



## Avaya and Spectrum Delivering Real-Time Data

### Challenge:

To deliver real-time, accurate customer data to call center staff and management

### Solution:

- Avaya Call Management System
- Spectrum UltraData Enterprise
- Spectrum PCPop! Desktop application

### Value Created:

The availability of real-time statistics via an agent's or manager's desktop computer improved call center efficiency through better resource management and provided measurable return on investment.

An international insurance conglomerate provides all manner of insurance services while maintaining a sizable customer base. An internationally recognized leader in its business, this insurance provider was successful by any measure. To maintain its success and to accomplish a high level of customer satisfaction, the insurer recognized the importance of making mission-critical data available to the right decision-makers. The company identified a specific need: Find a way to deliver real-time, accurate data to staff and management.

The insurer approached Spectrum Corporation, a globally-recognized solutions provider to telecommunications vendors and customers, for help. Spectrum, an Innovator-level member

in the Avaya DeveloperConnection program, suggested a solution that combined its UltraData Enterprise product with the Avaya Call Management System.

### A Business Challenge

The main business challenge was how to disseminate key information to a large audience. In other words, the insurance provider needed to push real-time metrics to a diverse population while maintaining a visible tool for contact center agents. Management was concerned that a visual tool could be ignored by their agents and subsequently would provide less and less value. Due to the overall size of the main facility and the many other worldwide locations, Spectrum needed to deploy a solution that would remain a constant visual aid to agents and supervisors around the clock. Recognizing the need for a graphic display "client" at every user's workstation, Spectrum designed a tool that would be available, updated in concert with Avaya Call Management System, and easy to use.

### Key Capabilities of Product

The solution included Avaya Call Management System and Spectrum's UltraData Enterprise.

Avaya Call Management System is an optional database, administration and reporting application that provides information and management tools for monitoring and analyzing the performance of contact center operations. It is designed for enterprises that receive a large volume of telephone calls and have complex contact center operations.

Spectrum's UltraData Enterprise combines statistics from virtually any data source and displays this "knowledge-based" data to single or multi-line wallboards, plasma screens, the Web, e-mail, printed reports, etc.

The solution:

- Collects real-time and historical data, providing users with a "right now" view of the contact center and beyond
- Thresholds data, enabling agents and supervisors to take part proactively in the success of their group, their department and the organization
- Provides greater visibility of a business's voice, Web, e-mail and Interactive Voice Response (IVR) traffic, giving the business a distinct competitive advantage

- Provides the means to keep remote or teleworking agents informed and part of the group
- Provides managers the means to manage their staff effectively, helping them repeat good performances while eliminating the bad
- Provides senior management the business intelligence tools for success

### Seamless Transition to a New System

Spectrum utilized the powerful Avaya Automatic Call Distribution feature to run custom reports for data collection and distribution purposes. It was decided that a real-time feed coupled with a running “snapshot” of historical data would best meet the needs of the customer. After consulting with the Avaya development staff, Spectrum was able to collect the exact information required by the customer. By using the robust collection engine (an integral part of the UltraData Enterprise solution), Spectrum was able to collect data from the Avaya and other non-Avaya databases. The other systems included: Workforce management, Integrated Voice Response, and e-mail management. The system also has the ability to collect from other systems including: CRM, financial, predictive dialers, help desk, and other ODBC databases. This made the already potent statistical information from Call Management System all the more important as a component of the “converged” data. This solution allowed for data collection, management and distribution to a desktop client application running at every agent’s – as well as every manager’s – desktop computer. The solution utilized TCP/IP delivery protocols, which allow for distribution

to hundreds of clients with minimal, if any, effect on network traffic load.

The solution deployed was UltraData Enterprise and the PCPop! Desktop client application. This Avaya DevConnect-certified solution met the customer’s needs for today and will grow as the requirements change in the future. The solution was made up of the UltraData Collection engine, the administration graphical user interface and the PCPop! Desktop server/client module. It delivered real-time statistics from the Avaya Call Management System while incorporating various other metrics from other applications. Other applications included workforce management, help desk and the local e-mail server. The solution allowed the customer to truly “see” what is happening *in real time* throughout the contact center and beyond.

Transition times for many UltraData deployments by Spectrum are typically on the order of two to five days, with little if any downtime. The solution is installed on a stand-alone PC workstation and is typically collecting and distributing data in a matter of hours after initial installation. Any process including a Spectrum solution normally follows these steps:

- Discuss customer’s wants and needs
- Quote system items and requirements (initiate Statement of Work)
- Install main collection engine with any display options (wallboards, thin clients, monitors, etc.)
- Perform training for key operators and management
- Provide ongoing support and training

## Benefits for the Insurance Provider

The solution:

- Enabled agents, managers and senior staff to see real-time meaningful data
- Empowered agents to make better decisions regarding their work volume, break times and scheduling
- Provided management with a tool to monitor performance now and over time
- Enabled data collection beyond any single device, allowing for new and better analytics
- Provided measurable return on investment based on 800 calls, talk times and other intangibles, including but not limited to report collation, report distribution and compensation measures
- Allowed agents to feel empowered by alerting them to potentially troublesome situations
- Provided contact center management with a tool that allows for better day-to-day use of their valuable people resource

According to a contact center agent with 12 years of experience, "The UltraData solution allows us to be more proactive, better manage our time, and feel like an important part of the team. Our group's performance has increased in our average speed of answer, total calls handled, and overall abandoned rate. As a center agent, it can be very difficult to know exactly which line to answer or to which group or queue I should spend more or less time. With the new UltraData solution we have created new metrics like Premier Callers Holding, Revenue in the Queue, and Dollars per Campaign. I enjoy the new desktop client and have needed little time adjusting to its capabilities as well as the instant messaging feature."

## About Spectrum

Headquartered in Houston, Texas, Spectrum Corporation is a globally-recognized solutions provider to telecommunications vendors and customers. Since 1971, Spectrum has consistently been an innovative leader offering total solutions, including V-Display, Ultra-Link II and traditional wallboards. More recently, Spectrum has completed its offering with the addition of UltraData Enterprise (real time and historical collection/publication software), award-winning IP wallboards and flat panel plasma TV monitors.

Spectrum supplies display devices and software to report on critical ACD and other database statistics for intelligent organizations worldwide. Spectrum's clients include HP/Compaq, IBM, Dell, The Gap, Liberty Mutual, Bank One, AT&T, The Federal Reserve, Wal-Mart, Coca-Cola, Charles Schwab, Anheuser-Busch, Eastman Kodak, Ford, General Motors, B & Q, Time Warner and many more.

Utilizing current data collection and publication tools, Spectrum has maintained an international customer base via the company's very successful distribution model. Many Spectrum applications and deployments have materialized as a result of its long history with Avaya and the partner/original equipment manufacturer relationship that exists today.

In 1998, Spectrum's Ultra-Link II software was named Product of the Year by Call Center magazine. In 2002, Spectrum's wallboards were named Product of the Year by both Customer Interaction Solutions magazine and Communications Solutions magazine.

For more information, visit [www.specorp.com](http://www.specorp.com).

## About The Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

For more information about Avaya, visit [www.avaya.com](http://www.avaya.com).

## About The Avaya DeveloperConnection Program

The DeveloperConnection Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at [www.devconnectprogram.com](http://www.devconnectprogram.com).

