

**Omnichannel
Automated Experience**

Avaya Intelligent Customer Routing



**Transform
Your Customer
Experience**

Are you challenged to deliver superior service as costs increase and budgets tighten?

Are you confident that you are providing your customer with the ability to get to the right answers and the services they require?

Does your organization have the technology and infrastructure that enables you to responsively meet the needs of your increasingly sophisticated customers?

Why not enjoy lower costs, high satisfaction, and new revenue streams?

Avaya Intelligent Customer Routing provides the business management infrastructure that enables you to responsively meet the needs of increasingly sophisticated customers and builds upon the groundbreaking innovations Avaya has pioneered for customer service solutions including the renowned Avaya skills-based routing products. Avaya Intelligent Customer Routing enhances customer's experiences across self-service and agent-assisted services in single-site or multi-site contact centers.

Avaya Intelligent Customer Routing allows you to personalize customer interactions for each and every customer by identifying and determining the caller's intent through simple, intelligent, customer conversations using speech and self-service.

Based on the ability to apply real-time information about the caller and their intent, Intelligent Customer Routing incorporates customer segmentation strategies to better serve callers immediately through the most effective means. Callers benefit from dynamic personalized

Intelligent Customer Routing Solution Advantages

- **Flexible:** Combines the best of the Avaya Aura® platform and Avaya Aura® Experience Portal to adapt to changing communication needs.
- **Scalable:** Leverages the scalability and reliability of Avaya Aura Experience Portal and the Avaya Aura platform to meet business growth requirements.
- **Simpler:** Eliminates pre-route and computer telephony integration (CTI) complexity by leveraging Session Initiation Protocol (SIP) to create a solution that can route to multiple ACDs, even in a multi-vendor environment.
- **Cost Effective:** Moves high cost inbound voice traffic to lower cost Avaya Aura Experience Portal Linux-based servers, helping reduce contact center and ACD footprint.

self-service, and if they opt to speak with an agent, all customer and interaction information is used to find and inform the best agent to continue the conversation.

With Intelligent Customer Routing, your organization gains from the possibilities of callers in a queue experiencing dynamically enhanced wait treatments based on context, customer profile, business rules, existing marketing or sales campaigns and other sales leverage points. All of this helps your business drive increased efficiencies, reduce costs, and simplify administration. Using industry standards and the latest innovations in communications protocols, Avaya Intelligent Customer Routing can change the game to help you gain a competitive advantage in your industry.

Intelligent Customer Routing has been designed to provide real-time intelligence about current enterprise conditions so you can match the right support resources with the needs of a caller. It not only efficiently speeds your customer's ability to get the answers and services they require, but also provides a real-time advantage for your business to deliver valuable, personalized and compelling information, without the latency of traditional customer support processes.

The solution includes:

- Speech, video, and other multimedia interaction components to use as part of an initial call treatment
- "While you are waiting..." support interactions that enable productive hold times with activities such as information gathering, personalized services and / or offer overviews
- "Enterprise and beyond" policy-based routing and agent resource selection including expert, contact center agents and even outsourcers
- Optimized management of geographically distributed systems through zoning which allows further control of network traffic to lower WAN costs
- Configurable Call Control Application properties bring all configuration to the common Experience Portal Manager administration

With Intelligent Customer Routing, both you and your customers can explore a new and compelling customer service view that can help your business create a personalized, differentiated experience that extends and enhances your brand.

Business Benefits

Improve Customer Satisfaction Through Improved Agent Selection

- Leverage detailed Avaya Call Management System and Best Services Routing (BSR) data to fine tune real-time routing decisions
- Apply advanced customer analytics to call treatment and routing decisions
- Match the right resources to the callers desired results with real-time status matching



Imagine the Possibilities...

- Offer cost efficient overdraft protection to banking customers based on account structure
- Offer cross sell and up sell options such as pre-registration for new products or services, based on customer profile
- Gather more information about the caller to help reduce live call time and agent overhead expenses
- Leverage knowledge of prior customer interactions, and react in real-time with personalized self-service wait treatments or customized agent scripting
- Engage callers in queue with relevant notifications or cross-sell options, or offer call back options when expected wait time exceeds an acceptable threshold
- Offer opt-in services enrollment such as payment due or appointment reminder notifications

Accelerate Workflow and Business Process Agility

- Create cost effective applications and workflows quickly leveraging common web and communications standards
- Assist business operations and improve competitiveness through differentiated customer service, improved agility and speed to market
- Reduce polling load and inter-network traffic in large-scale distributed environments

Reduced Costs and Risk

- Leverage policy-based routing to select the best skilled resource with the lowest associated service cost
- Lower IT operations costs through reduced infrastructure and licensing requirements, real estate footprints, power and cooling requirements
- Simplify and consolidate complex, multi-vendor infrastructures leveraging open industry standards
- Reduce application development and administration costs through centralized management interfaces and tools

Learn More

To learn more about Avaya Intelligent Customer Routing, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at 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.

