



OVERVIEW

Avaya Customer Interaction Suite

Optimizing the Total Customer Experience



Today, business success is less determined by what you sell and more and more by your end user customer's experience with your business. Business leaders know they must evolve into true customer-driven enterprises in order to gain customer loyalty and increase profits. Providing consistent, differentiated service requires an intelligent communications strategy that connects customers to the right people and processes, across locations and business functions. By fully leveraging all the resources of the enterprise to put the enterprise at the service of the customer, organizations gain a new level of business agility and customer responsiveness.

A key challenge to be met is the customer expectation that their needs will be satisfied according to their preferences — anytime, anywhere, even in extreme scenarios. Businesses of all sizes must deliver consistently high service levels at all hours through communication channels that are convenient and easy to use. Processes must be developed to deliver these service levels in an intelligent, automated approach, using new techniques such as SIP and Web Services to do so in a cost-effective way. Cross-sell and up-sell revenue opportunities must be seized through better understanding of customers and their business operations. Performance must be monitored to ensure quality.

Businesses constantly strive to reach a balance between serving their customers efficiently and maximizing the effectiveness of each and every customer touch in order to grow revenue. Consistently balancing these expectations requires an intelligent communications strategy that connects contact center communications applications with other business applications allowing customer care decisions to be driven by detailed knowledge about each customer.

Businesses that meet the challenge and consistently deliver exceptional customer experiences are those that acquire and grow customer loyalty while staying

profitable. They balance customer values with organizational objectives, and maintain a competitive edge while remaining focused on customer needs.

How can you do the same? Deliver personalized and superior customer experiences with unmatched contact center solutions from the Avaya Customer Interaction Suite.

Avaya is a leader in designing and implementing business communications solutions for customer care. The Avaya Customer Interaction Suite of solutions helps your business implement more powerful customer contact strategies that differentiate your customer experience. Avaya consultants have extensive experience in designing communications solutions that deliver the right level of access, convenience, and personalization that are essential to nurturing customer relationships and building repeat business.

Overview

The Customer Interaction Suite from Avaya is designed to be truly flexible to address your unique business challenges. Whether you run a large, global organization, or have a smaller business with less complexity, Avaya understands that different companies require different communications strategies. Our goal is to provide businesses with the best functionality possible to address their unique needs, regardless of size or the underlying infrastructure — while also providing components that are designed to work together in comprehensive business communications solutions.

The Avaya Customer Interaction Suite ensures your customers are at the heart of your business. Built on proven technology, these solutions afford your company the ability to enhance and optimize your business — such as improving operational processes, adding multi-channel routing and intelligent voice automation, or developing more effective inbound and outbound communications.

Components

The Avaya Customer Interaction Suite offers comprehensive business communications solutions that include Contact Management, Self-Service, Proactive Contact, and Operational Effectiveness.

Contact Management capabilities are all about making it easier for customers to do business with your organization. It helps businesses turn every customer touch into an opportunity — managing consistent, *personalized* customer experiences across all media channels and enhancing business operations throughout your business. Customer information is universal and up-to-date for every contact, even across multiple locations and networks. The unique Avaya approach to multi-channel contact center solutions includes robust computer telephony integration (CTI); customer segmentation and intelligent routing; voice, Web, and e-mail interactions; and virtual enterprise and contact center applications.

The result? Higher productivity from agents, optimized investments, more effective contact center management, personalized service, and better returns for every business.

Self-Service makes your business as convenient as it should be — offering intelligent and automated service when and where your customers need it. Customers can get accurate answers to their requests regardless of time or location — through speech applications, speech recognition, intelligent automated e-mail response, and Web self-service. Automating these common processes improves customer satisfaction and reduces operational expenses, often delivering a return on investment within a few short months.

The upside? Increased revenue from the first-class service you provide to your customers, reduced total interaction costs, and instant enhancement of the customer experience without a corresponding increase in resources.



Proactive Contact helps you build relationships, bringing your business closer to your customers by “anticipating” their needs and providing proactive notification and communication at the right level. Your customer dialogue is strengthened by matching the right agents with the right customers — and providing the contact history to take advantage of the right moment to increase revenue. Proactive Contact is about improving and growing your customer relationships by providing them with the information they want and need so they can make the decisions that are right for them.

The returns? Increased revenue through better management of contacts (inbound and outbound) as well as cross-sell and up-sell opportunities, more effective marketing and promotions, improved customer loyalty, and lower operating costs with the use of virtual agents and a more efficient staff.

Operational Effectiveness allows you to make better decisions faster so you can optimize your business processes and returns. Through the comprehensive Avaya solution — including contact center analytics and reporting, call recording and quality monitoring, and workforce management — both real-time and historical customer and operational data can be collected, organized, and analyzed.

The payoff? More satisfied customers (and a clear understanding of the reasons for their satisfaction), real-time monitoring for immediate decisions, historical insight for accurate trending and planning, and enhanced efficiency for better overall business performance.

The Business of Customer Care

The Customer Interaction Suite offers proven tools to drive real results today with the flexibility to change with you as your business evolves. Below are just a few examples of how Avaya can help you find solutions to the challenges you may face as your business changes.

Drive Down Costs and Grow Revenue

- Multi-channel self-service capabilities allow you to offer high-demand information via the Web, 3G video, or speech-access interface — at all times, on all days — to resolve customer issues with less (or no) service staff costs to impact revenue.

- Virtual enterprise applications enable seamless connection of today’s growing remote and mobile worker population for maximum efficiency. A broad range of customer interaction management tools help companies deliver an exceptional customer experience and yet meet service levels, which serves to grow revenue while simultaneously reducing costs.

Offer More Convenient and Innovative Ways To Do Business

- Communicate with end customers by their chosen medium — the Web, video, e-mail, or instant messaging — with built in options for online collaboration with knowledgeable agents, unified agent desktops populated with up to date customer information and tools streamline service response with options like automated suggested replies, allowing agents to handle high volumes of e-mail and chat interactions more consistently.
- Add a new dimension of value to your customer self service experience by speech enabling access to your existing web self service offers – expand access and reach to more mobile end user customers with dynamic, personalized self service features via easy to use speech commands.

Gain Actionable Insights and Customer Intelligence

- Avaya contact center reporting and analysis tools streamline management of business and customer service initiatives — through a wide range of standard and customizable reports, plus the ability to easily integrate information from other sources — to give supervisors and management a clear view of activity on all channels.
- Avaya speech self-service solutions employ the same self-service capabilities that drive your web applications, allowing customers to access your self-service features with easy-to-use speech commands— and adding a new dimension of value to your voice channel and your business while reducing your service costs.

Create a Customer Experience Competitors Can't Match

- Avaya call recording and quality monitoring applications help supervisors and managers create constant improvements — through real-time and historical monitoring that allows assessment of agent productivity and effectiveness. Enormous amounts of valuable customer information can easily be captured and accessed by the right people in your organization, helping you to improve the service you offer to your customers while improving operational efficiency and business effectiveness.
- Avaya intelligent routing tools ensure that each customer contact is delivered to the right place the first time, for the best-in-class customer experience that defines Avaya solutions around the world. This is done using routing criteria specific to your business, including customer preference handling and skills based resource selection, making up-to-date customer and transaction information available to the responding agent any time they need it. Avaya helps you segment your customers and provide the appropriate level of service accordingly.

Integrated and Comprehensive

The Avaya Customer Interaction Suite offers comprehensive support of the latest technologies from IP and SIP to Web Services and SOA so your staff can focus more on where to add value to your customer's experience

versus what particular software or system you need to buy. Avaya Global Services teams and our partners are expert at helping organizations take advantage of the latest best practices to help your business streamline processes and customer care services that help you achieve your customer care objectives.

Interaction Solutions For Your Business Challenges

You're considering new business communications solutions for one simple reason: success. Whether it's driving down costs and increasing revenue, meeting demand for new ways to interact with customers, enabling Web-based transactions and self-service, or creating a service experience customers won't find with your competitors, your challenge is as unique as your business — and your definition of success. Your solution must deliver on your terms.

The Customer Interaction Suite from Avaya meets the challenge. Built on proven technology and Best Practices from Avaya, it's how businesses around the world achieve their unique communication objectives.

Find your solution. To learn more about the Avaya Customer Interaction Suite, visit <http://www.avaya.com>, or contact your Avaya Client Executive or Authorized Avaya BusinessPartner today. **866.GO.AVAYA (866.462.8292)**

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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