

Avaya Aura™ Contact Center 6.0

Overview

Avaya Aura™ Contact Center 6.0 (Avaya Aura CC 6.0) is a context-sensitive, collaborative, voice and multi-media customer contact solution that allows enterprises to anticipate, automate and accelerate customer interactions. Avaya Aura CC 6.0 intelligently routes up to six multimedia contacts to the most appropriate resource through a unified agent interface. By creating a complete view of the customer and the context of their interaction, Avaya Aura CC 6.0 allows enterprises and organizations to manage the customer experience in a way that consistently delivers a superior level of engagement. Avaya Aura CC 6.0 enables the ability to reach out to customers proactively, combines historic and real-time contextual information about a customer to improve the quality of interactions, optimizes agent utilization and productivity, and enhances supervisor performance to deliver superior customer experience and drive sustainable business growth.

A software application that runs on commercial off-the-shelf servers, Avaya Aura CC 6.0 is the ideal solution for customers who need the flexibility of an open, reliable multimedia solution. In addition, it is also the next upgrade step for customers who have deployed:

- Avaya Contact Center Express;
- Avaya Aura Communication Manager 5.2 and Avaya Aura for Midsize Enterprise CM 5.2.1;
- Avaya NES SCCS, CC 6.0, 7.0 or 7.1 over the Application Messaging Link to Avaya CS 1000;
- Avaya NES CC 7.0 or 7.1 using a SIP/OCS based integration to Avaya CS 1000; or
- Avaya NES CC 7.1 Express via SIP on Avaya CS 1000.

Features and Benefits

Avaya Aura CC 6.0 includes many new and enhanced capabilities that help enterprises and organizations improve customer satisfaction, increase revenues and profitability, and enhance agent and supervisor productivity while reducing CAPEX and OPEX costs. Avaya Aura CC 6.0 addresses the needs of all stakeholders including the line-of-business manager, contact center manager, IS/IT manager and agents. The following are some of the key capabilities:

Agent Efficiency

- **Unified agent desktop:** Unified agent desktop allows agents to simultaneously handle multiple contacts of various

media types. The e-mail editor, auto suggest, auto response, web push and context sensitive handling capabilities substantially enhance agent productivity while minimizing training requirements.

- **Agent quality, motivation and performance:** The ability to offer flexible, at-home teleworking arrangements, allows contact center managers to hire the best agents, motivate them, improve performance and reduce agent turnover. Contact Center Offsite Agent is an optional add-on feature that is currently only supported for contact center deployments with Avaya CS1000.
- **Proactive interaction:** Preview and Progressive outbound dialing enables enterprises and organizations to utilize their agents for revenue generating activities. The ability to reach out to customers with timely reminders increases collections, resulting in higher revenues and profitability. It also helps shape the type and number of inbound contacts.

Supervisor Effectiveness

- **Service Creation Environment (SCE):** The drag and drop menus in the graphical user interface of the SCE makes it easier and more efficient to develop routing scripts with fewer errors, easing the need for specialized resources. More importantly, it makes it easier and faster to modify workflows to meet changing business requirements.
- **Simplified administration:** Common, web-based administration for CC supervisors and managers reduces configuration complexity, eliminates

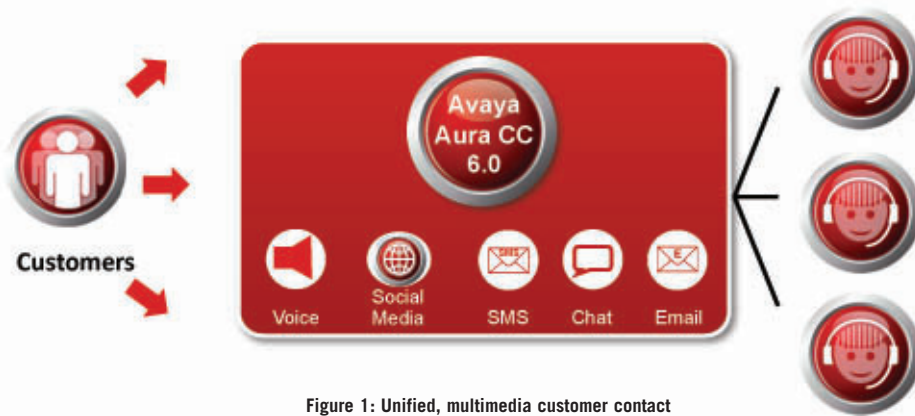


Figure 1: Unified, multimedia customer contact

duplication, reduces errors, and lowers implementation time and cost. It also allows contact center managers to maintain multiple CC nodes over the web from a single point.

- **Unified Reporting:** On-board reporting with standard or customized, tabular and graphical, historical and real time displays with dynamic filtering provide easy-to-read information on Key Performance Indicators (KPIs), contact summaries and consolidated reports. This reduces the time spent analyzing data and allows more time for coaching agents so that both agent and supervisor productivity can be greatly improved.

Architecture, Scalability, Security & Reliability

- **Standards based solution:** The Avaya Aura CC 6.0 SIP-based architecture makes it easy to develop, implement and maintain screen pops reducing time, effort and cost required to launch new capabilities to further enrich the context and information presented to agents. Standards based Web Services simplify the integration

between the contact center and back office applications allowing enterprises and organizations to quickly and easily adapt to changes. Avaya Aura CC 6.0 also facilitates integration with social media such as Twitter and Facebook. The SIP based solution simplifies the architecture, and reduces the need for expensive and time consuming CTI deployments.

- **Low server foot print and scalability:** Avaya Aura CC 6.0 is appropriate for a wide range of deployments from single-server to midsize and large enterprise deployments. At General Availability (GA), deployments on Avaya Aura for Midsize Enterprise, Communication Manager 5.2.1 supports up to 300 active voice and/or multimedia agents. Deployments on Avaya Aura Communication Manager 5.2.1-standalone, supporting up to 1000 active agents, will be available in August 2010. At GA, deployments on Avaya Communications Server (CS) 1000 will support up to 5,000 active voice-only agents or up to 3,000 active multimedia agents. Multi-site, virtual CC deployment is supported on Avaya CS1000 for up to 30 nodes.

- **Enhanced security and authentication:** Enhancements to security include single sign-on and authentication with Microsoft Active Directory reducing repetitive authentication.
- **Reliability:** Real-time shadowing and automatic switchover for all core application components: call processing, multi-media, administration and CTI, with zero-touch recovery ensures seamless uninterrupted operation.
- **Virtualization:** Support for both Microsoft Hyper V and VMWare virtualization environments facilitates server consolidation and deployment flexibility saving CAPEX and OPEX.
- **Rich 3rd party developer ecosystem:** SIP, SOA and Web services interfaces encourage a rich ecosystem of third party application developers to develop and integrate applications to meet the specific needs of enterprises.

Customer satisfaction

- **Increased access options:** Intelligent routing of up to five multimedia contacts including voice, Instant Messaging (IM), Web Chat, SMS text, e-mail, voice mail, fax and scanned documents through an open, universal queue offers customers numerous contact options. The multimedia capability helps enterprises and organizations promote the concept of 'always-open-for-business', increasing customer options and ease of access.
- **Context preservation:** Information such as the customer's immediate prior activity, historical data and social attributes help

anticipate user needs and facilitates higher rates of First Contact Resolution (FCR), and enhances contact center efficiency. Anchoring the customer contact on the SIP Media Application Server ensures that agents, experts and supervisors have access to information about the customer's context. Customer context information will be used by the work assignment engine in the future to fine tune the match between incoming customer interactions or work and available contact center and enterprise resources.

- **Social media integration:** Ease of integration with social networks provides options for business managers to nurture, build and promote brand image, and equally importantly, resolve issues before they balloon out of proportion.

The Value for You

Avaya's vision for next generation customer care is about delivering superior Experience Management. Increased competition, changing demographics, the growth of new communications media, and more demanding customers, require enterprises and organizations to consistently deliver higher-value customer service and effectively manage their customer's experience.

Context is critical to Experience Management. Knowledge of customer's most recent prior activity, past history, purchase behavior, and preferences provides a wealth of information and a rich context for the interaction. Enterprises and organizations that harness this context to deliver superior experience differentiate themselves from their competitors.

Avaya Aura CC 6.0 is a standards-based customer contact solution that allows enterprises and organizations to:

- Offer more customer access options to improve satisfaction and loyalty
- Improve agent utilization and productivity through multiple call handling and agent efficiency features
- Use real-time and historical customer data to frame the appropriate context for each and every interaction and first contact resolution
- Equip managers to administer the contact center, analyze performance through unified reporting, learn and apply best-practices to continuously improve the agility of the contact center
- Manage the customer's experience, both assisted and automated, to quickly solve customer issues and increase profitable revenue opportunities
- Evolve from queuing and routing to Resource Selection and Work Assignment
- Use SIP, SOA and Web services to flexibly connect and open the enterprise, eliminate cost and complexity and facilitate integration to business processes and social media
- Provide migration paths to protect, extend and grow investments, optimize cost and improve performance
- Ease deployment of reliable, resilient contact centers with uninterrupted operation



Figure 2: Real time and historical reporting:
An accurate snapshot of complete CC activity

Enterprises and organizations can achieve these benefits while preserving existing infrastructure investments and enhancing flexibility, tightening security, augmenting service availability and saving CAPEX and OPEX.

Learn More

For more information about Avaya Aura™ Contact Center 6.0 contact your Avaya Account Manager, Avaya Authorized Partner or visit us at avaya.com.

Avaya Aura CC 6.0 Requirements at a Glance

Switch	Avaya Aura Communication Manager (CM) 5.2.1 standalone (available in August 2010) and Avaya Aura for Midsize Enterprise CM 5.2.1; Avaya CS 1000 R 5.0, 5.5, 6.0, 7.0
Operating system	Windows Server 2008 R2, 64 bit Standard and Enterprise Editions
Client	Windows XP, Vista, Windows 7.0
Processor	Quad Xeon 2.8 GHz with 8Gb of RAM
Virtualization	Microsoft Hyper V, VMware vSphere 4.0
Agent / Supervisor Devices	All 11xx Series (as Agent or Supervisor) All 1150E 12xx Series (as Agent or Supervisor) – 1230 recommended All i2002 (as Agent) All i2004, i2050, M2216 & M3905 (as Agent or Supervisor) All M3904 (as Supervisor) Remote Office 9110, 9110, IP Adapter

Avaya Aura CC 6.0 Supported Capabilities at a Glance

Agent Desktop	Avaya Aura™ Agent Desktop
Multichannel	Fully blended support for voice, e-mail, Instant Messaging (IM), Web Chat, FAX, SMS and generic user contact types.
Multiple call handling	Up to 6 simultaneous contacts can be handled by an agent (One voice call and up to five additional non-voice contacts).
Virtual Contact Center	Supports networked skills based routing for voice and CTI data across up to 30 nodes in a single Virtual Contact Center. This capability is supported only on Avaya CS1000 configuration.
Reporting	Granular and customizable real-time and historical reporting for voice and multimedia.
Scripting	Built in Graphical Service Creation Environment (SCE). Legacy text-based scripting fully supported and can be imported into the SCE.
Self Service	MPS 500 3.0; or MPS 1000 3.5, 3.5 MR1/4.0
Preview and Progressive Outbound	Built-in (requires separate RTU license).
WFO	Avaya NES CRQM 7.0 (requires separate RTU license). Avaya WFM (requires separate RTU license). (Note SIP call recording will be supported in the next release)

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.



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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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