



**PRODUCT
BRIEF**

Avaya IP Agent

As you search for ways to grow customer loyalty and make your contact center more effective, while simultaneously reducing costs, Avaya IP Agent assists with both efforts. Providing the right tools to help your agents to be more productive – whether they are working in an office location or from a home office – is an essential part of the equation.

Your customers demand the best from you so you demand the best from your agents. IP Agent helps your agents to provide optimal customer service. IP Agent delivers advanced contact handling features, on-demand access to customer-specific information and immediate access to experts throughout the enterprise – all designed to support your agents in delivering a superior customer contact experience.

Improve Productivity and Customer Satisfaction

IP Agent introduces SIP-enabled presence into your call center, giving your agents the ability to access an expert for immediate help with the tough questions. Agents are able to provide requested information without having to transfer calls or schedule callbacks – one and done. Delivering one-call resolution to more of your customers reduces costs while increasing customer satisfaction.

Avaya's Advanced Segmentation feature now enables a Simple Screen Pop of customer contextual data to be sent to the IP Agent desktop upon call arrival. This gives agents the ability to obtain information in real-time about who is calling, what the customer is calling about, and the pertinent information needed to satisfy the customer's request. Better customer service and improved customer satisfaction are the result.

Avaya IP Agent is the application you need to provide a customizable interface, using standard Microsoft conventions, to deliver the same rich set of features to all your agents across your enterprise. The flexible features of Avaya IP Agent enable you to attract and keep top agents who can deliver world-class customer service from wherever they need to work—all at lower operating costs for your enterprise. And your contact center managers have the same rich set of reporting and monitoring capabilities for IP Agent desktops, regardless of the physical location of each agent.

Reduce Costs

When it comes to managing one of your largest expense areas, your customer contact center, industry studies show that a large portion of those costs comes from acquiring and maintaining a skilled agent workforce. That's why you need a solution that will help you attract and retain top agents in a cost-effective manner, removing all constraints of physical work location. With IP Agent, Avaya has made innovative advances in contact center technology for the agent desktop. Now you have new options to build virtual operations that will

enhance your contact center's power, speed, and efficiency – no matter how far-flung your agent workforce may be.

Even companies who have no immediate plans to deploy remote agents are beginning to include remote agent capabilities as part of their business continuity and survivability operations in case of disaster, or for instances where severe weather conditions may prevent agents from coming into the office. With IP Agent, your agents simply become remote agents for the necessary period of time, and your business continues its operations without a hiccup.

Features provided by IP Agent

Avaya IP Agent is a soft phone application that enables agents to work from any PC, anywhere, as long as they can connect to the corporate network. Avaya IP Agent provides the complete set of sophisticated agent features that you've come to expect from Avaya's best-in-class suite of contact center products, plus an additional set of powerful capabilities including Instant Messaging and Click-to-dial.

Avaya IP Agent provides easy access to more on-screen feature buttons than any conventional telephone can provide. It offers a VuStats Monitor, which provides real-time contact center statistics for individual agents as well as a group's combined activity. Avaya IP Agent includes an intuitive interface for accessing existing corporate database information via Lightweight Directory Access Protocol (LDAP), as well as an integrated contact history feature that gives agents a detailed view of the calls and Instant Messages they've initiated and received.

With Avaya IP Agent, contact center managers can administer screen pops based on commonly used triggers, such as dialed number identification service (DNIS), automatic number identification (ANI), and prompted digits. When used in conjunction with Avaya Advanced Segmentation, you are able to quickly and easily use data from a customer-specific database to drive your routing decisions and agent screen pops, without a costly and time-consuming CTI implementation.

Using the Instant Messaging capability, agents who need additional information in order to satisfy a customer request can see the status of other agents, supervisors, as well as experts outside the contact center. When selecting an expert from the Contacts list, the agent can see who is on a call, otherwise busy, available, or away from the phone. If the agent finds an available expert, a call – or an Instant Message – to that expert is one click away. Or, if a resource outside the business is needed, IP Agent provides Click-to-dial for numbers in Microsoft Outlook and from web pages displayed in Microsoft Internet Explorer.

Underlying these capabilities is a focus on security – from encrypted signaling links to user account security for multi-user desktops, IP Agent puts security at a premium. The

Secure Desktop feature brings IP Agent R7 in conformity with Microsoft best-practice security guidelines by storing all configuration files and user-specific information in Windows user specific locations. A single PC can now be used by multiple users, all with individual settings.

Ease of Deployment

Now with IP Agent R7, configuration and deployment become even easier. Granular administration management enables contact center managers to customize agent access to features on an as-needed basis. Support for MSI (Microsoft Installation) and SMS technologies facilitate the delivery of the right tools to the right agents, reducing overhead and the total cost of ownership.

Seamless Customer Interaction Suite Integration

As part of Avaya's full suite of IP contact center devices and applications, Avaya IP Agent integrates seamlessly with the Avaya Customer Interaction Suite and Avaya Communication Manager.

System Requirements

Avaya IP Agent configuration options

The hallmark of IP Agent is its versatility. Choose to deploy it:

- Thick client or a thin client (via Microsoft Terminal Services or Citrix)
- On premises, in remote offices, and for work-at-home agents
- Dual Connect, Voice over IP, or Shared Control connectivity modes, depending on your agent's location and telephone preferences
- Standard user interface or one of three alternate interfaces
- Eleven languages

Operating System for IP Agent desktop

- Microsoft Windows XP (both Professional and Home versions) SP2

PC Configuration

- Intel® Pentium® III — 300 MHz or higher PC
- 30 MB of available hard disk space
- Minimum of 128 MB RAM
- Full-duplex sound card, headset, microphone
- Microsoft Internet Explorer 5.5 SP2 or higher

Avaya PBX release:

- Avaya Communication Manager 2.0.1 or higher

Call Center software release:

- Call Center 2.0.1 or later

Other requirements:

- AS Screen Pop requires Communication Manager 3.0 or later with Advanced Segmentation.
- Instant Messaging requires Converged Communication Server 2.1 or later
- Shared Control of Callmaster IV and V terminals requires Communication Manager 3.0 or later
- Agent Greetings in telecommuter mode requires the Avaya Switcher II adapter.

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

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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