Avaya NES Contact Center

What could make things better and easier than the most comprehensive 'out-of-the-box' contact center solution available today? Avaya NES Contact Center!

Avaya NES Contact Center significantly expands functionality while greatly simplifying the tools used to implement, maintain, manage and use the system on a daily basis. Your business gains the flexibility to exceed customer expectations while maximizing operational effectiveness. As a modular, scalable, standards-based solution, Avaya NES Contact Center delivers the advantages of an all-in-one solution without the drawbacks: you can purchase just what you need, when you need it.

So whether you're starting a new center, looking to manage multiple channels of communication or want to integrate outbound customer campaigns, Avaya NES Contact Center is the better and easier way to meet your objectives. This cutting-edge solution enables you to tap effortlessly into powerful multimedia communications technologies that can expand your business opportunities for competitive advantage. And, because Avaya NES Contact Center is exceptionally adaptable, you can expect a lower lifetime cost of ownership.

Gain Competitive Advantage

You have the same objectives if you're just starting a new Avaya NES Contact Center or operating an already fully-fledged sophisticated one — retain customers while optimizing operational effectiveness for lower lifetime costs. How you achieve these objectives depends upon your business, market, and customer needs and expectations. In any case, it takes a competitive advantage to be successful in the long-term.

Avaya NES Contact Center helps you achieve a new standard of personalized customer service with ultimate flexibility, making you more relevant to your customers. All contacts are routed to the best person the first time using advanced, intelligent skill-based routing, saving time and enhancing customer retention. Recognizing individual skills also boosts employee job satisfaction and provides a path for future career growth, reducing turnover. Because Avaya NES Contact Center aligns these comprehensive contact routing and management capabilities, it's extremely practical and cost-effective when rolling out e-mail and IM handling, Web chat or outbound contact management along with traditional phone-based interactions. You simplify your Avaya NES Contact Center operations using modular, open and standards-based multimedia communications applications, yet have the functionality to exceed customer expectations. With Avaya Contact Center, you'll be able to create an inventive approach that helps you stay competitive and profitable.

You can:

- **Unify customer contacts for consistently excellent service** — use open multimedia skill-based routing and reporting to manage all your inbound and outbound contacts like e-mail, IM, Web chat, fax, phone, short message service, etc.

- **Streamline service rep desktop information** — provide a single, context-sensitive interface for your service reps to handle all inbound, outbound and multimedia contacts to boost productivity and speed learning.

- **Integrate outbound to proactively engage your customers** — use the same tools you use for inbound calls to create and monitor blended outbound contacts including preview, progressive and predictive dialing capabilities.

- **Manage easily from almost anywhere** — use a browser-based tool for comprehensive real-time and historical management of your Avaya NES Contact Center using secure Internet access to maintain superior service.

- **Put information in the form needed** — generate the custom reports you need using the intuitive Report Generation Wizard (no need for report writing experts) to combine data from multiple sources and to gain actionable intelligence.

- **Simplify business integration** — reduce your application integration time and costs using the next-generation computer telephony integration (CTI) toolkit or by using open Web services to quickly and inexpensively integrate third-party applications and processes with your customer interaction process.

- **Gain higher performance and improved capacity** — expand your Avaya NES Contact Center to a maximum of 3,350 agents per node, 66,000 calls per hour, 1,500 skillsets (150 per agent) and a virtual Avaya NES Contact Center of up to 30 nodes for 100,000 agents total.

- **Expand flexibility** — use corporate license management to deploy software license capacity where it makes sense across your business to reduce your cost of ownership and enhance resiliency and disaster recovery options.

- **Enhance business resiliency** — create a reliable Avaya NES Contact Center architecture using options like automatic fail-over and high availability servers (campus or geographic redundancy) to facilitate your specific business continuity requirements.

- **Meet your customers on their terms** — commit to a customer-centric connection and embrace your demanding and ever-changing customer community, including the technologically advanced Internet generation. Whether your customers love to send instant messages, adore Web self-service or call on a mobile phone, you'll be able to offer superior, convenient personalized service.

Boost First Contact Resolution

First contact resolution has a direct correlation with improved customer satisfaction. By integrating unified communications (UC) within the Avaya NES Contact Center, many businesses are finding that first contact resolution rates can be dramatically improved. The Avaya NES Contact Center solution offers a single agent desktop interface that lets agents view the presence of experts and communicate with experts via Instant Messaging (IM), solving customer inquiries faster and ultimately boosting customer satisfaction.

Harness the Power of IP

You gain the most flexibility with your Avaya NES Contact Center when you harness the power of IP for enhanced simplicity and adaptability. You acquire tremendous flexibility because geography is not an issue for employees who can be part of your Avaya NES Contact Center wherever they have secure Internet access. An IP infrastructure is simpler, with one wire to the desktop, making it easier and faster to implement with unified management for quick moves, adds and changes. A converged infrastructure supports business growth with a smaller staff and reduces operating costs. You're more responsive and able to deliver unrivaled service that's necessary for building long-lasting customer loyalty.

Break Down Walls and Boundaries

Gain freedom when you eliminate walls and boundaries to leverage remote and mobile staff. Virtualizing your Avaya NES Contact Center enhances productivity, especially when scaling to meet peak demand. Up to 30 sites and 100,000 service reps can be located anywhere and managed centrally as a single entity, integrating all voice, e-mail, IM, Web chat and other multimedia transactions. Numerous and compelling benefits include: improved staff morale due to flexible work schedules and locations; expanded scalability to handle peak demand by drawing on employees across multiple locations; business coverage spanning multiple time zones to offer round-the-clock service; and intelligent skill-based routing to deliver callers to the most appropriate service rep wherever the rep is located, resulting in reduced transaction times. Business continuity is also enhanced by implementing mirrored sites across geographically dispersed locations.

Meet Customers on Their Terms

Embrace your demanding, ever-changing customer community using Avaya NES Contact Center to meet customers on their terms. You'll be able to offer superior, convenient, consistent personalized service every day of the year. Whether your customers love sending instant messages, adore Web self-service or happen to call using a mobile phone, you can give them a breakthrough customer experience. It's

becoming more and more important for businesses to transform reactive customer contact into more proactive contact, enabling instantaneous communication using any device. Avaya NES Contact Center facilitates critical, real-time multimedia collaboration by tapping into the impressive capabilities of Session Initiation Protocol (SIP) to simplify dynamic communication. This places a superb set of tools at employee fingertips, making teamwork effortless when solving customer problems and making vital decisions immediately.

Enhance Quality for Exceptional Service

You can record, evaluate and analyze complete customer interactions to help assure quality performance for exceptional service. With Avaya Contact Recording and Quality Monitoring you can increase customer loyalty and maximize revenue, one customer interaction at a time. With this intuitive monitoring tool, supervisors can quickly and easily monitor agent performance and enhance agent training to maximize each customer interaction. Whether you need to record calls for security purposes or to meet compliance requirements, Avaya has a robust recording solution that integrates seamlessly with your Avaya NES Contact Center environment.

"The *[Avaya NES]* IP contact center solution gives us the combination of scalability, flexibility, cost-effectiveness and performance we need to operate successfully in the travel industry. Making the move to a fully converged infrastructure has already enabled us to reduce the operational costs

of our telephony systems and Avaya NES Contact Center operations by as much as 25 percent." — Frank Hobrecht, Head of IT Systems and Services, Frosch Touristik GmbH

Maximize Business Continuity and Security

Maximizing business continuity requires many options. Your mission-critical, customer-facing Avaya NES Contact Center cannot afford to be closed due to network technology or security issues. Avaya NES Contact Center offers standby and high availability server options as well as geographic and campus redundancy solutions that mirror sites and remove single points of failure, maximizing contact center uptime and resiliency. Combined with state-of-the-art security and firewall support, Avaya software quality and mature platforms have "five-nines" reliable Avaya NES Contact Center architecture.

Gain the Flexibility Edge

The innovative Avaya NES Contact Center approach enables your business to obtain a flexibility edge. For example, sophisticated Avaya NES Contact Centers can be configured and running in no time at all and adding functionality like screen pops, soft phones, e-mail response, blended outbound campaigns and Web communication is easier than ever. You can tailor capabilities to exceed the expectations of your most demanding customers while creating a competitive differential. The Avaya NES Contact Center solution offers a variety of

SOA-based Web Services/open interfaces that can be used to simplify and speed the process of enabling business integration with Avaya NES Contact Center applications. Open interfaces deliver a high level of business agility, enabling you to speed development of processes and to automate processes that were previously tedious and time-consuming.

Simplify across the Board

Avaya NES Contact Center helps you simplify across the board. Everything you need to set-up, run and manage your Avaya NES Contact Center is provided in an intuitive browser-based tool that can be used from anywhere your staff has secure Internet access. This powerful tool provides supervisors, managers and administrators with comprehensive user-friendly real-time displays, historical reports and configuration capabilities, helping them make better business decisions and improve overall effectiveness. Additionally, the integral Avaya Report Generation Wizard delivers an impressive ability to generate custom reports that combine information from multiple sources to gain actionable intelligence. Reduce application integration time and costs using the incorporated next-generation CTI functionality, Avaya Communication Control Toolkit, for straightforward, standards-based development of desktop applications, server applications, CRM connectors, screen pops and more. The toolkit is based on the Microsoft .Net framework, familiar to developers worldwide, and includes a reference client and more for rapid integration and quick application deployment. Additionally, Communication

Control Toolkit capabilities are available as a SOA/Web Service for quick integration into business processes via any standard development tool.

Creating contact center workflows can be time-consuming and tedious, requiring hours of call flow scripting workflow documentation. The Avaya Service Creation Environment (SCE) solves these issues with a drag-and-drop graphical development tool that helps you quickly create and re-use workflows. This GUI-based tool is five times faster than traditional text-based scripting and requires no specialized expertise, enabling you to quickly respond to changing market requirements and to make improvements to your customer interaction process with speed and ease. An integrated yet modular application, it enables you to easily enhance your solution over time. Buy and use only the capabilities you need today and add functionality or capacity as business needs dictate. Additional tightly integrated functionality such as multimedia customer contact and Avaya Self-Service solutions can be added as your business and customers evolve.

"One of the strengths of *[Avaya's]* technology and approach is that they always have a far-sighted, well thought-out progression plan coupled with a fully worked migration plan. Avaya really understands our business and what we need to do to drive it forward. They were the clear winner." Jeff Jennings, CIO, Stream

Depend on Expert Thinking

Avaya continues to receive numerous international industry awards and accolades acknowledging our contributions and involvement in the Avaya NES Contact Center and self-service industry. A recognized leader in delivering customer contact and business communications solutions, Avaya helps businesses of all sizes and in every industry implement contact centers that support unique business objectives. So whether you're starting a new center, looking to manage multiple channels of communication or want to integrate outbound customer campaigns, you can depend on Avaya expertise to help you find a better, easier path to success. With operations in 150 countries, our experience and expertise can be applied to deliver innovative Avaya NES Contact Center and business communications solutions, helping assure outstanding customer service and an enhanced competitive advantage. Leverage the breadth and depth of Avaya NES Contact Center solutions and our extensive expertise and leadership to transform your communications applications. Avaya

innovation and commitment to standards-based systems delivers flexibility, scalability and business integration that can put your business ahead of the crowd, and our support can help you stay there.

Avaya NES Contact Center: A better route to exceeding customer expectations

With Avaya NES Contact Center you can expand your customer service capabilities significantly while simplifying implementation, and system maintenance and management. Providing an adaptable solution, Avaya gives you the flexibility you need to exceed customer expectations, maximize operational effectiveness, and lower lifetime cost of ownership. As your business evolves, you can adapt rapidly to meet changing market and customer demands. With Avaya NES Contact Center, you can create an inventive approach that can enhance your competitive edge and profitability.

Learn More

To learn more about Avaya NES Contact Center, contact your Avaya Account Manager, Avaya Authorized Partner, or visit us at **www.avaya.com**.

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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