applications (i.e. Avaya Aura Contact Center, Call

Center Elite, etc.). This allows one-time definition and on-going management of: agents, skills, vector directory number, extensions, call flows, integrated voice response working hours, dynamic prompts and menu content.

Customer Satisfaction

○ **Increased access options:** Intelligent assignment of up to six multimedia contacts including voice, IM, Web Chat, SMS text, email, voice mail, fax, scanned documents, and social media through an open, universal queue offers customers numerous contact options. The multimedia capability helps enterprises and organizations promote the concept of 'always-open-for-business', increasing customer options and ease of access.

○ **Context preservation:** Information such as the customer's immediate prior activity, historical data and social attributes help anticipate user needs and facilitates higher rates of First Contact Resolution (FCR), and enhances contact center efficiency. Anchoring the customer contact on the SIP Avaya Media Server helps ensure that agents, experts and supervisors have access to information about the customer's context. Customer context information will be used by the work assignment engine in the future to fine tune the match between incoming customer interactions or work and available contact center and enterprise resources.

○ **Social media integration:** Ease of integration with social networks provides options for business managers to nurture, build and promote brand image, and equally importantly, resolve issues before
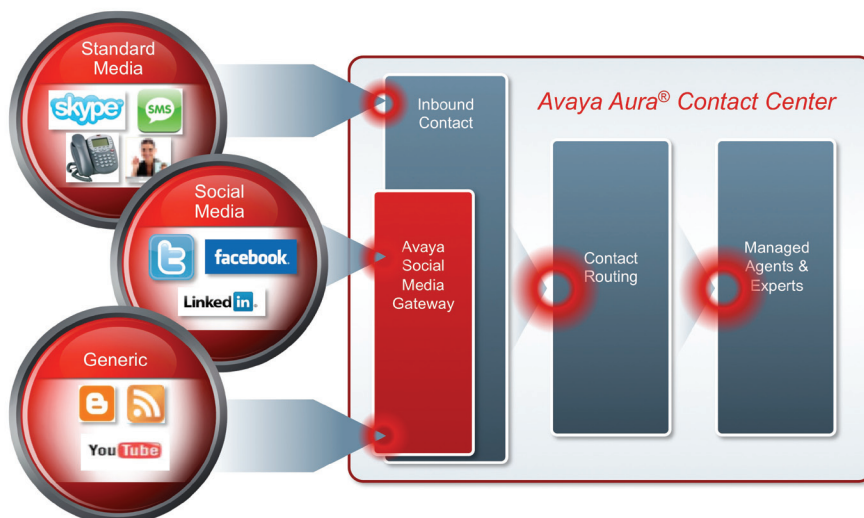
they balloon out of proportion. Avaya Aura Contact Center integrates with Avaya Social Media Manager which analyzes and categorizes Twitter and Facebook contacts so that they can be prioritized and routed into the contact center for agent handling.

The Value for You

Avaya's vision for next generation customer care is about delivering superior Experience Management. Increased competition, changing demographics, the growth of new communications media, and more demanding customers, require businesses to consistently deliver higher-value customer service and effectively manage their customer's experience.

Context is critical to Experience Management. Knowledge of a customer's most recent activity, past history, purchase behavior, and preferences provides a wealth of information and a rich context for the interaction. Businesses that harness this context to deliver superior

experience differentiate themselves from their competitors.

Avaya Aura® Contact Center is a standards-based customer contact solution that allows enterprises and organizations to:

○ Offer more customer access options to improve satisfaction and loyalty

○ Improve agent utilization and productivity through multiple contact handling and agent efficiency features

○ Use real-time and historical customer data to frame the appropriate context for each and every interaction and boost first contact resolution

○ Equip managers to administer the contact center, analyze performance through unified reporting, learn and apply best-practices to continuously improve the agility of the contact center

○ Manage the customer's experience, both assisted and automated, to

quickly solve customer issues and increase profitable revenue opportunities

○ Evolve from queuing and routing to Resource Selection and Work Assignment

○ Use SIP, SOA and Web services to flexibly connect and open the enterprise, eliminate cost and complexity and facilitate integration to business processes and social media

○ Provide migration paths to protect, extend and grow investments, optimize cost and improve performance

○ Ease deployment of reliable, resilient contact centers with uninterrupted operation

Enterprises and organizations can achieve these benefits while preserving existing infrastructure investments and enhancing flexibility, tightening security, augmenting service availability and saving CAPEX and OPEX.

Learn More

For more information about Avaya Aura Contact Center contact your Avaya Account Manager, Avaya Authorized Partner or visit us at **avaya.com**.

Avaya Aura® Contact Center Requirements at a Glance		
Switch	Avaya Aura® Communication Manager (CM) 5.2.1 standalone and Avaya Aura® for Midsize Enterprise CM 5.2.1 Avaya CS1000 R 5.0, 5.5, 6.0, 7.0	
Operating system	Microsoft Windows Server 2008 R2, 64 bit Standard and Enterprise Editions	
Client	Microsoft Windows XP, Vista, Windows 7.0	
Processor	Quad Xeon 2.8 GHz with 8Gb of RAM (minimum)	
Virtualization	Microsoft Hyper V, VMware vSphere 4.0	
Agent Desktop and IP Sets	**H.323** ○ Avaya 16xx series IP Deskphones ○ Avaya 46xx series IP Deskphones ○ Avaya 96xx series IP Deskphones ○ Avaya one-X® Communicator 5.2 or later ○ Embedded H.323 Softphone with Avaya Aura® Agent Desktop **Digital** ○ Avaya 24xx Digital Phones ○ Avaya 64xx Digital Phones	**IP/Unistim Stack** ○ Avaya 11xx series Deskphone ○ Avaya 12xx series Deskphone ○ Avaya 2002 IP Deskphone ○ Avaya 2050 IP Deskphone ○ Avaya 2004 IP Deskphone ○ Avaya 2007 IP Deskphone **Digital** ○ Avaya 3904 Digital Deskphone ○ Avaya 3905 Digital Deskphone

Avaya Aura® Contact Center Supported Capabilities at a Glance	
Agent Desktop	Avaya Aura Agent Desktop
Multichannel	Fully blended support for voice, email, IM, Web Chat, Fax, SMS and social media contact types.
Multiple call handling	Up to 6 simultaneous contacts can be handled by an agent (One voice call and up to five additional non-voice contacts).
Offsite Agent	Avaya Aura® Offsite Agent solution allows contact center agents to work from any remote location whether that be a home or via a mobile phone.
Virtual Contact Center	Supports networked skills based assignment selection for voice and CTI data across up to 30 nodes in a single Virtual Contact Center.
Reporting	Granular and customizable real-time and historical reporting for voice and multimedia.
Scripting/Workflow	Built-in Graphical Orchestration Designer tool. Legacy text-based scripting fully supported and can be imported into Orchestration Designer.
Self Service	Avaya Aura® Experience Portal, Voice Portal MPS 500 or MPS 1000 3.0, 3.5 (FP 2/3)
Outbound Campaigns	Optional preview and progressive outbound dialing with integrated campaigns manager or with the Proactive Contact solution.
Workforce Optimization	Avaya Aura® Workforce Optimization is built in and does not require the separate configuration and licensing of DMCC, TSAPI and CTI licenses

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.