

Avaya Contact Center Express (CCE) 4.0

Proven multi-channel contact center capabilities that translate into tangible business results.

Overview

All organizations face mounting pressures to deal with increased competition, lowered budgets, and sophisticated customer expectations for services. These challenges are often compounded due to competition and limited organizational resources. Compared with larger enterprises, the midsize business has to:



- **Deal with faster changing business cycles** and fiercer competitive landscapes
- **Reduce costs permanently**, with fewer levers than the large enterprises with whom they compete
- **Drive efficiencies throughout the business**, requiring smaller support teams to be more effective
- **Differentiate from larger competitors** to stay in business
- **Gain competitive advantage as products become more commoditized** and price to value is prioritized

Essentially, business leaders need to get ahead of rapidly evolving customer expectations, deliver value and provide a differentiated customer experience. This needs to be accomplished in a way that optimizes resources and expertise across the business, while lowering operating expenses.

When buying technology to address these imperatives, businesses typically

look for packaged solutions that provide a high degree of functionality and are easy to implement and maintain. Avaya's contact center solution for midsize businesses, Contact Center Express (CCE), meets these objectives. CCE enables large enterprise sophistication and differentiation, business efficiencies, location independence, and an efficient deployment model... all at a price point for the midsize business.

Business Benefits

In good times and even in the midst of uncertainty, good customer service is critical for long term business stability or even to the continued existence of the organization.

Avaya Contact Center Express is a multi purpose customer service solution. CCE delivers a reliable, integrated, affordable multi-media contact center suite that provides rich and compelling customer experiences for midsize firms or divisions of large enterprises who are looking for ways to achieve operational efficiency, increase revenue and improve customer satisfaction and retention.

CCE offers options for contact handling that allows customers to be treated in an efficient manner and for the business to respond effectively to customer needs. The ability of CCE to intelligently route contacts to the right agent at the right time can help a business enable greater customer

satisfaction while simultaneously reducing costs and delivering greater business value. CCE provides functionality that easily and quickly adapts to business without requiring hefty investments or a large IT staff.

Value Driven Results

- **Increase revenues** through enhanced customer interaction, differentiated service and customer satisfaction.
- **Enable competitive differentiation and build lasting relationships** by implementing effective customer relationship strategies to create better customer experiences across all contact channels that blend with business processes.
- **Enable business anywhere and scale operations as conditions change** by employing strategies such as home agent, remote worker, and universal agent while integrating these with the business ecosystem of branches, partners, and suppliers.
- **Optimize contact center operations** by improving the handling and tracking of online customer requests through contact center routing and management capabilities.
- **Optimize agent productivity and improve agent utilization** by using CTI screen pops, blended inbound/outbound and multimedia, unified desktop and application integration.
- **Improve communications** by offering customers their preferred method of interaction.
- **Improve customer segmentation and increase customer loyalty and retention** by leveraging customer insight and previous interactions or purchases to optimize interactions.
- **Increase investment value** by building upon existing functionality with powerful self service applications and other products from the Avaya portfolio.

Leading Edge Capabilities

Avaya Contact Center Express provides a full featured contact center offer with applications for multi-channel, inbound and outbound contact, and integrated real-time and historical reporting.

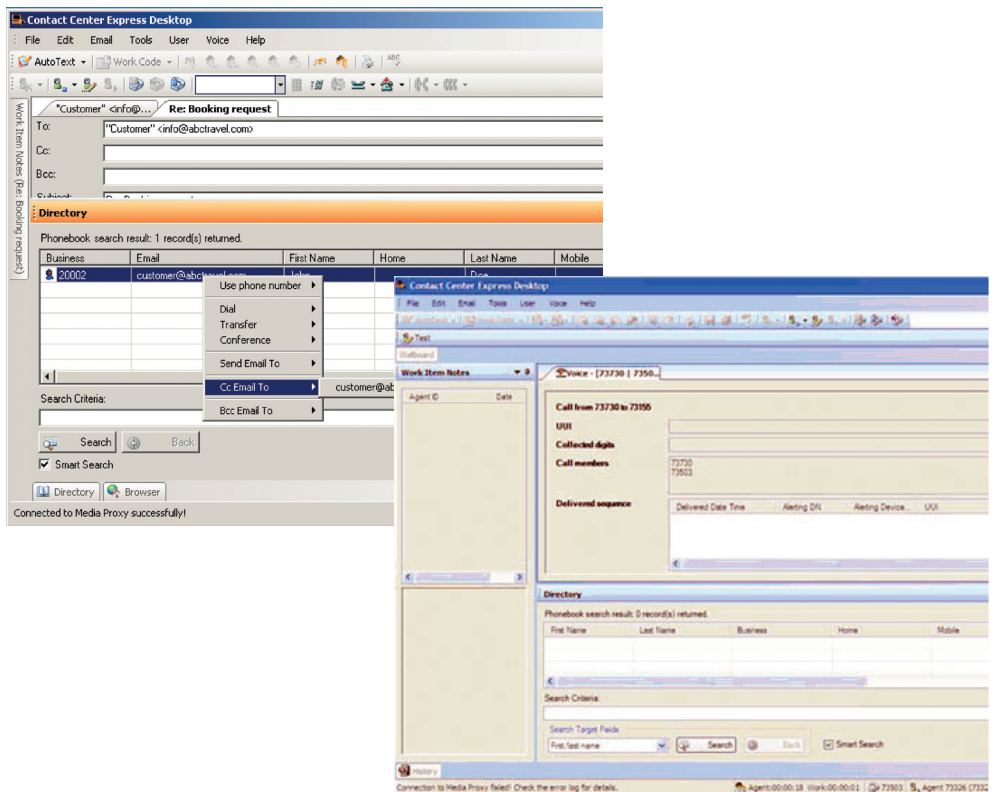
Contact Center Express is based on Avaya's market leading unified communications platform, Avaya Communication Manager (CM). CCE is modular so it is flexible to accommodate change as businesses grow and evolve. CCE also provides robust multi-channel routing capabilities for today's contact centers, and can manage the collection, queuing, and delivery of voice and non-voice work items, such as e-mail and text or web chat sessions, to an appropriately skilled agent. CCE employs powerful routing algorithms resident in Avaya Call Center Software to determine the right resource for the right contact. Furthermore,

CCE integrates seamlessly with Avaya Voice Portal to provide more enhanced self-service capabilities.

Avaya Contact Center Express allows customers to make contact via voice, e-mail, fax, text or instant messaging. Regardless of whether the customer prefers speaking on a telephone, sending e-mails, texting on a smart phone, or chatting over the internet, CCE provides a universal work queue by leveraging an Avaya ACD for all supported channels. In other words, a contact will be placed in a single queue and then routed to an agent with relevant tools, skills, and knowledge to handle the request.

Easy to implement and simple to use, Contact Center Express also delivers:

- Out-of-the-box desktop applications for agents and supervisors



Contact Center Express Desktop

- Framework applications: intelligent routing, interaction data and centralized configuration
- Outbound preview dialing, automated or agent-initiated
- Powerful application development tools for complete customization and integration
- Simple and fast wizards for desktop screen pops and routing rules

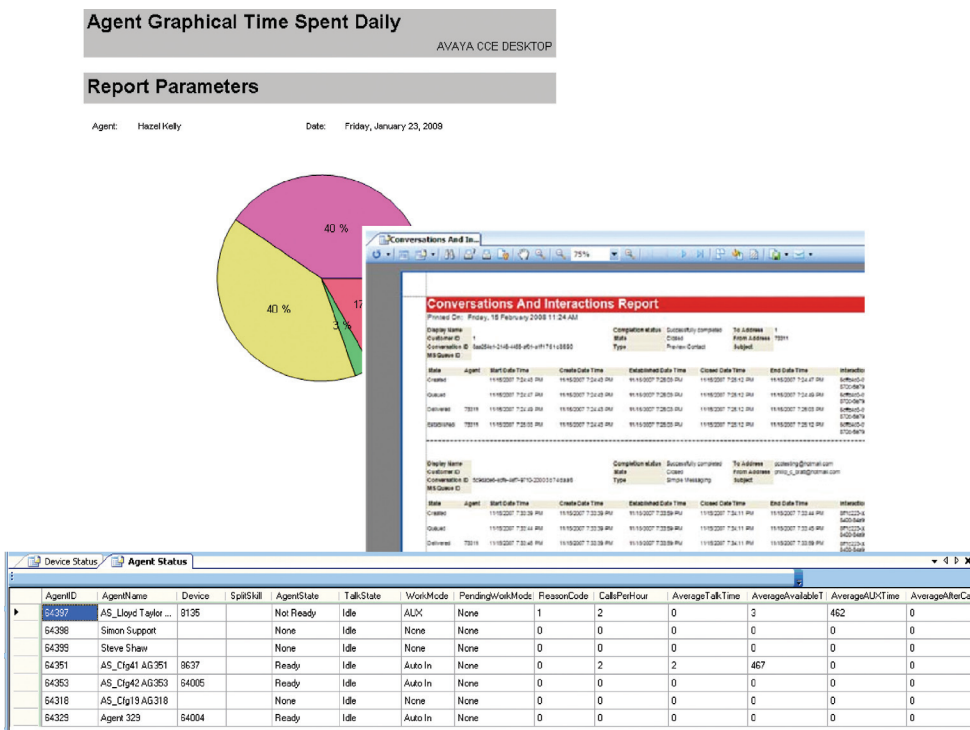
Leveraging Features and Technology for Business Benefit

- **Leverage the right resource at the right time.** By capturing resource skill sets in the routing database, contacts are routed to the right resource by skill type, regardless of contact channel. Universal agents who support multi-channel contacts can improve response time measurements for meeting service level commitments and operational efficiency improvements.

- **Robust Contact Center Express reporting.** Reporting is pivotal to a contact center's success. CCE captures performance reporting on all real time and historical activity in the contact center environment. Supervisors can choose to display the information (agent state, device state, VDN state, queue state, agent history and customer history) in grid format or report layout. Standard reports are available, as well as using the content to create custom reports via the design tool.

- **Expand agent pool and increase first call resolution by engaging experts.** A business associate's availability to assist can be determined and the associate with the desired skill can be brought to a customer call on an ad hoc basis.

- **Agent Initiated Preview Contact solves costly proactive customer contact issues.** From callbacks to targeted campaigns, use simple and effective outbound dialing



Sample Reports

tools to increase the accuracy of customer contact in an outbound environment.

- **Simple wizards facilitate ease of use.** Built in wizards make configuration easier and faster. By leveraging best practices in contact center set up, Avaya has created pre-defined desktop screen pops and routing rule definitions. Timelines are shorter allowing business operations to commence more rapidly.
- **Enhance customer experience through advanced treatment.** Unique algorithms and capabilities such as Abandoned Call Assistant, Customer Requested Call Back, and Customer Identification Assist provide operational efficiencies as well as increased customer satisfaction.
- **CCE presence.** The CCE voice presence window allows an agent to monitor the status of other call center agents or

business associates. Through voice presence, one's availability can be determined – on the telephone, logged in/out, available, or doing other work – and based on this knowledge, the agent can engage available resources for customer contact as needed.

- **Expand Agent knowledge with Customer History.** Contact Center Express customer history displays a list of previous customer contacts and gives the ability to view any contact to ensure more consistent service.
- **Pre-built Microsoft Dynamics CRM Connector.** This allows office workers to call individuals in Microsoft Contacts and Accounts lists, and view contact screen-pops with inbound contacts.
- **Integrated Wallboard application.** It displays real-time and statistical information

on VDNs, skills or splits and agents in a marquee window. Installed on agent PCs, the scroll bar of information allows agents to closely track their personal work performance and the performance of their work group (skill or split).

- **CCE uses a plug-in architecture.** The plug-in architecture enables configuration of only relevant capabilities on both CCE Desktop and server components. For example, CCE Desktop gives agents single screen visibility to work items from which they can be given the capability to reply to customers, search a directory for a telephone number or e-mail address, record customer notes, insert auto text, spell check replies, print work items, or initiate outbound communications. CCE Desktop can also be simply configured to launch external applications.
- **Service Oriented Architecture (SOA) is fundamental.** Contact Center Express uses and includes application design support for Web Services technologies such as SOAP/XML. Included with CCE is Web Services Description Language (WSDL) for interface definition and Simple Object Access Protocol (SOAP) over eXtensible Markup Language (XML) for Web Services integration.
- **Powerful and flexible framework.** Contact Center Express provides a set of capabilities and tools to build a complete solution for business needs: from customer contact through contact management and contact center operations. CCE includes the tools necessary to empower business success.

- **Powerful desktop applications.** CCE provides applications to shorten the timeline to readiness. Now working with contact center features can occur in days, not weeks, using robust Agent, Supervisor and Administration applications for the contact center.

- **Application development tools are included.** In addition to high out of the box functionality, for desired modifications, simple tools enable complete customization and integration capabilities to enable easy personalization within the contact center and across the business.

These components come together to create an unparalleled contact center platform that enables an exceptional customer experience and tremendous customer insight for segmentation and treatment – all managed in a consistent, uniform format. CCE is the only solution in the midsize business space that fully exploits Avaya's most trusted Communication Manager and ACD platform, and that provides investment protection by leveraging many of the Avaya's leading, award winning Enterprise products as business needs and/or scale grow.

Avaya Global Services

From assessing business needs to designing, implementing, managing and maintaining the solution, both Avaya Professional Services and Avaya Partners can provide a range of options to supplement internal resources and address business needs.

Avaya Services and BusinessPartners offer Software Support under a 1 year contract program and also a three year Software Support with Upgrades program. Software Support with Upgrades helps protect your investment by making sure you get the latest competitive product features. This helps your business deliver the latest technology and the best customer satisfaction.

Avaya Global Support Services delivers value to businesses through continuous, comprehensive and cost effective coverage that helps ensure maximum system performance, reliability and availability for IP Telephony, Unified Communications, and Contact Center applications and solutions. In a collaborative partnership, Avaya Professional Services and Avaya Partners can help develop a strategy to realize and execute an organization's complete customer service vision. The Avaya Software Support offers keep software and applications current, gain new features and functionality, and enable protection of the communications investments. Avaya Global Support Services allow organizations to stay focused on core objectives while helping to ensure that critical communications applications operate smoothly.

Learn More

For more information about how Avaya Contact Center Express can support the challenges and demands of midsize businesses, please contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit 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.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

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02/09 • GCC4150

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