



IP Telephony

Contact Centers

Mobility

Services

PRODUCT BRIEF

Avaya Operational Analyst

Speed Decisions with Comprehensive Multichannel IP Contact Center Reporting

Delivering a superior experience and making the most of your contact center investments requires a comprehensive and actionable view of overall business performance and operational status. To stay on top, managers and analysts require real-time reporting tools that simplify data collection and speed problem solving and decision making.

Ever increasing customer demands and competition require businesses to become more effective and efficient, and streamlined at solving complex business and customer service challenges. Shifts in communications technology is making success increasingly more complex. The continued adoption of new communications channels like e-mail and web self service and collaboration is challenging your team's skills, processes, and technology. And on top of this, contact centers operations are becoming more distributed via IP and business management is further demanding your contact center operations to be more multifunctional, profit and revenue focused.

Avaya Operational Analyst helps you achieve a definitive 360-degree view of customer interactions and your contact center performance.

Consolidated data collection, centralized storage of multichannel customer interaction data, and prepackaged, extensible reporting and analytics packages all make it easier for you to take action to maximize operations effectiveness and efficiency.

Delivering Results with Real-time Customer Intelligence

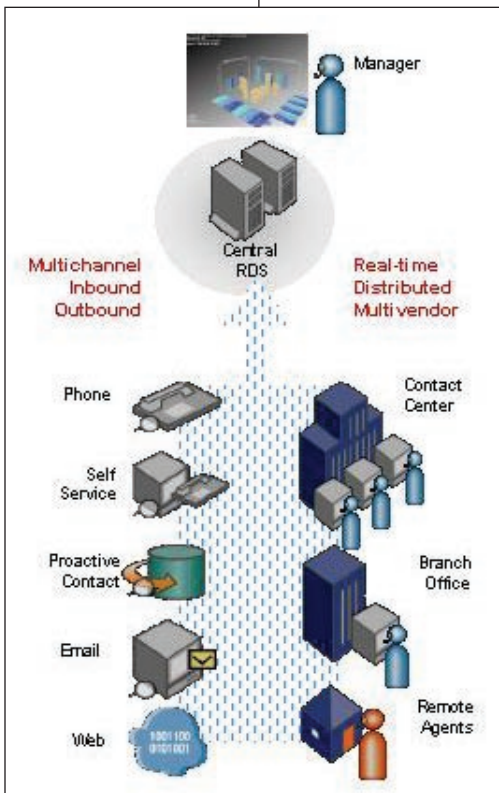
Avaya Operational Analyst provides you with the knowledge necessary to obtain operational excellence and achieve revenue growth. Working hand in hand with your Avaya Contact Center solution, Operational Analyst is your complete multimedia contact center reporting solution.

It enables a smooth transition from voice only call centers to full scale multichannel business analysis, improving your ability to monitor communications traffic, make more informed decisions, and proactively grown and build customer loyalty.

Operational Analyst consists of an open, multi-site architecture, integration Customer Interaction Repository, and prepackaged reports to support real-time monitoring and analysis. The open, highly scalable multi-site architecture consolidates historical data for all Interaction Center and Avaya Communication Manager based systems in real-time. With multi-vendor Automatic Call Distribution (ACD) reporting, your analysis can include data from both Avaya and multi-vendor ACDs. A centralized Report Data Server simplifies and speeds analysis and decision-making by aggregating and consolidating contact center data in real-time across systems and physical locations.

Avaya Operational Analyst extends and enhances the capabilities of your existing Avaya contact center reporting platform. It works hand in hand with Avaya Call Management Systems to provide expanded historical reporting support and incredible multi-site analysis capabilities. Support for distributed contact management and multivendor switching environments allows you to focus on business improvements rather than wasting time on pulling point reports from various vendor systems and applications. Avaya Operational Analyst can provide you with a single integrated view across your switch data, simplifying data collection so you can make better decisions faster.

The Customer Interaction Repository is a common archive of all customer data from multichannel interactions executed across Interaction Center as well as voice calls tracking via Call Management Systems (CMS). With the flexibility to import CMS External Call History (ECH) data, including summary interval data, you can create year-over-year analy-



ses and derive even greater value from your information. Integrated database management tools allows you choose what data is stored, how long to store it, and which customizations will maximize ease of use and business benefit. The repository is also ODBC/JDBC-compliant to extend reporting capabilities to any compliant business analytics or reporting software tool.

Reporting Packages

Operational Analyst includes an extensive set of tools and prepackaged reporting packages to make the job of monitoring, reporting, and analyzing business performance. Operational Analyst includes basic and advanced real-time and historical reporting packages to support a wide range of enterprise decision making needs. New tabular reports wizards and business value reporting capabilities let you get up to speed quickly on identifying and analyzing the most challenging problems in your business.

Contact Center Performance Monitoring

The Operational Reporting package is designed for contact center supervisors with performance management and task-level reporting requirements. A browser-based interface provides 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 both agents and skills. With the ability to refine reports down to contact detail, supervisors can perform true cradle-to-grave analysis. Supervisors can measure the performance of IVR and speech self service applications deployed on Avaya Interactive Response.

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

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

Tabular Reports Wizard

Operational Analyst includes a Tabular Report Wizard which allows managers to create their own tabular real-time reports through a simple 4 step report generation wizard. Users 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 for managers or report writers to create, edit, and distribute.

Advanced Contact Center Analytics

Operational Analyst Analytical Reports package is designed for sophisticated business analysis of key performance indicators and identifying trends for improvement. A browser-based interface provides data in analytical “cubes”— multi-dimensional graphic representations of data that can occupy quadrants of the same screen. Cubes may be manipulated with a straightforward graphical tool to produce various perspectives on the data, and on-screen performance metrics illustrate the business value of each interaction.

The Analytical Reports package includes predefined Business Value OLAP (online analytical processing) reports and supports ad hoc querying. With the ability to click on graphic elements and drill down to supporting transaction detail, managers and analysts can fully leverage all levels of sophisticated business analysis techniques. Corporate dashboards and other sophisticated decision tools can be supported or designed around specific multidimensional data for executive and organizational distribution.

Business Value Reporting and Open Standards Report Integration

Avaya Operational Analyst data collection capabilities extend beyond simply collecting customer interaction and agent performance data by allowing real-time queries to other enterprise and CRM data sources. This capability allows managers to tabulate and report on outside data and metrics such as recent product or service purchases, ratings and credit report scores, billing status, plus many other business data. Business data allows supervisors and managers to see the customer’s experience and priority to the business more comprehensively and make better decisions on

adjustments to customer segmentation and contact management strategies.

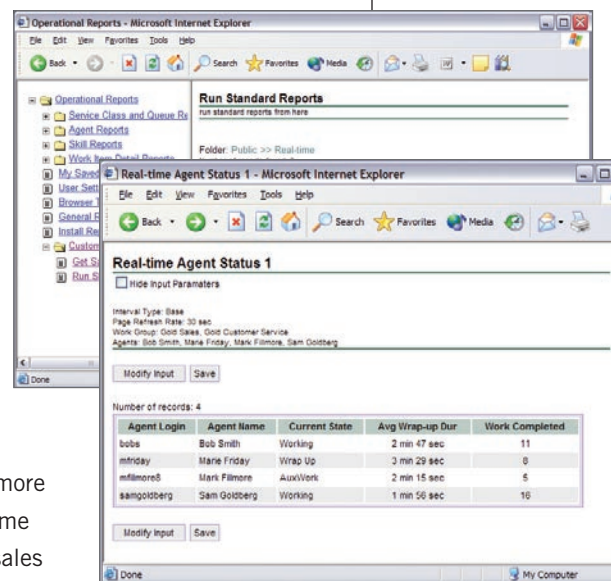
Businesses adopting Operational Analyst for their contact center operations can be assured that data and information collected can be openly shared and exported to other tools and business intelligence platforms. Contact Center data collected and archived within Operational Analyst can be accessed via 3rd party workforce management and business intelligence tools through a web services based Data Application Programming Interface (Data API). Workforce schedules can be more accurately managed and business intelligence tools are enriched with a more comprehensive and real-time view of customer service sales and support activities. The Data

API supports retrieval of real-time or historical data through SQL. The Data API simplifies integration and ongoing support when compared to expensive customer programming and support of proprietary software and workforce management connectors.

Achieve Contact Center Excellence

Avaya Operational Analyst provides profit oriented analysis and insight into your multimedia contact center performance. Designed for real-time and historical reporting across communication channels — voice, e-mail, Web chat, and voice over IP — Avaya Operational Analyst simplifies and speeds information collection and reporting across locations and organizational boundaries. With an integrated repository, standard reports, tabular reports wizards, open standards integration, and business value reporting, Avaya Operational Analyst gives you the tools and knowledge you need to achieve superior results.

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



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.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	All Days of Week
2003 Aug								
ChannelChat(language.english.customer.type.ssr)	548	703	881	48	3,773	2,301	420	6,972
ChannelEmail	84	1	260	na	na	1	na	260
ChannelEmail(language.english.customer.type.ssr)	14,843	12,108	8,864	8,885	23,083	19,745	11,569	87,898
ChannelEmail(language.english.customer.type.ssr)	15,888	12,382	8,321	8,214	19,448	19,791	11,713	85,521
ChannelFastChat	na	na	na	na	na	1	na	1
ChannelVoice	15	1	10	2	na	109	2	139
ChannelVoice(language.english.customer.type.ssr)	138,369	130,695	103,863	87,124	193,177	82,027	8,800	726,446
ChannelVoice(language.english.customer.type.ssr)	74,555	159,289	103,862	87,125	233,277	113,739	1,713	741,859
ChannelVoice(language.english.customer.type.ssr)	548	2,987	101	14	833	3,123	1,964	6,567
04161c338f0b204481c09896e6437e	23	32	19	na	na	23	na	103
All Service Classes	244,356	318,200	225,987	99,915	496,813	247,264	34,192	1,419,822
2003 Q3								
ChannelChat(language.english.customer.type.ssr)	548	703	881	48	3,773	2,301	420	6,972
ChannelEmail	na	1	260	na	na	1	na	260
ChannelEmail(language.english.customer.type.ssr)	15,843	12,108	8,864	8,885	23,083	19,745	11,569	87,898
ChannelEmail(language.english.customer.type.ssr)	15,888	12,382	8,321	8,214	19,448	19,791	11,713	85,521
ChannelFastChat	na	na	na	na	na	1	na	1
ChannelVoice	15	1	10	2	na	109	2	139
ChannelVoice(language.english.customer.type.ssr)	138,369	130,695	103,863	87,124	193,177	82,027	8,800	726,446
ChannelVoice(language.english.customer.type.ssr)	74,555	159,289	103,862	87,125	233,277	113,739	1,713	741,859
ChannelVoice(language.english.customer.type.ssr)	548	2,987	101	14	833	3,123	1,964	6,567
04161c338f0b204481c09896e6437e	23	32	19	na	na	23	na	103
All Service Classes	244,356	318,200	225,987	99,915	496,813	247,264	34,192	1,419,822

Support for advanced multidimensional analysis and corporate dashboards help simplify analysis of complex data sets and allow faster visual problem solving and exploration.

Systems and Software Support		
Server OS Support	<ul style="list-style-type: none"> IBM AIX Sun Solaris 	<ul style="list-style-type: none"> Microsoft Windows 2003
Database	<ul style="list-style-type: none"> IBM DB2 Microsoft SQL Server 	<ul style="list-style-type: none"> Oracle
Application Data Integration and Adapters	<ul style="list-style-type: none"> Siebel PeopleSoft CRM SAP CMS 13 	<ul style="list-style-type: none"> E.Piphany Onyx Blue Pumpkin
Switches	<ul style="list-style-type: none"> Avaya Aspect Nortel Meridian 	<ul style="list-style-type: none"> Nortel Symposium Eriksson
IVRs	<ul style="list-style-type: none"> Avaya Edify IBM 	<ul style="list-style-type: none"> Intervoice Periphonics
Agent Desktop Clients	<ul style="list-style-type: none"> Windows* XP 	<ul style="list-style-type: none"> MS Explorer
Web Application Servers	<ul style="list-style-type: none"> IIS 	<ul style="list-style-type: none"> IBM WebSphere 6.0
Languages	<ul style="list-style-type: none"> French German Russian standard Italian Latin American Spanish Brazilian Portuguese 	<ul style="list-style-type: none"> Japanese Korean Thai US English simplified Chinese

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's 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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