



INTELLIGENT COMMUNICATIONS

Five Ways to a Better Caller Experience

The really cool way to
make customers happy
and impress your boss
with your own smarts
and thriftiness.

September 2009

Tilt the Playing Field in Your Favor

Can intelligent customer routing drive top-line revenue and give you a competitive advantage? What a great idea as the economy goes into upswing mode, eh?

Intelligent customer routing has been around for awhile.

But how “intelligent” is it really? Is your contact center abandon-rate still too high because customers have to wait too long on hold? Are your customers frustrated by having to repeat basic information multiple times — first to your IVR system and then to a succession of agents? How many customers do you annoy with “beeps in the ear” when they exit your IVR and transfer to an agent? Can your agents have immediate visibility into customer data that helps them address the customer’s issue AND have the opportunity to up-sell or cross-sell?

Done differently, intelligent customer routing can help you improve overall contact center metrics, customer satisfaction rates and even top-line revenue. By “done differently,” we mean having more options for dealing with calls while they are still on your self-service and contact routing platform — before they go to your communications manager.

This eBook offers a glimpse at the next level of intelligent customer routing. It’s a quick read, no heavy sales pitch. If you want to learn more, just click a link. Enjoy.

Ride the Social Media Wave

Brandon posts this on his Facebook wall:

“Hey, I need a new laptop. Where should I go?”




Ride the Social Media Wave (continued)

One of his friends responds about the great deal he got at Crutchfeld

(okay, it's a fictitious company) and how good the customer service was there. So Brandon goes to Crutchfeld.com and downloads a widget into Facebook that jump-starts a connection with the retailer. The widget streams information to Brandon about Crutchfeld's laptops and, when he's ready, connects him directly with a Crutchfeld contact center agent. *But here's the magic.*

Brandon's Facebook profile automatically gets passed along to Amanda, the Crutchfeld agent, so she sees his areas of interest. This lets them both move faster and *further* down the relationship curve. Amanda pushes videos and other info back to Brandon until he finds the laptop he wants. After his purchase, Brandon rates his excellent experience and posts it on his Facebook wall, *continuing the viral marketing process* that started when he first posted his question.

By expanding your intelligent customer routing strategy to include *selected social media*, you can deliver a better customer experience no matter the communications channel, potentially reduce your costs, help boost and consistently measure contact center agent performance, and — oh yeah — drive new sales.

 **How does it work?**
Here's more **info**.

Avoid Take-Back, Transfer and Annoy

Want to put callers in a bad frame of mind? Your IVR system prompts them for information, but if they ask for a contact center agent, they get several very loud (and annoying) beeps in their ear. Of course, it's unavoidable if your IVR system is in one location and the call center or your outsourcer is in another, right? It's the curse of take-back and transfer (TNT). Oh, and you get to pay your carrier a fee every time you do this to a customer, too.

It doesn't have to be this way. What if, instead, your routing engine and IVR platform were to keep the calls on-net as you route them to specific agents or your outsourcer on different switches? No beeps, runs, errors or TNT charges.

Your customers have one less reason to be grumpy, and they can get transferred to the right agent faster. Agents spend less time on the phone, because you have intelligently gathered customer info upfront and transferred it to the agent with the call. And you avoid potential transfer fees of 3 to 10 cents per call. **That's a win-win-win scenario.**

 **How does it work?**
Here's more **info.**

Move PDA Calls Along PDQ

Credit and mortgage applications.
Insurance quotes. Event tickets...

MORTGAGE APPLICATION FORM

INSTRUCTIONS TO APPLICANT(S). PLEASE READ CAREFULLY
Please use BLOCK CAPITALS throughout. Incomplete or illegible applications may cause delay therefore please answer ALL questions. If this is a joint application please complete for both first and second applicants. The first Applicant should be the higher earner.
If the applicants are married, or have an established financial relationship, the application form **MUST** be completed and signed by both parties.

FMA mortgage No. _____
Decision/Agreement in principle reference No. (if applicable) _____
Your Ref No. _____

| INTRODUCER DETAILS | | Customer Facing Broker | Packager | Network | Third Party Introducer eg: Estate Agent |
|---|--|------------------------|----------|---------|--|
| Company | | | | | |
| Name | | | | | |
| Address | | | | | |
| Postcode | | | | | |
| Contact name | | | | | |
| Telephone number | | | | | |
| Fax number | | | | | |
| Contact email address | | | | | |
| FSA registration number | | | | | |
| SPML introducer code (if applicable) | | | | | |
| Advice code (if applicable) | | | | | |
| Signature & for networks) | | | | | |

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Move PDA Calls Along PDQ (continued)

...Phone-in applications and purchases often tie up contact center agents with boring, repetitive tasks, not the least of which is gathering basic information about the customer. What if, instead, your customers could download an application from iTunes or Amazon.com onto their PDA or smart phone?

Not just for data-gathering, though. This application carries the transaction on the mobile phone and allows customers to interact with your back-end systems. Then, if the customer has questions or is ready to submit the application, the information is transferred through to the contact center agent using the same application as your IVR application. You could even start a transaction on the iPhone, add information in the IVR and complete the call with an agent. If no agent is available, the customer is given the option to hold, receive a call-back or go online to your Web site. You also can add content to the application that supports up-sell and cross-sell opportunities.

Customer satisfaction increases because customers feel more in control and get results faster. Contact center agents become problem-solvers instead of just order-takers. You enjoy cost savings by eliminating toll-free calls and using the same back-end logic as with your Web site and IVR platform. ***And you introduce new opportunities for revenue generation.***

 **How does it work?**
Here's more **info.**

Don't Make 'em Whistle While They Wait

What if your contact routing platform could predict hold-time to within a few seconds AND automatically choose from a catalog of actions?

Check it out: Your contact center is fielding so many calls during a busy day that on-hold times range from a few seconds to several minutes. Your routing application accurately pinpoints hold times for each caller and then picks a voice portal application that uses the time intelligently — maybe a brief message for someone who will be on hold for only a few seconds...some data-gathering if it's going to be 20 to 30 seconds...or a partial or completely automated transaction for longer wait times. The system can even search the customer's records and offer up-sell and cross-sell opportunities, give the status on a pending order, or prompt for payment on an overdue bill — there are so many options. When the call reaches an agent, ***so does the information gathered along the way.***

Busy customers appreciate your respect for their time and the smooth, seamless way transactions are handled. Some will feel their queue time is shorter if the time is used productively. Agents can be more efficient and effective when customers are routed to them along with more complete information. Contact center costs can be reduced when more calls are automated and agent time is optimized.

 **How does it work?**
Here's more **info.**

Imagine the Possibilities — Make Them Your Reality

Imagine: A retail kiosk puts your customers face-to-face with one of your top product experts via live streaming video to fix an urgent product recall issue.

Imagine: A town offers 311 non-emergency services where call center agents send Google maps, restaurant menus, utility applications and other helpful information directly through to a customer's cell phone.

Imagine: Your call center agent launches an avatar into your Second Life storefront to meet and greet a customer's avatar.

Imagine: You can scale up or scale back all the cool things we've described in this eBook to meet the changing needs of your business.

A common thread runs through each of these ideas: future-proofing your infrastructure. Shouldn't you be able to expand or contract service levels on a dime? When the next amazing techno-gadget or social media tool arrives, shouldn't your infrastructure be agnostic enough to accept it without major expense? As customer expectations/preferences/behaviors change, don't you want to adapt at full speed with them? **That's the beauty of true intelligent customer routing — it gives you incredible capabilities today while paving the road for the future.**

 **How does it work?**
Here's more **info.**

Time to Take Intelligent Customer Routing to the Next Level

As the global economy regains steam, your competitors are looking for new ways to drive revenue while still reining in costs. Many of them will consider mergers and acquisitions, joint ventures, new products and other typical approaches to growing their business. Your company might, too, but why not take a path that differentiates you in the market and leaves your competitors wondering how?

Intelligent customer routing, taken to the next level, reinforces your company's other growth and cost containment strategies. It dramatically simplifies your contact center environment by removing key activities from your communications manager and expanding your options for dealing with callers intelligently on your self-service and routing platform. This streamlined environment makes more efficient use of your high-dollar contact center systems while putting greater emphasis on systems that cost less. This lowers your total cost of ownership.

With intelligent customer routing, you also gain a new type of agility.

For example, you can set up new marketing campaigns faster and less expensively, and you can use emerging social media tools to create new opportunities for customer interaction. Don't forget the internal benefits of intelligent customer routing, either. By taking many tedious, repetitive tasks away from contact center agents, you can focus them more on customer service and sales. They'll feel more engaged and become a more valuable asset to your company by becoming better customer advocates.

This is the future of intelligent customer routing. So why not take advantage of it now and get the jump on your competitors? For a more in-depth look at how intelligent customer routing is evolving—and Avaya's approach to it—read our white paper, ***Smiles on Hold: How Intelligent Customer Routing Turns "Wait" into "Wow!"***



INTELLIGENT COMMUNICATIONS

Learn More

To learn more about the ideas presented in this eBook, our Intelligent Customer Routing solution, our other award-winning solutions and Avaya Global Services, talk to your Avaya Client Executive or Authorized Business Partner. Also, visit us at **www.avaya.com**.

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.

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