



PRODUCT BRIEF

# Avaya Customer Service Editions

## Optimizing Customer Relationships

Today, business success is less determined by what you sell and more and more by your customer’s ongoing experience with your business. Business leaders know they must evolve into true customer-driven enterprises in order to gain customer loyalty and increase profits. By fully leveraging all the resources of the enterprise, organizations gain a new level of business agility and customer responsiveness.

Businesses that meet the challenge and consistently deliver exceptional customer experiences are those that acquire and grow customer loyalty while staying profitable. They are proven performers who have learned the art and science of balancing customer values with organizational objectives, while honing their competitive edge as they are putting the enterprise at the service of the customer. How can you do the same? React quickly to business needs and deliver personalized and superior customer experiences with unmatched contact center solutions from the Avaya Customer Service Editions.

### Overview

Avaya helps you put your customers at the heart of your business. The Avaya Customer Service Editions are full service contact center solutions that encompass intelligent routing, contact management, self-service and operational performance capabilities. Editions are an enabler for customer adoption of new technologies and integration with existing applications and processes.

Built on proven technology, these solutions afford your company the ability to enhance and optimize your business — such as improving operational processes, adding multi-channel routing and intelligent voice

automation, or developing more effective inbound and outbound communications.

To better match your contact center needs and customer service strategies, Customer Service Editions are offered in three versions, Essential, Standard and Advanced.

- Essential - the entry point to Editions that offers an end-to-end voice call center that includes skill-based routing, premier reporting; self-service, and standard agent softphone with simple screen pop.
- Standard - all of the Essential edition plus: data directed routing; desktop integration; introductory remote agents, standard and customizable agent desktop with integrated screen-pop and outbound preview dialing.
- Advanced - enables execution of more sophisticated routing and “any media” customer service strategies and includes, all capabilities of the Standard Edition plus: SIP (Session Initiation Protocol) - based contact center; patented predictive routing and resource selection algorithms; fully customizable desktops with support for any media; and predictive dialing.

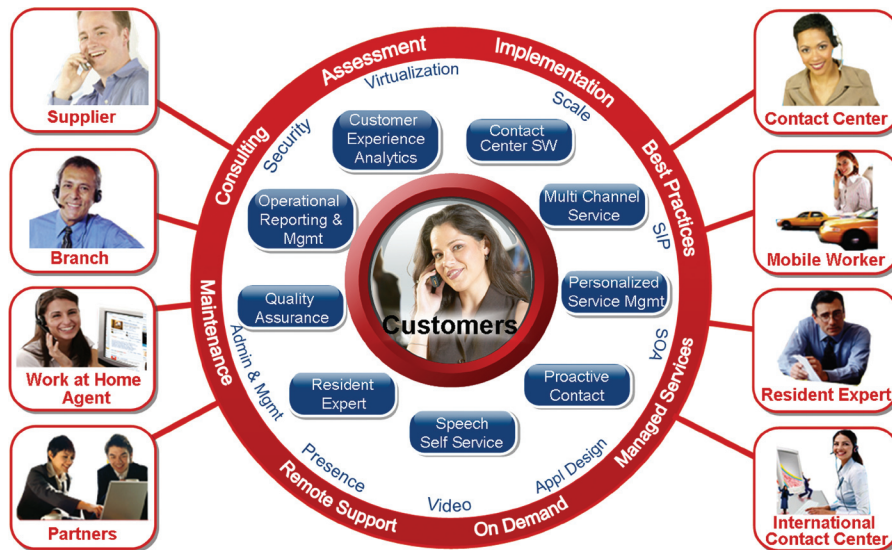


Figure 1: Comprehensive customer experience management capabilities put your enterprise at the service of your customers.

Figure 2; Comprehensive reporting and analytics helps managers gain actionable insights into the customer and agent experience in real-time, so decisions can be made to positively drive business goals by measuring results, not just activity.



**Benefits**

Avaya Customer Service Editions offer proven software capabilities to help you drive real results today with the flexibility to change with you as your business evolves. Avaya consultants have extensive experience in designing communications solutions that deliver the right level of access, convenience, and personalization that are essential to nurturing customer relationships and building repeat business.

**Attract new customers, build customer loyalty**

- Expansive, configurable intelligent routing and agent selection capabilities help ensure each customer is delivered to the right resource the first time
- Proactive notification services keep customers up to date and in the know
- Connect with customers through their chosen medium - Web, 3G Video, E-mail, or Instant Messaging
- Built-in options for collaboration with your knowledgeable resident experts to assist in resolving unique customer issues with less, or no, service staff costs to impact revenue

**Better balance multiple corporate initiatives**

- Unified reporting and analysis tools streamline management of business and customer service initiatives turning data into knowledge into action

- Integrate key enterprise data with key customer contact information to generate reliable, credible reports and analysis that enables more effective KPI dash boarding and cross enterprise problem-solving on customer satisfaction

**Leverage your most important assets - your people**

- Agent selection options from data directed routing to predictive, adaptive agent selection algorithms help you automate routing and service level achievement under work surplus conditions and resource selection under staff surplus conditions based on your specific segmentation models, processes, and skills within your enterprise
- Patent pending agent behavior reporting help you spotlight exemplary customer service behavior and better manage problem behaviors and staff
- Included home or remote worker options include SIP (Session Initiation Protocol) based IP softphone with IM (Instant Messaging) offer flexible work and business continuity options that keep all your agents connected and on the same page

- Optional call recording and agent performance management solutions help managers monitor service quality and optimize utilization of staff

**Manage your business not just technology**

- All inclusive licensing and packaging simplifies integration and decision-making to empower your IT staff with the right set of capabilities and tools to speed responsiveness to changing market and business conditions.
- Comprehensive support of the latest technologies from SIP and VoIP (Voice over Internet Protocol) enable lower cost
- Web Services and SOA (Service Oriented Architecture) support improved responsiveness facilitating the time-to-market of new applications and services

**Demonstrable Return on Investment**

- Single vendor accountability and licensing, coupled with end-to-end maintenance support and upgrades free your IT (Information Technology) staff to focus more on where to add customer value rather than what particular software or system you need to buy
- All inclusive licensing helps lower ownership costs and reduce time to deployment of new services and functionality

## Solutions for your business challenges today, and in the future

You're considering new business communications solutions for one simple reason: success. Whether it's driving down costs and increasing revenue, meeting demand for new ways to interact with customers, enabling Web-based transactions and self-service, or creating a service experience customers won't

find with your competitors, your challenge is as unique as your business — and your definition of success. Your solution must deliver on your terms.

The Customer Service Editions from Avaya meet the challenge. Built on proven technology and more than 20+ years of experience and best practices, it's how businesses around the world achieve their unique communication objectives.

### Customer Service Edition Capabilities Overview

Feature	Essential	Standard	Advanced
<b>Inbound Contact Management and Agent Selection</b>			
Skills-based and data-directed routing	◆	◆	◆
Predictive, adaptive routing			◆
Agent Instant Messaging	◆	◆	◆
Email, chat, SMS, video			◆
<b>Self Service</b>			
Voice self-service	◆	◆	◆
<b>Proactive Contact</b>			
Outbound preview dialing		◆	◆
Outbound predictive dialing			◆
<b>Agent Desktops and Call Controls</b>			
Standard agent soft phone	◆	◆	◆
Standard agent desktop		◆	◆
Configurable screen-pop		◆	◆
Remote agent	Introductory	Introductory	Introductory
Customizable agent desktop		◆	◆
<b>Reporting and Analytics</b>			
Real-time and historical reporting	◆	◆	◆
Advanced multichannel reporting and analytics			◆
<b>Enterprise Application Integration</b>			
Application design framework		◆	◆
Application enablement	Basic	Basic	Advanced
Computer Telephony Integration	◆	◆	◆
SIP	◆	◆	◆
<b>Options</b>			
Speech recognition – Nuance, IBM			
Agent Performance Tools - Witness, NICE, Verint			
Communications Enabled Business Processes			
Unified Communications Editions			
<b>Supported Technologies</b>			
IP Telephony			
SOA and Web Services			
Session Initiation Protocol			
VoiceXML 2.1 and CCXML			
<b>Technical and Platform Requirements</b>			
Avaya Communication Manager			
SIP Enablement Services (SES is required for SIP contact center and Agent Instant Messaging)			

## Find Your Solution

To learn more about the Avaya Customer Service Editions, visit [avaya.com](http://avaya.com), contact your Avaya Client Executive or Authorized Avaya BusinessPartner today. 866.GO.AVAYA (866.462.8292)

### About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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