Avaya Interaction Center

Overview
Avaya Interaction Center helps simplify management of multimedia customer service, helping businesses better manage service levels and exceed customer expectations during each and every interaction. Interaction Center is the Avaya Customer Interaction Suite software platform for enterprise class management of multimedia communications; voice, video, email, web chat, and IP telephony.

Key Benefits
- Deliver consistent, personalized customer care across voice, email, web, and video media based on predefined segmentation policies and service levels
- Apply customer segmentation strategies to intelligently route interactions to the best available resources within your business regardless of location.
- Improve first contact resolution and agent productivity with screen pop of intuitive agent desktops that support your processes and deliver access to right information and customer data
- Reduce development time, costs, and risk associated with extensive custom applications integration

Highlights
Corporate customer care strategies must account for the myriad of new communications media, from email and instant messaging to mobile SMS and video. If you’re corporate presence cannot deliver high-quality, user-friendly service day in and day out, you risk losing your customers to your competition.

Avaya Interaction Center offers the ability to serve today’s growing needs—with the quality and efficiency you and your end customers expect. Interaction Center helps untangle the technology integration between your contact center and enterprises helping you optimize every customer touch point consistent with your business objectives. With Interaction Center, your business can deliver outstanding sales, service, and relationship management even if customers use several different communication medium to complete a single transaction.

Components
Universal Routing and Queuing
Interaction Center manages all interactions through a universal, media-independent Contact Engine that allows voice, e-mail, web chat, and other media to be managed based on enterprise segmentation and business rules. The Contact Engine acts a single point of control and intelligence for all Interaction Center defined interactions. This enables businesses to create and apply routing strategies and business rules across all channels simultaneously, instead of managing each channel separately, regardless of the physical location of agents and enterprise resources. Interaction Center leverages Avaya Business Advocate to manage the distribution of work items. Business Advocate is a set of patented algorithms that execute real-time evaluation and distribution of work items based on the combination of skills, service level objectives, and predictive algorithms to determine the right agent.
**Voice Contact Management**

Interaction Center manages all incoming calls and delivers your customer to the right agent with the right information regardless of location and contact center infrastructure. Intelligent routing directs calls to the best enterprise resource—agent or self service—according to predefined business and routing rules, allowing faster service and more efficient use of your enterprise resources. Open enterprise application integration enables agents with the right customer and information via screen pop at the time of call, improving service and agent productivity.

Interaction Center routing was specifically designed to maximize use of existing Avaya Call Center software investments. It separates use of contact management business rules and agent selection to optimize reuse the high performance routing capabilities of your traditional ACD or other routing engines such as RDBMS-based routing for voice and other media types. Contact centers can fully utilize their voice ACD agent groups and ACD routing tables to continue to handle contacts during the transition from a traditional voice call center to a blended multimedia contact center.

**E-mail Contact Management**

Interaction Center allows your contact center to automatically route high volumes of e-mail transactions alongside voice and other media efficiently and effectively, allowing supervisors to view and update message queues, agents, service levels, and workflow rules in real time. Incoming emails can be routed based on virtually any characteristic up to and including fully automated natural language content analysis of message content. Agents receive a screen pop containing the customer’s message, complete customer interaction history, and automatically generated suggested responses which the agent can then modify or accept unchanged.

Automatic scripted responses to routine inquiries reduce agents’ message load, enabling faster resolution for customers while allowing agents to concentrate on specific needs. A library of frequently asked questions aids service quality and efficiency. Contact Center supervisors can establish quality assurance rules within Interaction Center to monitor outbound email service quality and agent performance in real time.

To further increase responsiveness and automation of routine requests, Interaction Center can compose personalized automated responses which can be sent directly back to the customer automatically or forwarded to an agent for quality assurance review.

**Web Collaboration**

Some customers find online commerce a bit confusing or impersonal. Interaction Center offers you the ability to differentiate your online service experience through integration of live help options. Online customers can be greeted with intuitive self-help tools that provide browsing, targeted searches, and automatic responses to their inquiries. Web collaboration allows a whole host of options to enhance and deliver a seamless customer experience; web chat, collaborative browsing, web form completion, and scheduled callback. Customers can continue to view the web while agents synchronize their browsers to see exactly what customers see and assist them as they browse your site, fill out order forms, and ask questions via live Web chat.

**Agent Desktop**

Productivity and customer goodwill are lost every time an agent asks callers to repeat key data or has to waste time search for the right scripts, applications, and information. The Avaya Agent desktop environment improves service
and reduces frustration via a single easy to use desktop with pre-built access to your key enterprise applications and contact management controls.

Agent screen pop offers immediate access to the right information and applications to provide the best possible customer service. Context based menus and controls dynamically adjust the agent’s desktop based on the selected task. Dynamic adjustment to a given task shows only the appropriate data to the agent, while windows containing valuable customer data are visible throughout the contact session.

Managers can centrally administer both individual and grouped agent tasks assignments and media channel workload with updates immediately deployed across all locations and switching environments. Agent prompting can be designed to accompany each task with all the appropriate scripts or prompts for FAQs, URLs, company policies and procedures.

Businesses can choose browser based “thin” client or “thick” client desktops depending on the technology and business need. Open standards based design tools enable easy customization of the agent desktop specific to your business and contact center needs. Developers use server side configuration and agent desktop designer tools to define a standard interface which optimizes access to required scripts, information and contact management controls for web chat, e-mail, contact history, web pages, customer data, as well as back-office enterprise and CRM applications.

Multimedia Client Development
Interaction Center also includes a Multimedia software development kit (SDK) that allows developers the ability to custom design clients specifically around your customer care practices, processes, and applications all without the need for extensive professional services or IT support.

Toolbars, communication controls, and informational displays like contact history can be designed and embedded within existing enterprise applications. Standalone, web-based, or client-server clients can be deployed in any language, even alongside existing Avaya Agent clients, and can support any operating system supported by .Net or Java including Windows, Linux, MacOS, and others.

The SDK includes a single common client interface API, documentation, as well as both .Net and Java sample clients from which enterprise developers and IC Certified DevConnect partners can design new agent interfaces within their development tool of choice.

Business Applications Integration
Interaction Center includes a rich development environment that allows workflows, business rules, data models, screen layout, web-page presentation, database access, and legacy and external system access to be tailored to meet changing business needs - all without requiring low-level programming.

An intuitive graphical user interfaces allows design of custom customer interaction and agent scripting workflows that guide agents through sequences of steps. All workflows, business rules, and scripts are centrally managed through a common repository. Updates are accessed and automatically distributed every time agents log in for work.

An open standards based architecture enables seamless systems integration and effective workflow management across different platforms and operating systems. Interaction Center provides voice and data collection, mapping, and reporting; event monitoring and alarming; and directory services.

Industry standards interfaces like the Web Services API facilitate integration to popular e-mail systems, e-commerce software and tools, self service and interactive voice response (IVR), automatic call distribution (ACD) switches, and imaging systems.
In addition, Avaya offers pre-built, pre-tested adapters to market leading CRM applications from SAP, Siebel, PeopleSoft, and many others. With Interaction Center, you benefit from a solution that is easy to install, less costly, and represents one of the most responsive integrated solutions available for your contact center today.

**SIP Services**

Leading organizations today are investing in Session Initiation Protocol (SIP) to help lower the cost for delivery of more innovative presence-based customer care with support for multimodal communications. SIP is an information-rich protocol for powerful peer-to-peer communication that allows simpler, lower cost design and execution of communication services. It is a highly flexible open standard that helps organizations enforcing enterprise segmentation policies and user preferences across a wide array of 3rd party SIP devices and rich multimedia endpoints.

SIP Services for Interaction Center is an optional package that helps organizations deploy rich media services such as presence-based multi-modal communications including voice and video. It allows your customer care operations to more easily manage the myriad of end user communication devices and new SIP enabled media. Innovations like new 3G cellular video services, personalized video wait treatments, presence-based user collaboration, and live access to resident experts through capabilities like “Find-me, Follow-me” can help differentiate your business, drive first contact resolution and ensure delivery of a consistent customer experience.

Businesses can reduce ownership costs by taking advantage of low cost high density SIP trunks terminating on SIP self service applications that can collect info from users and pass the call and context to the contact center for routing and reporting. SIP can also be used as a medium to lower the infrastructure costs for deployment of new sites, home and remote workers, integration with other native SIP applications and devices, and support for SIP VoIP contact center architectures where both the end customer and agents leverage their own native SIP device or endpoint.

SIP Services allows you to offer new, innovative services without losing powerful call control features from Avaya’s leading communication software, Avaya Communication Manager. SIP Services leverages SIP Enablement Services for registration of SIP and TDM/IP endpoints and Communication Manager software for end-to-end delivery of capabilities like conferencing, dial plan management, call treatments and prompts, and trunk termination not yet available via the SIP standard. This approach helps lower ownership costs by allowing organizations to fully leverage existing non-SIP investments in ISDN trunking, DCP/IP endpoints plus applications like workforce management, and other CRM application investments while taking advantage of SIP-based innovations in presence management, context delivery, and resident expert applications.

**Administration and Management**

Interaction Center includes a Java-based administration tool that centralizes configuration and administration of personnel and system resources. Server resources can be distributed across multiple sites and can be grouped into different domains for addressing failover and redundancy requirements. Interaction Center Manager includes standard alarm monitoring and real-time reporting of the status of the system with customizable charts and graphs. Avaya Operational Analyst gives contact center managers and business analysts the ability to examine mission-critical customer data, service levels, and other performance measures across a variety of channels in support of proactive customer-service initiatives.
Deliver First-rate Multimedia Customer Service

With Avaya, your contact center can navigate today’s ever-expanding communication needs and help you move to a higher plane of customer satisfaction, agent efficiency, and a stronger bottom line. Avaya is dedicated to helping businesses become more customer driven, helping your business deliver first-rate, consistent service, no matter how your customers contact you.

Contact your Avaya Client Executive or Avaya authorized BusinessPartner for more information today. Or visit us at avaya.com.

Figure: The IC Manager Agent Editor simplifies configuration of agent media channel media and workload. The interface supports per agent allocation of work item inputs allowing administrators to specify task load based on agent experience level.
# Systems and Software Support

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## Capabilities Summary

### Agent Desktop
- Single, unified desktop for all contact types
- Any mix of browser-based and “thick” clients

### Agent Status and Control
- Work Status Summary
- Interaction History
- Transaction History
- Common Work Handling Controls (work acceptance, transfer, conference)
- Media Dependent Controls – Video, email, web, other media

### Agent Directory
- E-mail Contact Management
  - Natural language content analysis
  - Read and compose e-mail
  - Auto-response
  - Suggested Responses
  - Frequent Response library
  - Spell Checking
  - Attachments
  - Quality Assurance

### Web Collaboration
- Text Chat
- Voice over IP Chat
- Escorted Browsing
- Page Push
- Collaborative Form Filling
- Customer Call Back
- Chat Transcript Viewing
- Frequent Response library

### Quality Assurance
- Spell Checking

### Operations Administration & Management
- Management Console
- Agent Administration Console
- Systems Administration Console

### Workflow, Database, Agent Desktop Design and Development
- Workflow Designer
- Database Designer
- Agent Desktop Designer
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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