

**Workforce  
Optimization Select**

# Avaya Workforce Optimization Select



## Improving the Customer Experience with Every Interaction

Not surprisingly, consumers indicate they buy more from organizations that make it easy for them to conduct business.<sup>1</sup> It's also no secret that effective, intelligent contact centers are vital to meeting consumers' growing expectation for service excellence. But how can organizations with contact centers create a differentiated and memorable customer experience if they don't have timely visibility into their contact center operations and workforce performance?

Avaya Workforce Optimization Select (AWFOS) solves that dilemma. By generating relevant and timely insights into the customer experience and leveraging this information to improve agent and team performance, AWFOS helps contact centers create the most value from every customer interaction. Simple to deploy and use, this solution integrates seamlessly with industry-leading customer engagement platforms from Avaya to deliver essential information about customer interactions and help contact centers discover new ways to improve customer experience.

### A Full-featured Workforce Optimization Suite

The modular, easy-to-implement-and-use AWFOS offers you the latest workforce optimization applications, providing robust recording, quality management, call monitoring, coaching, e-learning and full reporting capabilities.

1. "Autonomous Customer 2015: On Hold for Intelligent Customer Service," British Telecommunications plc, commissioned by Avaya, 2015.



### At a Glance

By generating relevant and timely insights into the customer experience and leveraging this information to improve agent and team performance, AWFOS helps contact centers create the most value from every customer interaction.

## Voice and Non-voice Recording

Voice and non-voice recording and logging are essential for assessing interaction quality. This critical functionality has become a necessity in many enterprises for dispute resolution, fraud prevention, collections, emergency communications, and to comply with regulatory requirements such as the Payment Card Industry Data Security Standard (PCI DSS), Health Insurance Portability and Accountability Act (HIPAA) and the Sarbanes-Oxley Act.

The AWFOS Recorder module responds with a scalable, flexible and security-oriented recording platform with a variety of options for inbound and outbound call recording and screen capture.

**Scalability and flexibility.** The Recorder module enables you to deploy robust recording capabilities, including 100 percent recording, random recording, event-driven recording and on-demand recording, based on call duration, call direction, site, department, extension, agent ID, customer consent and more. It can also be deployed in a variety of configurations, scaling seamlessly from a single site to a distributed multisite environment.

**Safety and security.** The Recorder module is especially effective if regulatory compliance and business security are top of mind for your organization. Files related to voice and screen captures can be encrypted at rest. Live monitoring and interaction playback is via Secure HTTP. Digital signatures help maintain integrity of the stored recordings. Pause and resume can be used for voice and screen masking to protect sensitive data. Audit trail information (who did what, when) is also captured. Protected access is available with user-level feature permissions.

## Recorder Module Key Features

- Provides complete recordings, including call transfers, with cradle-to-grave call playback
- Meets PCI security and compliance standards
- Scales from a single site to a multisite environment
- Enables event-based, station-side active recording and station-side and trunk-side passive recording
- Supports VoIP and TDM environments and SIP and H323 protocols
- Supports G.711, G.729 and G722 Audio Codecs
- Allows screen capture that is ideal for agents located at headquarters, branch locations or home
- Enables screen capture that supports thin client and virtual desktop technologies that can be centrally deployed and managed
- Full-featured integration support for Avaya Oceana, Avaya Contact Center Select, IP Office Contact Center, Call Center Elite, Avaya Aura Contact Center, Proactive Contact, Proactive Outreach Manager and Avaya Session Border Controller.

**Business application and process improvements.** The Recorder module's screen capture capability is an undetectable back-end process that captures desktop screen activity during customer interactions. Used both in the contact center and the back office, it gives you a true picture of how well agents and other employees use Web chat, e-mail and business applications to serve your customers. Those insights, in turn, can help you identify opportunities for business and process improvements that help increase customer satisfaction, reduce costs, uncover system breakdowns, shorten cycle times and expose unauthorized personal activity of employees.

**Interaction visibility.** Your supervisors and managers can view customer interactions from beginning to end while watching and listening via synchronized screen and call recordings. This helps them gain a better understanding of the entire customer journey, including service operations, business application processes, training opportunities and best practices.

## Performance-driven Quality Management and Live Monitoring

Efficient, effective performance is the foundation of successful contact center operations. Avaya Workforce Optimization Select's Quality Management and Live Monitoring help accomplish this goal by assisting you in identifying process and performance deficiencies so you can take corrective action and hone agent skills.

Quality Management and Live Monitoring capabilities enable you to review individual interactions and gather other vital information so you can evaluate agent performance, identifying performance deviations, skill gaps and deficiencies in service processes that can be addressed through coaching, training and process improvement. With multichannel capabilities, Quality Management lets you evaluate voice, e-mail and Web chat interactions, scoring them against organizational or industry standards so your agents obtain both positive reinforcement and constructive feedback to elevate performance.

Real-time, Web-based silent Live Monitoring and on-demand call recording capabilities help your contact center supervisors and managers continually promote a more consistent and reliable customer experience by identifying top-performing agents and agents who need more training while remaining compliant with internal and external policies and regulations. Authorized users can listen to agent calls, look at the agent desktop in real time, record calls on demand if needed, add comments and flag calls for further evaluation.

With Quality Management and Live Monitoring, your team can stay involved and in control of contact center operations by monitoring agent interactions from anywhere.

## Integrated Coaching and E-Learning

AWFOS Integrated Coaching and e-Learning tools create a collaborative feedback loop between your contact center agents and supervisors, delivering training content to agents to improve their knowledge, efficiency and productivity.

### Quality Management and Live Monitoring Key Features

- Craft quality evaluation forms with flexible criteria
- Define quality plans and auto-distribute calls
- Calibrate evaluators and allow agents to appeal scores
- View and evaluate complete customer interactions and all call segments
- Monitor live calls and agent desktops from any browser
- Auto-assign coaching and quizzes based on performance scores

The Coaching tool provides a framework for supervisors to build personalized agent training programs using quality and performance data from AWFOS and other call center applications. The tool tracks specific agent performance issues across multiple KPIs, identifies underlying root causes, assembles a performance improvement plan and addresses follow-up.

The e-Learning tool serves as a repository for e-learning and coaching content through a library of files, including audio, video, call snippets, documents, e-support transactions and more. Content can include call segments captured from AWFOS or uploaded data from external systems. Voice and text comments can be provided for each course created, and the e-learning courses can easily be uploaded and tracked. The e-Learning tool also supports creation, delivery and scoring of quizzes.

### Workforce Management (WFM)

AWFOS provides an optional WFM application that provides all the tools you need to effectively manage your staff, accurately forecast demand, and automatically schedule and report to improve operations.

The feature-rich WFM application leverages an advanced forecast algorithm to help contact centers accurately forecast and optimize staffing not only for the day, but also for the week, month, quarter, season or year across all interaction channels.

Increase agent collaboration, communication, loyalty and service by generating staffing schedules that consider agents' skill sets, work schedules and preferences such as working hours to plan the best, most efficient staffing schedule for the needs of customers and those of the overall business.

Real-Time Adherence monitors agent adherence to schedules and sends alarms to supervisors when noncompliance occurs. Intraday management allows supervisors to effortlessly adjust schedules with drag-and-drop capabilities based on real-time agent status.

The extensive reporting package—in addition to that provided by AWFOS (described below)—tracks KPIs and agent scorecards for metrics such as absenteeism and adherence.

### Scorecards and Reporting

AWFOS' powerful analytics engine seamlessly integrates with the Quality Management module so you can define KPIs and create customizable, role-based scorecards, dashboards and reports to measure the performance of agents, queues, teams, groups, sites and lines of business supported by your contact center. Balanced scorecards display top and bottom-performing agents and enable drill-down from scorecards so you can immediately address skill gaps with coaching and e-learning.

Take advantage of built-in report templates or create your own reports using data from AWFOS or third-party applications. You can export results to multiple formats, including XLS, PDF, CSV and HTML.

AWFOS' easy-to-use analytics enable you to save valuable time, track critical customer experience metrics and drive performance improvements across your sales, collections and customer service processes to realize cross-functional alignment with strategic goals.

# AWFOS delivers robust capabilities to help you develop the operational intelligence you need to improve agent performance and customer interactions.

## Avaya Coaching and E-learning Key Features

- Personalized agent training programs, built using quality and performance data from AWFOS and other call center applications
- Easy creation of quizzes that can be tied to courses
- Random delivery of quizzes whereby questions are selected at random from a predefined set
- Agent-level or group-level coaching
- Development of personal coaching plans for staff
- On-time follow-up through alerts and reports

## Innovation That Saves You Time and Money

With every passing month, consumer preferences and buying habits change. Demand for excellent customer service and support continues to grow as the pace of business continually accelerates. In such a high-pressure environment, shouldn't you give your contact center resources every opportunity to excel as they strive to create memorable customer experiences?

AWFOS delivers robust capabilities to help you develop the operational intelligence you need to improve agent performance and customer interactions. These capabilities set the benchmark for how workforce optimization fosters world-class performance in the contact center. With low hardware and storage costs, flexible seat-based pricing, and minimal installation and training requirements, AWFOS also helps you save valuable time as you deploy the solution and preserve your investment over time as your contact center gains proficiency in using its rich features.

## Learn More

To learn more and to obtain additional information such as white papers and case studies about the Avaya Customer Engagement and Workforce Optimization solutions, contact your Avaya Account Manager or Avaya Authorized Partner. Or visit us online at [www.avaya.com](http://www.avaya.com).

## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

