



# Avaya IQ – Building upon the Strengths of CMS

Avaya IQ delivers new reporting and analytics capabilities to give you intelligence into your contact center operations.

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## Overview

Companies who use Avaya contact centers have long depended upon Call Management System (CMS) as an essential tool in managing their centers. This paper describes how Avaya IQ builds upon CMS to deliver exciting new capabilities.

Full-time tracing and “agent behavior” analysis in Avaya IQ deliver an unparalleled picture of agent activity, giving managers the tools to improve the customer experience and maximize agent productivity. Reporting now easily spans contact center locations, functions, and organizations with user-defined groups, to help you learn more about your customers and their experiences with your business.

Integrated analytical capabilities make it easier to get to the “why” behind events, so you can improve service by understanding your customer’s experience from every perspective – including time spent in self-service.

Avaya customers tell us that usability in contact center reporting is paramount in managing their centers, and Avaya IQ delivers on that requirement. Unparalleled ease of use throughout Avaya IQ makes its power available to hands-on supervisors, contact center managers and directors, and business unit leaders alike.

This ease of use extends to deployment and management, so Avaya IQ can quickly become the solution that links performance to goal achievement for your enterprise.

**Kay Phelps**

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## What Is Avaya IQ?

Avaya IQ is a reporting and analytics platform that helps companies share one view of the truth, to make faster, better decisions and create a consistent customer experience.

Customers and analysts have acknowledged Avaya Call Management System (CMS) as the gold standard for contact center reporting. Customers asked Avaya to provide the next step in the evolutionary path of reporting, and the answer is Avaya IQ.

Avaya IQ is the cornerstone for embedding communication in the enterprise. It is rich in features to ensure that it will adapt to the future. Its extensible data model makes it ready to evolve with the needs of the business – in the contact center and beyond.

## Comprehensive Agent Tracking

*Full-time tracing, combined with blended agent reporting and “agent behavior” analysis, delivers an unparalleled picture of agent activity and the customer experience.*

### Agent trace

No longer can poor agent behavior hide behind summaries or averages. The information from an agent trace shows you the full range of each agent’s actions. You see every possible agent activity – when an agent puts a contact on hold, or makes a personal call, for example – unhampered by restrictions on how many agents can be traced simultaneously. Avaya IQ traces all agents all the time, eliminating the guesswork as to what agents should be traced, and when.

### Blended agent reporting

Contact centers contribute to the bottom line: When contact volumes ebb, some companies are using idle agents to proactively reach out to their customers. With Avaya IQ it is easy to see the total picture of each agent’s contributions. It gives a complete picture of the inbound and outbound activity of each “blended agent.” Avaya IQ eliminates the challenge of combining multiple reporting iterations in an effort to review agent activity.

### Agent behavior reporting

Agent behaviors vary in every contact center. Some agents are role models, while others look for ways to cut their workloads. You need the tools to pinpoint both types – and the flexibility to easily identify both positive and problematic behaviors. Avaya IQ’s patent-pending agent behavior reports and integrated drill-down capabilities help you learn more than high-level summarization measures can reveal – and this intelligence is key in maximizing agent productivity and providing superior customer care.

Avaya IQ identifies agent behaviors that are typically positive, such as a low number of transfers, few supervisor assists, and short hold times, to name a few. Potentially troublesome agent behaviors are also easier to identify with Avaya IQ. Do you see a pattern of an agent leaving calls on hold, and calls to the agent abandoning from hold? Does the agent stay in wrap-up too long?

Without the right information, a positive behavior might seem to be problematic. For example, when you see that an agent is transferring an excessive number of calls, you might assume it is to avoid work. If you drill down into the Avaya IQ report details and find that the agent is consistently transferring misrouted calls to the same routing point – you discover that the routing tables need correction, not the agent.

As the adage goes, “You can’t manage what you can’t measure.” Avaya IQ helps you identify patterns so that you can correct problems – or reward good behavior – and it gives you the information to tell the difference.

#### Detailed tracking of all agent activity

Knowing an agent’s activity is a key to achieving agent optimization. Avaya IQ delivers increased granularity in agent activity tracking – for both in-focus (currently active) contacts and out-of-focus (not currently active, such as on hold) contacts.

What is the agent doing at this particular moment in time? Has the agent just accepted a contact? Did the agent just reactivate a previously held contact? Avaya IQ gives you the complete picture.

For multi-skilled agents, all queues at the highest skill level are treated as primary, rather than only one queue. Non-call-related after-call work is tracked as a special Aux state rather than as actual after call work. Aux work time and idle time are not associated with a specific queue. For every agent state, Avaya IQ provides occupancy options to help you measure productivity.

These enhanced agent tracking capabilities give a clear view into agent activity. For a complete picture of call contacts, Avaya IQ combines this with in-depth contact center reporting.

## **Rich, Detailed Contact Center Reporting**

*Learn more about your customers and their calling experiences.*

#### Self-service reporting

Avaya IQ reporting now includes time spent in self-service with Avaya Voice Portal, giving you a comprehensive cradle-to-grave picture of the customer experience. Are your customers getting answers to their questions in self-service, or do they still need to talk to a live agent? Are talk times shorter when the caller has spent time in self-service? Avaya IQ gives you the answers to these questions.

## Call contact detail reporting

Avaya IQ retains all the detail data from each involved party (customer, agent, and supervisor), so you can examine individual customer experiences. If a customer complains, you can analyze the root cause: Was the customer transferred, put on hold, or conferenced? What routing points were involved? Now, the contact center manager is able to address specific customer complaints or inquiries, and drill to the root of a problem to view the customer experience.

## Multimedia reporting

When Avaya Aura® Contact Center is used to route email messages, web chat sessions, faxes, and scanned documents, Avaya IQ provides a unified reporting solution. Now you can fully assess agents' productivity in each area, and make fact-based decisions about where each agent should spend their time, and where additional training may be needed.

## Sliding time window for real-time reporting

Avaya IQ allows each user to set a rolling window for viewing real-time cumulative statistics, such as number of ACD calls, abandons, or transfers. These cumulative statistics will represent the specified sliding time window, rather than resetting to zero at the top of each new interval.

## Reporting by location, function, organization, or user-defined groups

How do you want to see the data – by geography, queue, or routing point? With Avaya IQ, report users are no longer constrained by pre-existing constructs. You can define your own groups and see the data you need to see, in the way you need to see it. For example, view just the agents that report to you, or all of the queues that are supporting your line of business.

## Extensive granularity for improved tracking

Avaya IQ delivers extensive, in-depth tracking with analytics to understand the customer experience in the context of your business goals. For example, today you can see that an agent put a caller on hold. With Avaya IQ, you can see whether the contact was the agent's current activity or was temporarily inactive; whether the customer was hearing music; and how long the agent left the party on hold. This helps determine whether the agent behavior is appropriate for the circumstances.

## Clear view of agent disconnects

Most contact centers ask that an agent stay active until the customer drops. With Avaya IQ, when an agent releases a contact first in a transfer or conference scenario, it isn't pegged as an agent disconnect. Now it's easy to cleanly track whether the agent or the caller disconnected first.

## Sequence of events accurately recorded

Avaya IQ delivers a very granular suite of attributes for each contact. It tells you whether the contact direction is inbound, outbound, or internal. It tells you whether the distribution method is a direct agent contact, or targeted for a queue.

These additional layers of granularity help contact center managers drill down and draw accurate conclusions about agent productivity. And, just as importantly, this increased granularity gives you insight into the customer experience.

Avaya IQ attributes data - adds it to the database with a timestamp - at various points in the contact so that each event is accurately assigned to the interval in which it happened. This gives a more accurate view of interval-based measures.

## Consistency of thresholds and data items

Avaya IQ brings new capabilities that add consistency. For example, you create a threshold alert for when a data item reaches a targeted value for a queue. Now any authorized user receives this threshold notification, regardless of which report the data item appears in, and which PC is used to run the report.

## Extensible data model - multiple views, one truth

The Avaya IQ database allows you to import relevant data from other systems. Customer information, revenue results, and quality scores are examples. When data from these sources is imported, Avaya IQ's normalized data model makes all the puzzle pieces fit together to form a complete and comprehensive picture.

There are no gaps in what you see, and no overlapping or incongruent information. The next decision is about what to do, not what data to believe.

## Insightful Contact Center Analytics

*Improve customer service by understanding your customer's experience from every perspective.*

Data alone is just that – data. Accumulating mounds of data is a useless exercise unless you turn this data into information that can benefit your business. It's what you do with the data that makes the difference.

You need information on what is working in your contact center, and what is not. You need to understand whether your operation is running efficiently and, if not, what needs to be improved. And you need to understand and analyze the customer experience, and know whether it is a rewarding one that will enhance your customers' loyalty.

Analytics can turn data into information across all dimensions of your business. Your contact center is a critical component of your customers' experience – essentially, it is the front door of your business. Therefore, information you glean from customer interactions is a required component of business analysis.

Avaya IQ provides the foundation for analytics in your contact center. Avaya IQ does the heavy lifting behind the scenes, collecting detailed data on every interaction, from multiple perspectives. Then it organizes, aggregates, and models this data in order to make it ready for analytics.

Avaya IQ then gives you the tools to analyze the data and make sense of it. You can get to the “why” behind events or actions. You can conduct sophisticated time trending to analyze what has changed over previous years, quarters, months and other periods. Avaya IQ enables you to explore large and complex data sets graphically, and then drill down through increasing levels of detail. You can gain greater insight into trends, causes and effects in a demanding, ever-changing marketplace.

### Company-specific KPIs merged with contact center data

Avaya IQ makes it easy to import your company-specific key performance indicators (KPIs) into Avaya IQ's extensible database. For example, you can track revenue associated with each contact and analyze each agent's contribution to the business.

### Dashboards

Executive Dashboard reports in Avaya IQ give on-the-spot visibility into performance of your contact center. They provide extensive drill-down capabilities, so you can delve into details to discover the cause and effect.

### Cross-tab reports

Make true apples-to-apples-comparisons with cross-tab reports that provide a compact and concise view of the interaction between two different kinds of entities. For example, to analyze the top-performing agent in each queue, run a cross-tab report that lists each queue on the left, and agents by role across the top, with handle time and revenues at each intersecting point.

### Trend reports

Analyze whether KPIs are moving in the right direction, with trend reports. For example, one of Avaya IQ's standard reports compares actual service levels to target levels across your business. Are service levels at or close to target, or are some areas of the business consistently over or below target? Drill down to find the root cause.

### Correlation reports

New correlation reports enable contact center managers to assess cause and effect. Now it's easy to accurately assess whether time spent in self-service reduces agent talk time, or whether talk time impacts customer satisfaction. Armed with this intelligence, now you can make the changes needed to improve the customer experience.

### Measure tracking reports

Based on insight from the correlation reports, you can now set targets for actionable measures, and track progress against those targets.

## Ease of Use

*Avaya customers tell us that ease of use in contact center reporting is paramount in managing their centers, and Avaya IQ delivers on that requirement.*

### Web-based interface

What could be easier than clicking on a link and going directly to the reports you need? Whether your role is business unit leader, contact center director or manager, or supervisor, the browser-based interface to Avaya IQ makes it easy to get the information you need. No desktop client download, no maintenance and upgrade headaches.

## Integration with Identity Management System

Avaya IQ facilitates login and password administration by enabling you to integrate Avaya IQ to your Identity Management System (IMS). Any authorized user of Avaya IQ simply uses their IMS login and password when launching Avaya IQ.

## Rich suite of standard reports

Whatever your contact center related role may be, you require comprehensive, complete analytical tools and reports to drive intelligent decisions for the business. Avaya IQ delivers, with a suite of hundreds of standard reports. Trend reports are available for every day of the week, every hour, half hour, or 15 minute increment, making it easy to see whether you are on the right course or whether a correction is needed. Every historical report is available in multiple timeframes - 15 minutes, half hour, hourly, weekly, monthly, yearly, YTD, yesterday, or your own specified range.

## Report wizard

If you need to build customized reports to supplement the standard suite, Avaya IQ makes it easy with an integrated report wizard. Choose an existing report as a template, and easily modify as you see fit. Anyone can use the report wizard - no database or development skills are required. In a matter of minutes, even an inexperienced user can create custom reports and save them for future use.

## Report distribution via email

When you need to send a report to others in your company who may not have access to Avaya IQ, it's easy. Simply click on the "Send Mail" icon to create and send an email containing the report.

## Scheduling reports

Avaya IQ makes it convenient to schedule reports to run at a later time. Many contact centers have policies that require processor-intensive reports to be run during periods of lower activity. With Avaya IQ, you can simply schedule a report for the appropriate time. You don't have to be logged in, or leave your PC on, for the reports to run.

## Drill down from summary to detail

Throughout Avaya IQ reporting, you can drill down from the summary into the details to learn what you need to know to rectify any problem areas.

A prime example is that of assessing performance of work groups who are handling the same queue. You may want to compare how the Atlanta team is doing compared to St. Louis, or how Paul's team is doing compared to other teams. If you spot a difference that merits further exploration, you can drill down to individual agent statistics for that group. Perhaps you notice that one agent's statistics are the primary cause of the aberration. Now you can run a report for that agent and learn when these deviations occurred, and whether there is a pattern.

The extensive drill-down capabilities in Avaya IQ extend throughout the reporting menu. If you notice a long average connection time in a queue performance summary, drill down into a contact details report. When you identify an outlier, drill into a contact trace. You can then choose whether to run an agent trace and a customer experience report, or both, to glean further information.

### Drill across

Another option provided in Avaya IQ is to drill across to corresponding reports. For example, from a report that shows percentages, you can drill across to actual numbers. You might see a seemingly high number of disconnects from hold, but when you drill across to the percentage, you see that it is relatively low given the volume of calls.

The rich set of drill down and drill across capabilities are available throughout the extensive suite of Avaya IQ reports, enabling you to quickly identify areas that need investigation and then easily discover the root cause.

## Ease of Deployment

*Facilitate the deployment and management of your contact center reporting solution.*

### Platform choices

Avaya IQ deployment options enable you to choose what works best for your company. You can choose a turnkey system, with pre-installed application software and database. Or you can purchase Avaya IQ as a software-only solution and work with your IT organization to procure the hardware and database required. Either way, Avaya's installation and implementation team is there to help you get the system up and running quickly.

## Ease of administration

Agent turnover means that new agents are routinely being added to your switch and to your contact center reporting solution. Avaya IQ cuts the effort in half by requiring you to administer agent names only once – add them in the switch, and the new agent names are automatically propagated to Avaya IQ.

## Security in data access

From initial login, Avaya IQ is focused on helping your company stay secure. Login IDs and passwords are encrypted. Once users are logged into Avaya IQ, they are able to see only the data that pertains to their areas of responsibility.

Avaya IQ takes data access to a more granular level than ever before, restricting even agent-level data to those who have a need to know. And administration of data access permissions for each user is made easy by the ability to choose a template and apply the same access permissions to a new report user.

## Global support

*Services and support make Avaya IQ a reporting solution without borders.*

### Multiple languages

Avaya IQ supports English, French, Japanese, German, Brazilian Portuguese, Korean, Spanish, Russian, and Simplified Chinese.

### Multiple time zones

Increasingly, companies are consolidating their contact center infrastructures so that multiple sites are supported by centralized hubs. This is a strategy that Avaya calls Flatten, Consolidate, and Extend (FCE). With this strategy the network is flattened as pre-route solutions are eliminated, applications in multiple sites are consolidated into a few – or even one – centralized site, and contact center capabilities are extended throughout the enterprise.

With the FCE approach, agents who are controlled by the centralized hub may be physically dispersed across the globe. Supervisors can report on their agents in their own time zones, no longer needing to make mental adjustments for where the reporting server is located.

## 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](http://www.avaya.com).

### Avaya Services

Avaya's global services organization offers support wherever your headquarters and branch offices are located. Services include installation and maintenance, network monitoring, EXPERT Systems diagnostic tools, consulting, business continuity planning, and many other facets of service to meet your company's needs.

## Futures

*Avaya continues to build upon a solid foundation of reporting and analytics for the contact center.*

Avaya IQ enhances your ability to measure and manage your contact center today, and future releases promise to deliver even more capabilities to improve the efficiency and effectiveness of your contact center and your business.

For more information on how Avaya can evolve your reporting strategy, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at [www.avaya.com](http://www.avaya.com)

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