

Hosted Contact Center and Automatic Call Distribution

Migrate seamlessly to an Internet Protocol (IP) contact center that allows you to pay and scale as you go.



Challenges

Success in any business demands a constant search for new ways to set yourself apart from the competition. Today, that requires a commitment to outstanding customer service, and, whenever possible, leveraging technology to support customer retention and loyalty. Your contact center agents must communicate more effectively and offer your customers and other stakeholders a richer experience through a variety of media: phone calls, chat sessions, email management and web collaboration, as well as various combinations of all of these. But supporting ever-growing, constantly evolving contact

centers is a significant business expense. Today's enterprise needs a way to deploy new technologies in the contact center, yet IT budgets are often under pressure and the required skillsets can be hard to find. When looking at their contact centers, customer service and IT managers — and their CFOs — need a solution that addresses these issues:

- Migrating to IP Telephony (VoIP)
- Reducing capital expenses (capex)
- Staying current with technology - multimedia, IM, Web integration and more

- Dealing with high deployment costs and skillset scarcity
- Delivering business continuity planning and disaster recovery

Solution

In this environment, the most attractive solution for many enterprises is to move from an ownership model to the hosted model offered by Avaya Hosted Solutions. Our Hosted Contact Center and Hosted Automatic Call Distribution (ACD) are IP-based and delivered from the secure, best-in-class Hosted Solutions Center. Hosted Contact Center and Hosted ACD are offered in bundled, value added packages and priced on a per-agent, per-month basis with the capability to mix and match the level of services deployed by agent, agent group, site or organization. There is really no end to the flexibility of this offering. These Hosted Solutions enable you to not only “pay as you go,” but also scale as you go. With minimal capital expenditures on additional IT resources, you can adjust your agent pool to meet seasonal or other business cycle fluctuations. Support “virtual agents” who work remotely, selectively trial and then carefully plan a migration to IP Telephony, computer telephony integration (CTI), multimedia and other advanced technologies. Enterprises choosing Avaya Hosted Contact Center and ACD gain these significant advantages:

- Shifting from capex to opex, with pay as-you-go annuity pricing
- Freeing IT staff to concentrate on core business issues
- Migrating seamlessly to a more desirable IP-based solution

- Supporting and maintaining by Avaya of all applications and equipment in accordance with defined service level metrics

Avaya Hosted Solutions are through Avaya Partners (service providers, systems integrators, enterprise channels), helping ensure carrier-grade reliability and industry leading customer support and services.

Avaya: Experienced at delivering solutions and services

Avaya brings these timely and right-priced services to market with a unique combination of expertise in contact center solutions, IP Telephony, and delivery of managed and hosted services.

Expertise in Contact Center Solutions

Avaya is an acknowledged leader in the contact center arena. We have helped customers of all sizes, in all industries, implement contact centers that support their business objectives. Our solutions range from simple, single centers to multi-site, multimedia installations that support thousands of agents. Over the past 30 years, Avaya has deployed more than 60,000 contact centers and 8,000 self-service solutions worldwide.

Expertise in IP Telephony

Complementing that experience, Avaya has been ranked number one globally in enterprise and carrier IP Telephony based on the thousands of VoIP installations and migrations we have completed for our

customers since 2003. Avaya IP Phones and clients support a comprehensive suite of telephony features and applications with solutions designed to meet varying communications needs. In addition, Avaya introduced the industry's first Proactive Voice Quality Monitoring service, a managed service that performs continuous system health checks of VoIP servers and can ensure the overall quality of IP Telephony service down to the end user device.

Expertise in Hosted Solutions

Avaya operates a Hosted Solutions Center in North Carolina. This secure facility incorporates carrier-grade IP Telephony platforms and is fully managed 24x7 by experienced Avaya engineers and technicians. The deployed services are backed with remote monitoring and fault resolution from one of three Avaya global Network Management Centers (NMCs). In addition, Avaya Hosted Solutions are supported by a growing ecosystem of market-leading partners that help deliver the complete, superior end-to-end solutions you need to compete in today's marketplace.

Hosted ACD

Hosted ACD Base Package

For the enterprise seeking a low risk, high-reward first step toward an IP-enabled contact center, the Avaya Hosted ACD solution is a logical starting point. Avaya Hosted ACD provides a rich suite of call center applications that takes the enterprise beyond traditional automatic call distribution. Flexible and affordable on-demand call routing enables improved skills-based routing and call resolution. Because it is IP-based, you benefit from

the cost savings of IP voice. Plus, you can direct calls transparently to any location that has an Internet connection, including home workers and branch offices. This "virtual agent" capability can improve service levels and accommodate remote workers, enabling you to hire and retain the best agents.

Hosted ACD features and benefits:

- Moves call distribution support from capex to opex
- Direct calls transparently to any location — plug agents in wherever they have an Internet connection
- Route calls by agent skillset, improving customer service levels and staff satisfaction
- Call resolution management
- Seamless migration to a more advanced IP contact center

Avaya Hosted ACD works with both hard and soft phone clients — including the Avaya i2002/2004 IP phones, 1120E/1140E IP phones and i6350 softphone.

Support for Agent and Supervisor positions

Avaya Hosted ACD supports both agent and supervisor positions. (Each ACD group supports up to 10,000 ACD agents, of which 2,500 may be supervisors.) Supervisors can also be configured as ACD agents, allowing them to log on to the queue and answer calls if required. Supervisor terminals use the same IP phone sets as the ACD agents. In some cases, supervisors may wish to add an extension module to these phone sets.

The ACD supervisor can have a number of functions, including:

- Quality control — monitoring agent calls
- Providing support to agents
- As an organizational unit for performance monitoring

Hosted ACD — Premium Package

The Premium Hosted ACD package includes all functionality provided in the base package and adds Avaya Contact Center Management Information System (CCMIS) functions to assist in the management of ACD operations.

CCMIS enables a Avaya Hosted Solutions Center to collect ACD information to produce real-time statistics and historical reports, including:

- Real-time data collection and presentation
- Historical reporting
- Real-time configuration control

CCMIS helps supervisors plan, manage and monitor their ACD operation by collecting statistics on both network configuration and personnel. CCMIS reports these statistics to supervisors in three ways: a numeric or graphic, realtime, online display; a series of standard management reports; or custom management reports.

For security, communication of sensitive information between the Avaya Hosted Solutions Center and the customer location goes through an IPSec tunnel.

Hosted Contact Center

The Avaya Hosted Contact Center solution builds upon the Hosted ACD offering. This offering enables deployment of a “ready-to-go” IP contact center and introduces next-generation applications such as computer telephony integration (CTI) and multimedia — including email and chat. As with Hosted ACD, expenses associated with the infrastructure underlying the contact center move from capex to opex. Costs are reduced by the inherent cost savings of IP for voice, including simplified management when it comes to moves and changes.

Calls can be directed transparently to any location that has an Internet connection, including home workers and branch offices, improving service levels, flexibility and seasonal scalability. The ability to place agents remotely will also allow you to hire and retain the best.

Business continuity planning and disaster recovery

Because IP routing is far more resilient than relying on hard-wired TDM circuits alone, Avaya Hosted Contact Center also contributes to disaster recovery and business continuity planning. And it allows for a pool of agents who may be widely dispersed across a country or the globe — providing another avenue of resiliency in the event of a disaster.

Multimedia and CTI capabilities

Many enterprises are eager to try out the latest in contact center technology — including multimedia capabilities. By moving to a hosted model, you gain access to unmatched expertise gained from

developing and deploying these multimedia capabilities over a number of years. You can use our Hosted Contact Center solution to selectively introduce CTI, multimedia, chat and other capabilities. Again, you “pay as you go,” with the pricing adjusted by the number of agent positions you want to assign these capabilities to.

Based upon your specific business situation, multimedia services that may integrate into your Hosted Contact Center Solution are:

- Intelligent skill-based routing of multimedia inquiries
- Merging (or blending) of phone calls with emails and text chats
- Providing content between your customers and your representatives
- Collaborative browsing with Web customers
- Customer scheduled call backs — immediate or delayed
- Automated and immediate responses to frequently asked questions
- Real-time text chat between your customers and your agents
- Outbound campaigns to reach customers and prospects

Avaya Hosted Contact Center Management Tools

Avaya provides a secure graphical user interface that facilitates adding, moving or changing IP Phone sets. A secure provisioning interface provides user authentication and authorization. Bulk provisioning of multiple users and stations simultaneously is also provided. Ongoing configuration management of other information such as agents, supervisors

and skillsets is facilitated by change order requests submitted to the Avaya Hosted Solutions Center.

Choose from three Hosted Contact Center packages with pre-set pricing

The **Base level Hosted Contact Center Agent** includes:

- Premium Hosted ACD (all features listed above)
- Advanced voice contact processing and skill-based routing
- Scripting
- Skill-set assignments
- Contact center queuing and presentation
- Report wizard to create custom historical reports
- Avaya Hosted Contact Center administration
- Pre-packaged implementation offers for small, medium and large contact center deployments

The **Plus level Hosted Contact Center Agent** includes:

- Contact Center Agent – Base (all features listed above)
- Communications Control Toolkit
- Computer Telephony Integration
- Applications Interface

The **Premium level Hosted Contact Center Agent** includes:

- Contact Center Agent – Plus (all features listed above)
- Multimedia support
- Outbound support
- Email management
- Chat

Benefits

- Predictable costs based on a per-agent, per-month annuity payment model — costs shifted from capex to opex
- Enhance employee productivity and elevate customer service by implementing advanced capabilities — multimedia, collaboration, conferencing and mobility
- Reduce IT staffing costs required to support systems, maintain systems and integrate applications — avoid ongoing training expenses and reduce the pressure to acquire and retain scarce resources
- Pay “as you go” only for the services and capabilities that each employee, department or site use — and scale services up or down quickly and easily
- Enable delivery of high-demand, cost-effective business capabilities where they matter most — facing the customer

- Leverage Avaya’s investment in new and emerging capabilities — we do the upgrades
- Home Agent/Virtual Agent — IP makes it simpler to support agents who work remotely
- Disaster recovery and business continuity — IP resiliency and geographically dispersed agents makes a hosted solution more robust

Delivered by Avaya

Hosted Contact Center and ACD are delivered by Avaya professionals dedicated to services excellence. Our unmatched product knowledge (of our own as well as third-party solutions), depth of experience, global presence and broad industry background are among the reasons that 7 out of 10 of the Fortune 100 companies already rely on Avaya services for a full range of service capabilities.

Avaya is a leading provider of Hosted Solutions and a systems integrator transforming IT systems into converged networks, enabling IP Telephony, contact center, self-service and Unified Communications solutions that help our customers achieve strategic and operational results through the use of technology.

For more information, please contact your Avaya account representative or visit www.avaya.com/services.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

INTELLIGENT COMMUNICATIONS

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A red rectangular button with the text "avaya.com" in white, lowercase, sans-serif font.