

## Avaya Operational Analyst

### Speed Decision-making with Multi-channel Reporting and Analysis

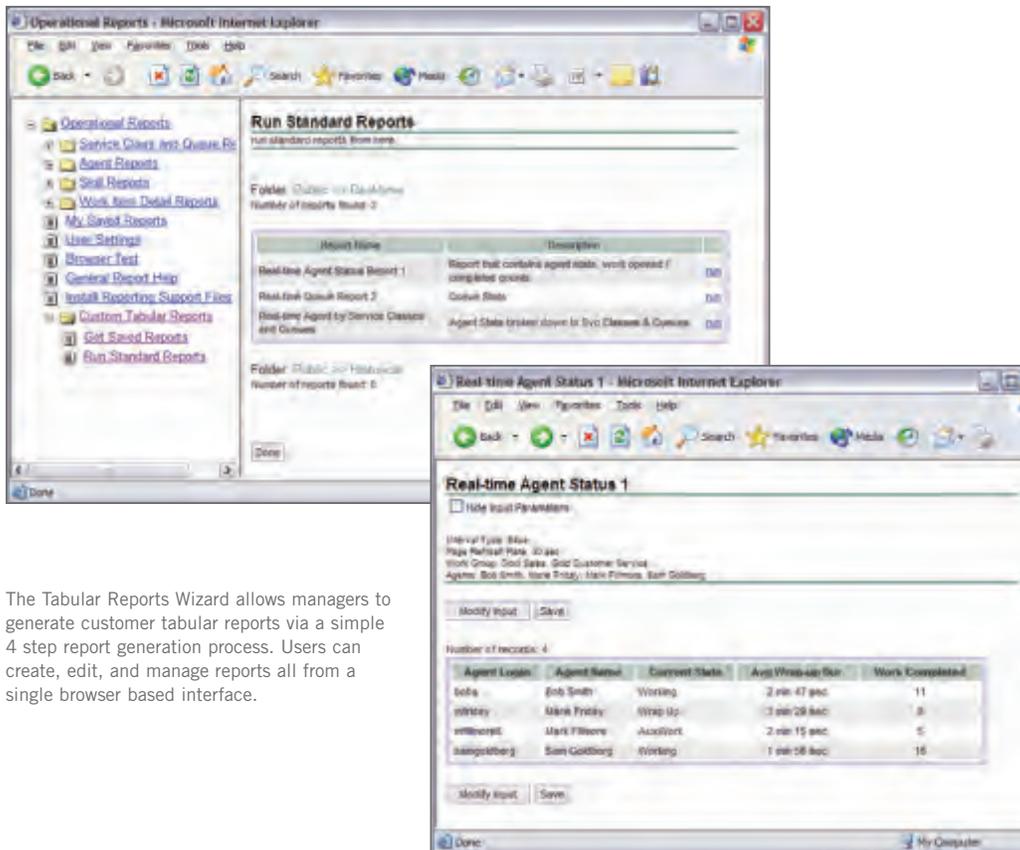
#### Overview

With continued consumer adoption of multiple modes of communication – e-mail, instant messaging, video, web collaboration and self service – businesses are challenged to adopt new communication channels and to ensure that they are meeting customer expectations and business goals.

Operational Analyst is a complete platform for multi-channel contact center reporting and analytics. Designed for real-time and historical reporting across virtually any media type — voice, video, e-mail, SMS, Web chat, and voice over IP — it equips managers and supervisors with the tools and knowledge necessary to align operations performance to exceed business goals and customer expectations.

#### Key Benefits

- **View interaction detail alongside key business performance indicators** within corporate dashboards, business tools, and workforce management systems
- **Achieve full visibility into operations service level performance** and customer satisfaction
- **Take action based on a complete view of a customer's revenue generating potential**
- **Reduce costs and simplify access** with secure web-based reporting



The Tabular Reports Wizard allows managers to generate customer tabular reports via a simple 4 step report generation process. Users can create, edit, and manage reports all from a single browser based interface.

#### Highlights

Operational Analyst includes consolidated data collection, centralized storage of multi-channel interaction data and business value reporting and analytics packages that enable business to focus on performance and customers.

### Report Data Server

The Report Data Server simplifies analysis and reporting by automatically aggregating and consolidating contact center data across systems and physical locations in real-time. It is built on an open, extensible architecture that consolidates data across all Interaction Center and Avaya Call Management Systems enabling your business to focus on customers and performance improvement versus wasting time and effort pulling reports from various systems, sites, and applications.

### Customer Interaction Repository

The Operational Analyst Customer Interaction Repository is a common storage point for all multi-channel customer interactions executed across Interaction Center and for calls tracked within the Avaya Call Management System. With the flexibility to import CMS External Call History (ECH)

data, including summary interval data, you can create year-over-year analyses and derive even greater value from your information. Integrated database management tools allow you to determine which data is stored, how long it is retained, and also provide customization options that maximize ease of use and business benefit. Because the repository is ODBC/JDBC-compliant it extends reporting capabilities to compatible business analytics or reporting software tool.

### Reporting Packages

Whether you are a contact center manager or business analyst, Operational Analyst provides reporting packages designed to meet your specific decision making requirements including basic and advanced real-time and historical reporting. New tabular report wizards and business value reporting capabilities enable you to identify and analyze your most challenging business issues.

### Performance Monitoring

The Operational Reporting package is designed specifically for contact center supervisors with performance management and task-level reporting requirements. A browser-based interface delivers reporting across all channels with data presented in both tabular and graphical views for rapid recognition of details. Available reports include predefined historical reports for Interaction Center and CMS External Call History interval data as well as historical performance monitoring for agents and skills. With the ability to refine reports down to contact detail, supervisors can perform true cradle-to-grave analysis and can measure the performance of IVR and speech self service applications deployed via Avaya Self Service software.

Standard Real-time Reports	Description
<b>Service Class and Queue Status</b>	Keeps users informed of service class or queue performance.
<b>Service Class and Queue Performance</b>	Allows comparison of statistics among service classes and queues.
<b>Agent Time in State</b>	Monitors agent's current status.
<b>Agent Performance</b>	Provides a way to compare one or more statistics among selected agents.
<b>Agent Performance by Service Class and Queue</b>	Allows comparison of agents across service classes and queues.
<b>Agent Performance by Job</b>	Provides a real-time view of how agents are performing with respect to the kind of work they are assigned.
<b>Agent Set Outcome Codes</b>	Provides a real-time view of outcome codes being assigned to particular jobs by agents.
<b>Job Performance</b>	Provides a real-time view of performance of outbound jobs.
<b>System Set Completion Codes</b>	Provides a real-time view of what is happening to call attempts associated with a set of jobs.
<b>Telephone Number States</b>	Provides a real-time view of how many telephone numbers are in a particular state for a set of jobs.

Standard Historical Reports	Description
<b>Agent Performance by Service Class and Queue</b>	Allows historical comparison of agents with different Service Classes and Queues.
<b>IC Agent Performance</b>	Provides a way to compare a statistic among selected IC agents.
<b>Service Class and Queue Performance</b>	Allows comparison of statistics among service classes and queues.
<b>Service Class and Queue Volume</b>	Assess whether more work is arriving than is being handled. Allows comparison of service classes and queues to see where obstructions are occurring.
<b>Agent Performance by Skill</b>	Allows historical comparison of agents within different skills.
<b>Skill Performance</b>	Allows comparison of statistics among skills.
<b>CMS Agent Performance</b>	Provides a way to compare statistics among selected CMS agents.
<b>System Set Completion Codes</b>	Provides a historical view of what happens to call attempts over a period of time.

## Tabular Report Wizard

Operational Analyst includes a Tabular Report Wizard that enables managers to create their own tabular real-time reports. They can quickly create, edit, and manage reports on agent status, service levels, and service queues. The wizard is accessible from any web browser and no programming is required to create, edit, and distribute reports.

## Advanced Contact Center Analytics

The Analytical Reports package is designed to analyze key performance indicators and to identify areas for improvement. A browser-based interface provides multi-dimensional graphic representations of data in analytical “cubes”. Cubes make it possible to view data from different perspectives and to understand the business value of individual interactions.

The Analytical Reports package includes predefined Business Value OLAP (online analytical processing) reports and supports ad hoc querying. The ability to click on graphic elements and to drill down to underlying detail enables managers and analysts to fully leverage sophisticated analysis techniques.

Corporate dashboards and other decision tools can be supported or designed around

specific multi-dimensional data for executive and organizational distribution.

## Business Value Reporting

Data collection capabilities extend beyond simple collection of customer interaction and agent performance data to allow real-time queries into other enterprise and CRM data sources. Managers can tabulate and report

Screen shot of complex data sets that can be simply sorted and analyzed with Avaya Operational Analyst. Support for advanced multidimensional analysis and corporate dashboards help simplify analysis of complex data sets and allow faster visual problem solving and exploration.

on outside data and metrics such as recent product or service purchases, ratings and credit report scores, billing status, and other data. Because it allows supervisors and managers to understand each customer's experience and value to the business, Business Value reporting enables them to make informed decisions regarding customer segmentation and contact management strategies.

Data and information collected within Operational Analyst can be shared and exported to 3rd party workforce management and business intelligence tools through a Web-services based Data Application Programming Interface (Data API). The comprehensive real-time view of customer service sales and support activities created through information sharing makes it possible to more accurately manage workforce scheduling and to enrich business intelligence tools. The Data API supports retrieval of real-time or historical data through SQL and, when compared to expensive customer programming and support of proprietary software and workforce management connectors, simplifies integration and ongoing support.

## Systems and Software Support

<b>Business Intelligence Platforms</b>	<ul style="list-style-type: none"> <li>• Cognos 7.4</li> </ul>	
<b>Server OS</b>	<ul style="list-style-type: none"> <li>• IBM AIX 6.1</li> <li>• Sun Solaris 10</li> <li>• Microsoft Windows 2003 R2</li> </ul>	<ul style="list-style-type: none"> <li>• Windows Vista</li> <li>• Apache Tomcat(bundled with software)</li> </ul>
<b>Web Browsers</b>	<ul style="list-style-type: none"> <li>• Microsoft Internet Explorer 7</li> </ul>	
<b>Databases</b>	<ul style="list-style-type: none"> <li>• IBM DB2 9.5</li> <li>• Oracle 11g</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft SQL Server 2005</li> <li>• Oracle 10g</li> </ul>
<b>Application Data Integration and Adapters</b>	<ul style="list-style-type: none"> <li>• Avaya Call Management System</li> <li>• Siebel</li> <li>• PeopleSoft CRM</li> </ul>	<ul style="list-style-type: none"> <li>• SAP</li> <li>• E.Piphany</li> <li>• Onyx</li> <li>• Witness</li> </ul>
<b>Switches</b>	<ul style="list-style-type: none"> <li>• Avaya</li> <li>• Aspect</li> <li>• Cisco</li> </ul>	<ul style="list-style-type: none"> <li>• Nortel Meridian</li> <li>• Nortel Symposium</li> </ul>
<b>IVRs</b>	<ul style="list-style-type: none"> <li>• Avaya Voice Portal</li> <li>• Avaya Interactive Response</li> <li>• Edify</li> </ul>	<ul style="list-style-type: none"> <li>• IBM</li> <li>• Intervoice</li> <li>• Periphonics</li> </ul>
<b>Languages</b>	<ul style="list-style-type: none"> <li>• French</li> <li>• German</li> <li>• Russian</li> <li>• standard Italian</li> <li>• Latin American Spanish</li> <li>• Brazilian Portuguese</li> </ul>	<ul style="list-style-type: none"> <li>• Japanese</li> <li>• Korean</li> <li>• Thai</li> <li>• US English</li> <li>• simplified Chinese</li> </ul>

## Learn More

Please contact your Avaya Account Manager or Avaya Authorized Partners for more information or visit us at [avaya.com](http://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](http://www.avaya.com).



INTELLIGENT COMMUNICATIONS

© 2009 Avaya Inc. All Rights Reserved.

Avaya and the Avaya Logo are trademarks of Avaya Inc. and may be registered in certain jurisdictions. All trademarks identified by ®, TM or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners.

06/09 • GCC1733-04

[avaya.com](http://avaya.com)