



Business Communications Advisory Services

Contact Center Performance Benchmarking

The demands on today's contact centers have never been greater. Pressure is fierce to reduce wait times, improve first contact resolution rates and achieve agent utilization targets. Meanwhile, new channels of communication—from e-mail to emerging social media platforms—require contact centers to explore how these capabilities can enhance the contact center experience. How can you effectively face these challenges in an era of tight budgets and scarce resources?

One powerful approach to operational performance improvement is benchmarking—capturing a clear vision of where your organization stands today, how it compares to your industry and your competitors, and how it aligns with your customers' expectations.

Your investment is important. The need is urgent. Avaya can help.

Plan and collect, then analyze and adapt

Within our Avaya Business Communications Advisory Services capabilities, we can help your organization reach beyond traditional benchmarking activities to make sure that the opportunities identified through benchmarking are carried out.

Our Contact Center Performance Benchmarking experts apply proven methods and best practices to design contact center solutions that can help you gain a competitive advantage. Using sophisticated data collection and benchmarking tools, Avaya business communications professionals provide deep analysis and actionable recommendations for driving performance improvement. Within our Business Communications Advisory Services family, we have two

Avaya Contact Center Performance Benchmarking experts apply proven methods and best practices to design contact center solutions that can help you gain a competitive advantage.



flexible service offerings focused on Contact Center Performance Benchmarking:

Basic advisory services. At the heart of our basic offering is a contact center-focused performance benchmark workshop in which we identify and benchmark your top 20 key performance indicators and prepare detailed comparisons to your industry peer group. We also perform gap analyses and develop a balanced scorecard view of your contact center operations. Ultimately, we provide a clear strategy for improvement that

ensures appropriate metrics are being used to accurately measure and assess performance across the enterprise, operations and business groups.

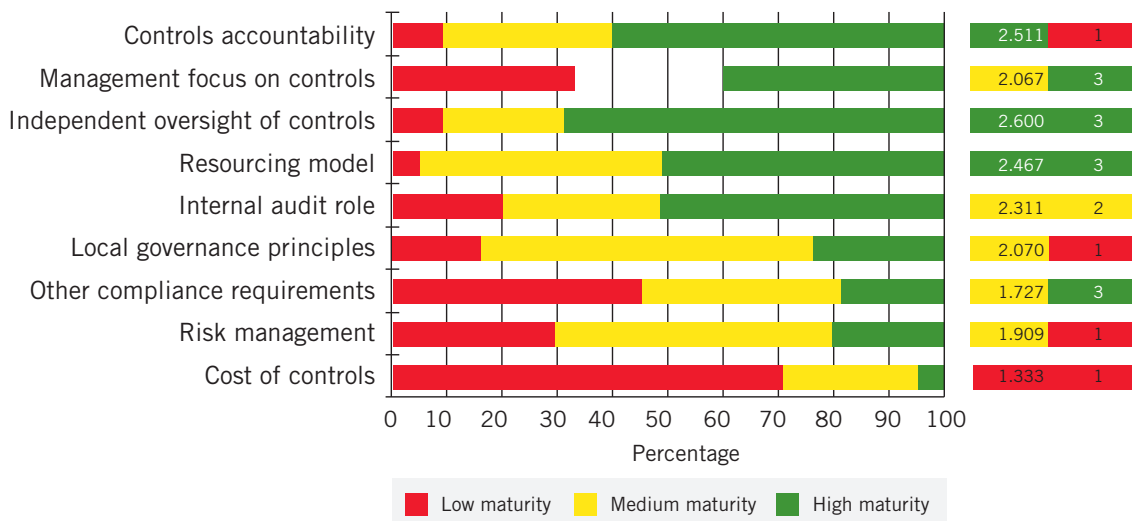
Enhanced advisory services. In addition to the performance benchmark workshop, our enhanced services offering assists you in developing a benchmarking program designed to your organization's specific challenges. To that end we deploy best-practices modules to help you:

- Determine what metrics to measure—and why
- Identify which social media and multimedia channels to benchmark
- Design and implement your ongoing benchmarking program

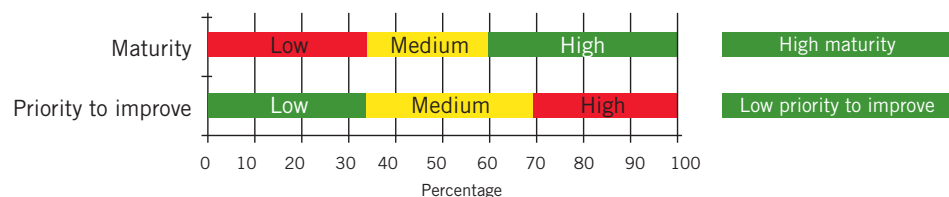
Our professionals provide a consultative review of benchmarking results and, after conducting on-site interviews with key stakeholders, prepare detailed

Figure 1: Contact center benchmark analysis dashboard

Avaya benchmark reporting provides a concise, actionable view of an organization's maturity in key performance areas as well as insight into high- and low-priority areas for improvement.



Management focus on performance



recommendations and an action plan for improving your contact center's performance over the long term. In addition, we provide on-site workshops to focus on critical aspects of successful performance improvement programs.

More than a technology perspective

What makes Avaya the right choice to help your business benchmark its contact center performance and develop a plan for continuous improvement?

- **Experience.** You can rely not only on our technical know-how but also on our deep vertical expertise and business experience. Our Business Communications Advisory Services consultants have, on average, more than 20 years of experience applying communications technologies in support of complex business processes across a variety of industries.
- **Resources.** You have access to more than 1,500 Avaya consultants, program managers and technical experts around the world to provide business and technical consulting services through flexible sourcing models.
- **Reach.** Avaya has global scale, consistency and delivery capabilities to meet the most demanding needs of most organizations.

- **Objectivity.** Our Business Communications Advisory Services are technology-agnostic. You can rely on our extensive experience across a breadth of communications technologies and our focus on selecting the optimal solutions for your organization.

Avaya Business Communications Advisory Services consultants offer direction and help create alignment and focus that can help your company gain a better understanding of opportunities—and related challenges—associated with your current communications infrastructure. We're intent on helping you gain more from your current communications investment and eliminate inefficient or unnecessary elements. Optimizing your current communications environment can create the breathing room needed to consider other innovative ways to leverage communications across your enterprise.

Learn more

To learn more about Avaya Contact Center Performance Benchmarking service offerings and other Avaya Business Communications Advisory Services, talk to your Avaya Account Manager or Authorized Business Partner. Also, contact us at engageaps@avaya.com and visit us at www.avaya.com.

A flexible and refined approach to benchmarking

- **Plan.** Determine which contact center functions, activities and processes to benchmark.
- **Collect.** Identify key performance metrics and performance drivers. Qualify industry-leading organizations for benchmarking.
- **Analyze.** Measure performance of benchmark organizations against yours. Determine the best practice for benchmark data.
- **Adapt.** Outline the basis for change and improvement goals. Finally, implement changes and continuously monitor results.

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.



INTELLIGENT COMMUNICATIONS

© 2010 Avaya Inc. All rights reserved.

Avaya and the Avaya logo are trademarks of Avaya Inc. and are registered in the United States and other countries.

All trademarks identified by ®, TM or SM are registered marks, trademarks and service marks, respectively, of Avaya Inc.

All other trademarks are the property of their respective owners. Avaya may also have trademark rights in other terms used herein.

References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

11/10 • GCC4623