



IP Telephony

Contact Centers

Mobility

Services

PRODUCT BRIEF

Avaya Advanced Segmentation Routing and NICE Perform™ Provide Customer Data Controlled Routing

Integrated with Avaya, NICE Perform’s sophisticated multimedia analytics provide a rich source of data about and insight into customer perspective, intentions and expectations. Avaya Advanced Segmentation Routing with Customer Data Controlled Routing (CDCR) utilizes the insights from NICE Perform, in real time, to implement advanced call routing scenarios that will route the customer to the most appropriate resource to maximize efficiency, effectiveness and customer loyalty.

Together, NICE Perform and CDCR enhance the organization’s ability to respond to customer needs and maximize the value and potential of each and every call. CDCR capability is an optional addition to NICE Perform, and provides, in effect, a bridge between Advanced Segmentation Routing and NICE Perform.

Providing Insight Into Your Contact Center

NICE Perform has a series of powerful analytical engines that analyze the content of interactions between customers and contact center staff, including:

- **Word spotting** – the ability to understand what words were spoken during the call.
- **Emotion detection** to determine when callers’ emotions are heightened, and the ability to analyze the call “flow” to determine how well the caller and agent were communicating.
- **Customer surveys** which provide feedback from customers to the organization on a variety of subjects and are often used to gauge the level of service and satisfaction.

Using one or more of these engines, NICE Perform can automatically classify calls and provide a score based on pre established criteria. Call classification can also be done manually by a supervisor or other staff member after listening to a particular call.

The results of these analytical processes provide a unique understanding of how a customer should be serviced on their next call to help meet their expectations and better satisfy the company’s objectives.

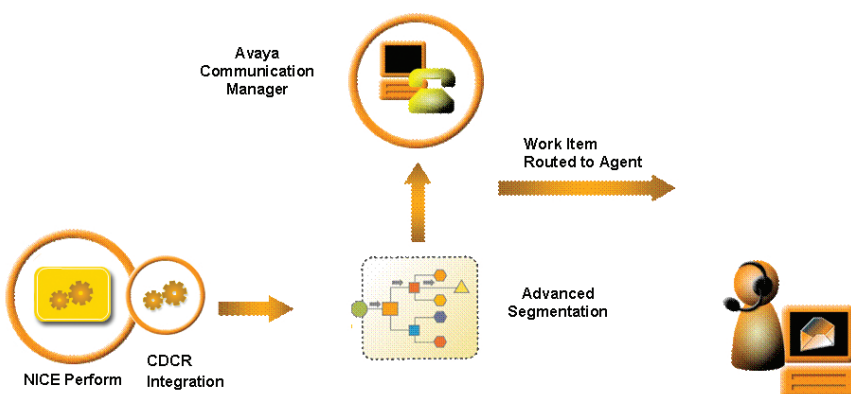
Integrating NICE Perform and CDCR

By integrating CDCR with NICE Perform, these scores and data become available to Avaya Advanced Segmentation Routing. This means that they can easily be incorporated into call routing decisions, together with other data such as hold times, queue times, and so on. Advanced Segmentation gives the contact center administrator the ability to review information about a call and determine which skill, hunt group, Vector Directory Number (VDN), or extension number within the media server’s dial plan should receive the inbound call.

The Result of NICE Perform and CDCR Integration

Together, NICE Perform and CDCR provide a range of new possibilities for the contact center and the organization:

- **Emotion Detection based Routing** – A caller identified by NICE Perform as exhibiting a high level of emotion during a previous call can be routed to a skill group trained to handle these types of customers.
- **Next Call Treatment** – Agents or supervisors who listen to a call can add a comment via their NICE Perform “My Universe” portal, and this comment can be used to “flag” a caller for special handling.
- **Evaluation Based Routing** – While performing an evaluation, a supervisor or manager hears something that



requires the customer to be treated in some “special” fashion on their next call. Specific evaluation forms can be created specifically for this purpose if appropriate.

- **Customer Churn Rating** – A query can be created that measures the customers’ likelihood of churning, or defecting. This rule may include emotion detection data, word spotting (mention of a competitor), an agent looking at time remaining on a contract, increased calling volume, etc. The customer’s next call can then be transferred to a specific “churn management” team.
- **Customer Feedback Routing** – Callers can be classified based on their last feedback session or sessions. The next call from this customer is treated in a special manner based on the feedback.
- **Customer Preference Routing** – Customers may express a desire not to be routed to an outsourced foreign center. Voice analytics, using word spotting, can cause a flag to be set and route the customer accordingly.

Benefits of NICE Perform and CDCR Integration

By matching callers to appropriate resources based on call classification data, contact centers can:

- **Improve customer satisfaction and loyalty** by providing a more personalized and aware service.
- **Reduce costs** by directing customers rapidly to the team who can deal with their concerns quickly and efficiently.
- **Maximize the value of customer interactions** by using the additional insights available to provide a service that will encourage customers to purchase additional options.
- **Maximize resource utilization** (same number of agents can handle more calls) by making sure that all calls that require expert intervention (and only these calls) get to the appropriate expert as quickly as possible.

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content – from telephony, web, radio and video communications. NICE brings the power of Insight from Interactions to IP contact centers, branches, and command and control centers. NICE’s solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at www.nice.com.

Professional Services

Assistance from NICE Professional Services is included in the base offering of CDCR to help ensure that customers gain the maximum benefit from the combined capabilities of NICE Perform and CDCR.

NICE Systems solutions take full advantage of recognized Avaya strength in voice heritage, application development, global services and leadership position in the industry. Avaya Global Services provides a suite of services designed to give you maximum flexibility in choosing the services needed to best support the unique needs of your contact center and your business.

Learn More

Find your solution. To learn more about the Avaya Customer Interaction Suite and NICE solutions, visit avaya.com, or contact your Avaya Client Executive or Avaya Authorized BusinessPartner today or call **866.GO.AVAYA**.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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