



# AVAYA AURA® CALL CENTER ELITE SOLUTION



Avaya CC Elite solution enables customer service sophistication and differentiation, through an efficient deployment model.

Mounting pressures in today's marketplace — increased competition, squeezed budgets, and high customer expectations for service — have presented challenges for organizations of all sizes. With the competition tougher than ever and limited organizational resources, it is almost impossible not to feel like you are constantly playing catch-up. To succeed, organizations must find ways to overcome these challenges:

- **Dealing with fast changing business cycles** and fiercer competitive landscapes
- **Reducing costs permanently** so you are using fewer resources
- **Driving efficiencies throughout your business** employing smaller teams
- **Differentiating your services from that of provided by your competitors to continually grow the business**
- **Gaining competitive advantage** as price to value becomes a priority

Getting ahead of rapidly evolving customer expectations means you must deliver value and provide a differentiated customer experience accomplished in a way that optimizes resources and expertise across the business, while lowering operating expenses.

Faced with these service imperatives many organizations begin searching for solutions and technologies that can help them achieve efficiencies and provide a high degree of functionality, while still being easy to implement and maintain. They start by looking for tested and proven solutions that can help make the

difference in their customers' experiences. Avaya Aura® Call Center Elite (CC Elite) solution is proven technology that helps businesses to meet these objectives. From intelligent routing to comprehensive analytics, CC Elite solutions enable you to provide customer service sophistication and differentiation, through an efficient deployment model.

## The key to improving your customer experience

In good times and even in the midst of uncertainty, managing the customer experience is critical for long term business stability and even for the continued existence of your organization.

CC Elite solutions enable a reliable and integrated omnichannel contact center and contribute to rich and compelling customer experiences. These solutions are designed for organizations who are seeking ways to achieve operational efficiency, increase revenue and improve customer satisfaction and retention.

The CC Elite solution offers options for contact handling so your customers are treated in an efficient manner, enabling agents to more effectively respond to their needs. Intelligent routing of contacts — getting the right agent at the right time — is a proven key driver of customer satisfaction. An added benefit — it can help you reduce costs while delivering greater business value.

Agent client applications enable you to meet your desktop strategy, operating system preference, and contact center approach whether the agent is working at headquarters, in a local branch, or in a home office.

## A New Era in Contact Centers

Avaya CC Elite is a full-featured contact center solution with applications for handling inbound and outbound contacts across multiple channels and providing integrated real-time and historical reporting insights.

Avaya CC Elite runs on our market leading Avaya Aura® Communication Manager and can easily be configured to include non-voice contacts providing robust multichannel routing capabilities for today's contact centers, and manages 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. The powerful routing algorithms that reside in Avaya CC Elite software determine the right resource for the right contact.

The CC Elite omnichannel solution is modular, providing the flexibility organizations rely on as they grow and evolve, integrating seamlessly with Avaya Experience Portal for self-service options and with Avaya Call

Management System (CMS) for end to end reporting and customization. Avaya offers solutions that will evolve your customer service operation to meet the changing needs of today's consumers.

Regardless of whether the customer prefers speaking on a telephone, sending e-mails, texting on a smart phone, or chatting over the internet, CC Elite omnichannel capabilities provide a universal work queue for all supported channels, leveraging various Avaya patented Automatic Call Distributor (ACD) distribution algorithms and predictive technology. Contacts are 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, the CC Elite omnichannel solution also delivers:

- Out-of-the-box desktop applications for agents and supervisors
- Framework applications: intelligent routing, interaction data and centralized configuration
- Integrated outbound preview and progressive dialing, automated or agent-initiated
- Powerful application development tools for customization and integration
- Simple and fast wizards for desktop screen pops and routing rules

## Key capabilities

- **The right resource at the right time.** By capturing resource skill sets in the routing database, contacts are routed to the right resource, regardless of contact channel. Universal agents who support multiple channel contacts can improve response time measurements, improving service levels and increasing agent efficiency.

- **Optimal performance management.** Reporting is pivotal to a contact center's success. Basic out-of-the-box performance reporting offers real time and historical activity in the contact center environment. Supervisors can choose to display the information in grid format or report layout. Additional reporting is available optionally with Avaya Call Management System (CMS) which provides access to over 200 standard real-time and historical management reports; a designer package gives the ability to create custom text and/or graphical reports. A free mobile supervisor application enables supervisors to monitor agent performance while on the go.
- **Effective Agent applications.** Provide agents with the tools they need to be more productive, responsive, and collaborative to provide a superior customer experience, whether they're working in a headquarters location, in a branch office or home office. Dynamic, streamlined user interface delivers easy access to functions such as conference, transfer and a variety of agent capabilities such as Agent State, Log-in, Log-out, Click-to-Dial, and more. Choose from web, desktop, virtualized options, and native support with Google Chromebook.
- **Proactive customer engagement.** From callbacks to targeted campaigns, these simple and effective integrated outbound dialing tools can improve customer engagement and balance agent workload.
- **Simple wizards facilitate ease of use.** Built-in wizards make configuration easy and fast. By leveraging best practices in contact center configurations, Avaya has created pre-defined desktop screen pops and routing rule definitions. This can shorten timelines, allowing business operations to commence more rapidly.

- **Enhance customer experience through advanced treatments.**

Unique algorithms and capabilities such as Expected Wait Time, Abandoned Call Assistant, and Customer Requested Call Back deliver operational efficiencies and increase customer satisfaction.

- **Expand agent knowledge with customer history.** Agent desktop displays a list of previous customer contacts to help ensure that agents have relevant context to better serve customers.

- **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.

- **Desktop Wallboard application.** Desktop application designed to keep agents informed of contact center and individual performance levels by displaying dynamic real-time and statistical information gathered across various resources including Avaya CMS.

- **Chat canned messages.** Agents using chat canned messages are able to make use of personal or corporate specific messages such as “Hello, my name is Sally, how may I help you?” In addition, an agent can configure an e-mail address in the event that no agent is available or a customer attempts to contact a call center after hours. Chat messages can also be used to inform or advertise information about a new or existing promotion.

- **Keyboard based routing.** Allows the administrator to identify keywords, which characterize the content of an e-mail. Keywords can be defined and associated with a group of experts, which in turn can improve routing and deliver higher quality and faster e-mail responses.

- **Avaya Breeze™ integration.**

Companies need better ways to quickly deliver innovative communications applications. Now you can save time and expense developing new or improving existing communications and customer experience processes.

Fully integrated with the Avaya Aura® Platform, and by extension Avaya CC Elite solutions, Avaya Breeze™ is an application development and middleware platform that makes it easier to create or embed real-time communications into the mobile, social, and cloud applications and services that your company uses every day.

Leverage visual development tools like Avaya Engagement Designer or the Avaya Collaboratory cloud developer sandbox to quickly model workflows and prototype applications. Then “snap in” your applications or workflows into Avaya Breeze™, reducing time to market and cost.

- **Avaya Experience Portal integration.** Through the integration of Experience Portal, customers will gain an “all in one” contact center suite experience by configuring Experience Portal within the Elite omnichannel control panel, in addition to improving your customer service. Optional automated and interactive outbound campaigns and communications can be added to Experience Portal. Avaya Experience Portal is sold separately.

- **Avaya Aura® Workforce Optimization (WFO) integration.** Avaya WFO helps organizations balance efficiency and effectiveness of the contact center more strategically by uniting contact center and workforce optimization requirements including Contact Recording, Quality Monitoring, eLearning, Coaching, Performance Scorecards, Workforce

Management, Voice Analytics, Desktop and Process Analytics and Customer Feedback in to an integrated solution. As a result, organizations can make better decisions faster and manage resources more effectively transforming customer service from a detached business function into a strategic enterprise asset.

## Avaya Global Services

Rapid technology changes are creating a challenging, complex, multi-vendor environment, leaving enterprises searching for ways to keep up and move forward under economic pressures. This environment creates a gap between the availability of new technology and the ability to consume it. Avaya Services addresses the technology gap to capitalize on your investment and enables clients to achieve the true benefits of technology by removing complexity, improving performance and accelerating ROI.

From assessing business needs to designing, implementing, managing and maintaining the solution, Avaya Services provide a range of options to supplement or support your internal resources in addressing business needs.

## Avaya Global Support Services

Avaya Global Support Services are award-winning offerings that not only address the risk of system outages but also help you protect your technology investment and stay in top competitive form through proactive problem prevention, rapid resolution and continual solution optimization. Our flagship support offer - Avaya Support Advantage Preferred - is a comprehensive, customizable, globally consistent support offer that you may purchase directly from Avaya or through an Avaya authorized partner.

## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

Support Advantage Preferred delivers its greatest value through its most advanced support features, including:

- **Remote monitoring** and **proactive issue resolution** with Avaya EXPERT Systems
- Unprecedented **network visibility** through Avaya Diagnostic Server with SLA Mon technology
- **Proactive alert** of network issues (PSTN and IP)
- **Response service-level objectives** of 15 minutes via the Web
- **Multi-vendor collaborative support**, enabling Avaya Global Support Services to collaborate with select vendors to diagnose interoperability issues across mixed environments and isolate the root cause faster
- **Global license portability** for simple and automated movement of licenses around the world
- **Increased security** and **ease of managing authentication policies** through Avaya Secure Access Link Policy Server

Our quality of service is recognized across the communications industry receiving the **ICMI Global Contact Center Award Best Use of an Emerging Channel** — recognized for its omni-channel support program, including automated chat, talk, voice and video in 2015, **TSIA Best Practices in the Delivery of Customer Success & Support** in 2015, **TSIA Innovation in Leveraging Technology for Service Excellence** in 2014, **TSIA Enabling Customer Success in Services Revenue Generation** in 2014, and **NorthFace ScoreBoard Award<sup>SM</sup>** world-class excellence in customer service for exceeding expectations in customer satisfaction in 2013 and 2014.

## Avaya Professional Services

Avaya Professional Services enables customers across multiple industries to realize the full potential of their investments: reducing communications costs while building the infrastructures that drive employee productivity and customer satisfaction. Through the experience gained in thousands of projects, and by following proven methodologies and best practices, we have achieved outstanding results for clients throughout the world.

Avaya contact center services can help you improve contact center operations and increase the productivity and value of the center, both to your customers and your enterprise. Whether you're in the design stages for a new contact center, want to improve the performance of your existing center, or simply need to introduce a new contact center service or channel, Avaya contact center specialists have the experience and resources to respond.

## Avaya Managed Services

Avaya provides a portfolio of services that address customer business issues. Avaya Managed Services are built on the principles of co-management and out tasking. Our managed services support both cloud and premise delivery and strike a balance between total cloud based managed and self-management strategies. Avaya Managed Services help reduce customers' IT workloads and can accelerate deployment while improving overall performance and reducing costs. The Avaya portfolio offers are globally consistent, IT Infrastructure Library (ITIL)-aligned helping to ensure best in class service.

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