



# AVAYA AURA® CONTACT CENTER YOUR OMNICHANNEL CONTACT CENTER SOLUTION

## Connect with Customers on Their Terms

Today’s consumers are more wired and technically savvy than ever before, with email, social media and the web serving as primary sources of information. Businesses wanting to gain a competitive edge with these customers know that a contact center must do more than simply manage customer service calls.

Avaya can help your business communicate with customers on their own terms by enabling you to communicate with them in almost any way they choose. With Avaya solutions, emails and web chats can be handled with the same level of care applied to voice interactions. Using a single desktop interface, agents can manage different modes of customer contact as a single, effective work flow to help make agents more productive. This unified approach can enhance the customer experience, moving it beyond mere ‘satisfaction’ to new levels of brand and customer loyalty.

### Manage Text Based Customer Interactions

Avaya Aura® Contact Center omnichannel solution enables a business to contextually route incoming text-based contacts in the same way inbound voice calls are routed. With Avaya Aura® Contact Center, customers can choose to make contact via voice, email, text, or by completing a form on your corporate website using their preferred device.

Avaya Aura Contact Center multimedia server identifies these text-based messages and routes them based on business rules you define. Rules can be based on the “To:” address, key words found in the subject line or body of the email, or other customer data such as information in your corporate CRM system.

When an agent responds to an email, the continuing exchange is captured and stored so context and continuity are retained. Additionally, an email thread, dialog represented by a series of individual email messages, can be used to send a given email exchange to the

### General Data Protection Regulation (GDPR)

Strengthen GDPR compliance with data encryption for sensitive data such as customer details, email transcripts and attachments to prevent unauthorized access. Additional GDPR features include erasure of personal data, delivery of personal data upon request and identifying consent/no consent customers.

Avaya Aura® Contact Center is a context-sensitive, collaborative, voice and omnichannel customer contact solution that allows enterprises to anticipate, automate and accelerate customer interactions.



## SUPPORTED CONTACT TYPES INCLUDE:

- Inbound and outbound voice
- Email
- Text (SMS)
- Web chat
- Instant Messaging
- Voice Messaging
- Fax or scanned documents
- Social Media

same agent who handled it previously. This provides personalized service enabling customers to feel valued and can help boost their loyalty to your business and your brand.

Emails are saved as part of the customer contact history and can be accessed easily via the Agent Desktop interface through which agents can view contact history by selecting an individual contact. This sequential record gives agents a holistic perspective of a customer's experience, making interactions with customers more efficient and personalized.

## Make the Most of your Customer's Web Experience

A web site is an important marketing tool for many businesses. Your web site should be working hard to provide the kind of high-quality customer experience that drives revenue.

With Avaya Aura Contact Center, customers on your web site can click-to-talk to speak to an agent or text chat directly with an agent. Convenient communication like this helps customers resolve potential purchase-inhibiting issues quickly, getting one step closer to making a purchase.

### Web Chat

Bob Smith, a fictitious potential repeat customer, is looking through your product pages and is unable to find the specifications on a product he purchased two years ago. Bob selects the option to chat with one of your customer service representatives. His request is routed to Courtney who opens a chat session with Bob.

### Web on Hold

While Avaya Aura Contact Center is routing the chat request, Bob can be sent static or video content. This helps to enhance Bob's experience and enables your business to provide useful information to him as he waits for the chat session to begin.

## Web Browsing

From the chat discussion, Courtney determines what Bob needs. She selects a web page and pushes it to Bob's computer screen. Bob pushes pages back to Courtney and, as their session progresses, Bob receives the information he needs.

## Pre-defined Responses and Auto Suggestions

If Bob had preferred to email your organization, the agent would have access to several email reply capabilities including pre-defined response templates, auto suggestions, file attachment, the address book, among others.

## Call Back Request

If Bob had preferred to speak with a representative, he could have been given the option to schedule an immediate or future call back to discuss his needs with Courtney.

## Web Forms

In the event that Courtney required more information from Bob, she could have pushed a forms page or document that Bob would complete and email. Web forms are commonly used for verification, surveys or simple data collection.

Bob's web experience has been fast and efficient. Your web site played a major role in giving Bob exactly what he wanted, keeping your customer happy and increasing the odds that he'll return.

## Social Media Responses

The popularity of social networking sites such as Twitter and Facebook are forcing businesses to take an in-depth look at the impact of social media and how to use it to their advantage. Ease of integration with social networking sites provides options for business managers to nurture, build, and promote brand image and resolve issues before they

proliferate. Avaya Social Media Manager solution analyzes and categorizes social media and can post and route into Avaya Aura Contact Center where it can be handled by an agent. Effective management of social media gives businesses a powerful competitive edge in finding and leveraging new business opportunities and can transform a potentially bad customer experience into a glowing testimonial.

## Boost Agent Productivity

Avaya Agent Desktop is a single-interface client application used by agents to interact with customers. Avaya Agent Desktop is used by agents to manage both inbound and outbound voice interactions, as well as email, web chat, text (SMS), social media, instant messaging (IM), fax, and scanned documents. Each agent can be configured to handle up to six interactions simultaneously. The agent desktop interface provides information on the contact history and screen pops, delivering added business intelligence.

The ability to handle multiple contacts simultaneously is important to agents and supervisors. If an agent is handling a web chat when the customer unexpectedly steps away and is no longer responding, rather than the agent sitting idle wasting time waiting for the customer to continue the web chat, the agent can accept another incoming customer interaction. With Avaya Aura Contact Center, agents can support up to six contacts simultaneously - one voice and five text-based contacts.

For voice-based interactions, agents can record a greeting for every skillset they are assigned, and the appropriate greeting is played to minimize repetitive information. For text-based interactions, auto responses can be configured and response suggestions are offered to agents based on the context of the interaction. The agent desktop interface makes it quick and easy for agents to interact with customers regardless of the channel.

## DRIVING LOYALTY

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

- Offer additional and enhanced customer access options to improve satisfaction and loyalty
- Improve agent utilization and productivity through multiple contact handling and agent efficiency capabilities
- Equip managers to administratively manage the contact center, analyze performance through unified reporting, learn and apply best practices to improve the agility of the contact center
- Manage the customer's experience, both assisted and automated, to answer customer inquiries, resolve issues, and increase profitable revenue opportunities

## About Avaya

Avaya is a global leader in digital communications software, services and devices for businesses of all sizes. Our open, intelligent and customizable solutions for contact centers and unified communications offer the flexibility of Cloud, on-premises and hybrid deployments. Avaya shapes intelligent connections and creates seamless communication experiences for our customers, and their customers. Our professional planning, support and management services teams help optimize solutions, for highly reliable and efficient deployments. Avaya Holdings Corp. is traded on the NYSE under the ticker AVYA. For more information, please visit [www.avaya.com](http://www.avaya.com).

Additionally, for voice interactions, the Avaya Agent Desktop interface includes an embedded softphone, or it can also be used with a variety of Avaya desk phones. The Avaya Agent Desktop interface is a simple plug-in deployed using .NET smart technology. The client software is accessed through a short cut on the agent desktop.

## Proactive Customer Engagement

Avaya Aura® Contact Center allows customers to seamlessly unify agent-based predictive, progressive, and preview dialing for a simple, fully-integrated, outbound engagement solution. With sophisticated outbound dialing modes, Avaya Aura Contact Center enables you choose the way you want to work while optimizing agent productivity and live party connections. Agents can be configured to support inbound, outbound, and multimedia interactions based upon pre-defined thresholds. This advanced blending helps maximize the use of agent's time during periods of low inbound call volume.

How does it work? In preview mode, the agent is presented with a customer record before the call is placed, affording them time to review the data before being connected to the customer. The agent controls when the call is placed and has the option to skip the call should they desire. In progressive mode, the call is placed automatically; the agent cannot choose to skip the call. The auto dial can be immediate or delayed up to a maximum of 999 seconds after the transaction has been presented.

Predictive dialing, through integration with Avaya Proactive Outreach Manager, uses statistical algorithms to minimize the time agents spend waiting between conversations and calls being answered. Delays such as the dialing time, when statistically only a fraction of dials are answered, and the time it takes before a call is answered by a live person are eliminated. Predictive dialing is the more advanced and time efficient form of outbound dialing, especially when seamlessly blended with inbound contact handling.

Avaya Aura Contact Center and the advanced integration with Proactive Outreach Manager offers detailed management of blending criteria. For example, when inbound contact volume decreases, the system can be configured to automatically convert agents to handle outbound predictive dialing contacts, maximizing productivity. Alternatively, when inbound contact volume increases or if service levels are not being met, agents will automatically be converted back to handling inbound contacts only.

## Contact Center Reporting

Reporting capabilities are the heart of contact centers, and Avaya offers easy-to-use reporting solutions. Avaya Aura Contact Center 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. Time spent analyzing data is reduced, allowing more time for coaching agents, helping improve both agent and supervisor productivity.

As a multichannel reporting engine, Avaya Aura Contact Center solution offers reports that provide insight on both inbound and outbound interactions, regardless of the channel. Additionally, outbound interactions that are generated through Proactive Outreach Manager can be fully reported in Avaya Aura Contact Center giving businesses a complete view.

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