



IP Telephony

Contact Centers

Mobility

Services

PRODUCT BRIEF

Avaya Proactive Contact

A Customer Interaction Suite Solution

At Avaya, we understand that your business revolves around your customers. That's why we offer award-winning Proactive Contact Solutions as an integral part of the Avaya Customer Interaction Suite — a comprehensive portfolio of contact center solutions — software, hardware, services, and support — to help you put your customers at the center of your business. Providing differentiated customer service requires an intelligent communications strategy that connects people to people and businesses to customers at the right time and with the right information. Proactive Contact solutions from Avaya can help you make your contact center the profit-center it should be with an outbound or blended customer contact solution that's right for you.

Increase the performance of your contact centers

"Connect with your customer." It sounds so simple. In reality, however, it's a complex undertaking, one with many inherent challenges such as public perceptions, regulatory issues, answering machines, voice mail, caller ID, busy signals, agent turnover, increasing competitive pressure, and the need to continually improve operational efficiency and profitability.

Avaya can help you meet these business challenges. Avaya Proactive Contact provides a suite of hardware and software that enable proactive, opportunistic management of customer relationships within the contact center. This solution delivers best-in-class efficiency and effectiveness to today's call center, as it optimally manages calls to and from customers. Whether a calling mission requires inbound, outbound or blended solutions, the Avaya Proactive Contact System provides

robust, proven technology to meet the demands of every customer's business. A superior call pacing algorithm ensures the automatic control of Service Levels, which can increase agent productivity and result in significant "Return on Investment".

Avaya Proactive Contact Solutions

Proactive Contact solutions deliver a solid return on your investment

Avaya Proactive Contact has applications to boost a call center's efficiency and effectiveness, and these can be managed with powerful decision-making tools. Customers can achieve more transactions per hour, deal more positively and effectively with their customers, raise performance and productivity of both agents and call centers, and do so with a return on their investment that can be quite significant. Avaya Proactive Contact automatically synchronizes contact center activity. Exclusive technologies include Avaya's proven, trusted predictive dialing technology, call progress analysis and efficiency & effectiveness tools, automatic control of service levels, health monitoring and management. Avaya Proactive Contact provides a sophisticated call blending solution that provides multiple options for integrating inbound and outbound calls, and the industry's most accurate dialing algorithm that enables placement of up to 80,000 busy hour calls and up to 300,000 per dialer pod.

Evolution, Integration and Simplicity: Flexible deployment options for outbound technology

Avaya Proactive Contact 3.0 provides you with three system deployment options tailored to meet your specific call center requirements: Avaya Proactive Contact with CTI (computer telephony interface or software-based dialing), the high performance Avaya Proactive

Proactive Contact Management



Contact with Avaya Proactive Contact Gateway PG230 (available with an Avaya-provided server) and the Avaya Proactive Contact System (turnkey solution) for higher volume needs. Avaya Proactive Contact supports simple migrations between the different deployments, allowing you to start small and easily upgrade to a larger system. All configurations use the same robust Avaya Proactive Contact core predictive dialing application and the same client suite called Avaya Proactive Contact Supervisor.

Avaya software-based or CTI enabled dialing is a software solution that uses Avaya MultiVantage Application Enablement Services (AEServices) to communicate with Avaya Communication Manager. This deployment option provides the same full-featured dialing application, without the PG230 digital switch that is typically used where high-performance dialing is required. The Supervisor, Agent Blending, and other dialer applications are identical between software based dialing and the traditional Avaya Proactive Contact System or Avaya Predictive Dialer deployments.

Software based dialing provides full Avaya Proactive Contact outbound dialing functionality while leveraging your existing ACD and PBX infrastructure, hardware, software, and telephone sets. Many features of the Avaya Communication Manager can be used in conjunction with software based dialing to optimize your calling. For example, you can use Least Cost Routing to reduce telecom costs by allowing Avaya Communication Manager to select the right route based on location. You can also make use of work-at-home agents using Avaya IP Agent and Avaya IP Softphone. As your business grows, you can easily migrate to a more robust Avaya Proactive Contact and/or Avaya PG230 solution when you are ready.

Bringing more productivity into your contact center

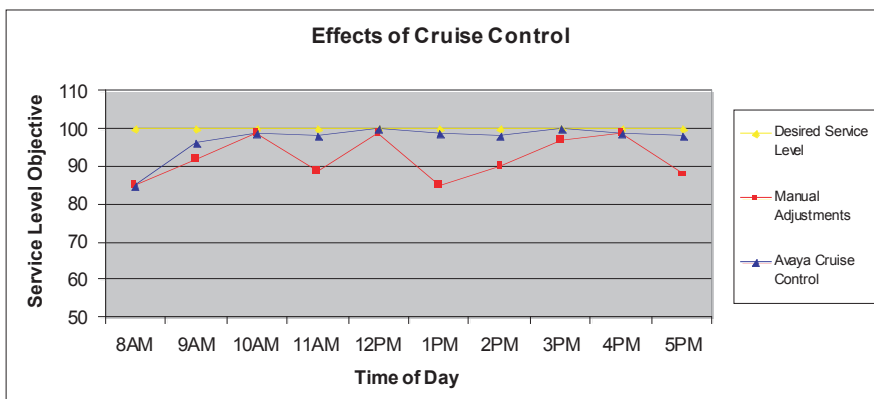
Avaya Proactive Contact solutions allow agents to reach more customers, more quickly and more profitably. These robust systems include both efficiency and effectiveness tools to help optimize profitability in the call center — efficiency tools include superior voice detection technology, for example, that drives down agent idle time and increases right party connects. Effectiveness tools, with features that allow agents personal ownership in selected accounts, can deliver more promises to pay or buy, and fewer abandons. All of this results in as much as six times the productivity.

Cruise Control helps optimize performance. With Proactive Contact you'll get the most consistent results and highest productivity using the revolutionary new pacing feature, Cruise Control. When you define a job or campaign, you also set up the call pacing method and service level goals based on the type of calling activity you want to complete. After beginning a job that uses Cruise Control, it is not necessary to monitor or adjust settings relative to meeting and controlling service levels. The system does it for you. In fact, Cruise Control is designed to always meet or exceed your goals. This means that even under the most stringent conditions, including highly restrictive legislative targets, you can be assured that Avaya Proactive Contact with Cruise Control will help you attain your goals.

Using Virtual Agent for increased efficiencies. To further enhance productivity, Avaya services offers a Virtual Agent solution that enables enterprises to communicate successfully with customers, yet reduce the volume of calls into the contact center. This Proactive Contact/Interactive Response integration provides an approach to customer service that is designed to pre-empt calls, allowing agents to focus on other revenue producing activities. Avaya Virtual Agent is an enterprise-initiated interaction in which businesses deliver information of value to customers before they call the contact center. By using outbound interactive communications to deliver proactive care, enterprises can automate the timely delivery of relevant and meaningful information like an appointment reminder or notification that an order is ready, for example, to customers and enable them to provide feedback.

Call blending smoothly integrates inbound and outbound calls. If workers in your contact center have idle-time throughout the day that is not being used for something productive, it's a lost opportunity to generate profits. In order to "fill the gaps", outgoing campaigns can be integrated into the call center strategy to make agents more productive, and your business more profitable. Alternatively, as inbound volume

Cruise Control Dialing Algorithm



increases, our sophisticated call-blending applications transfer available calls to the blended inbound or outbound team. You can choose the blend based on either overflow or on predictive analysis of inbound call trends. Sporadic inbound overloads and agent idle time are minimized, while contact center productivity is maximized.

Expanding business continuity with unified administration and health monitoring

In today's global marketplace where many companies have multiple systems within a single location, as well as multiple locations, unifying your contact center into a single, highly efficient system can be a significant business challenge. With the Proactive Contact solution, you can achieve this through centralized control and administration. Multi-dialer capabilities enable a single supervisor to manage multiple dialers across the enterprise. Some examples of these robust capabilities are efficient load balancing, agent and list aggregation, integrated reporting of real-time and historical data across multiple dialers and locations, centralized management of log-ins and passwords, and the ability to share user-defined views.

Combine this with proactive, real-time monitoring of the health and status of your system, the ability to self diagnose system issues and quickly recover, and other benefits like rapid implementation and open architecture, and you begin to see why Avaya Proactive Contact solutions can provide a solid return on your contact center investments.

The result? As much as six times the productivity of your current contact center — and ROI in months or even weeks.*

The Avaya Proactive Contact System is a world-class customer interaction solution. One hundred percent of the top 10 FORTUNE 500® Telecommunications companies and 90% of the top 20 FORTUNE 500 commercial banks rely on Avaya Proactive Contact System products and services.

These solutions include:

- **Avaya Proactive Contact System.** A sophisticated suite of software and hardware that automates and synchronizes, in real-time, the outbound and inbound customer contact and information management activities in call centers.
- **Proactive Contact Supervisor Suite.** A powerful supervisory tool that gives call center managers real-time information about campaign and agent performance. It enables supervisors to set targeted

and effective campaign strategies and provides reports on campaign and agent activity at any stage in the campaign. In addition, an administration tool enables managers to modify and maintain their Avaya Proactive Contact System easily and efficiently.

- **Campaign Analyst.** This powerful query, report, and analysis tool for the Avaya Proactive Contact puts adhoc reporting in the hands of call center management. It provides consolidated reporting for multiple Avaya systems and longer-term storage of data. This is now part of the Proactive Contact Supervisor Suite of applications.
- **Internet Monitor.** A high-level call center campaign and agent monitoring tool that leverages Internet technology in the call center.
- **Agent API SDK.** Agent API SDK is a software developer's kit that enables customers or 3rd party software developers to integrate data from a host and the Avaya Proactive Contact solution to build customized agent interfaces that meet a call centers specific needs.

Avaya Proactive Contact continues to enhance the robust, trusted technology and capabilities that it has historically provided with the previous Predictive Dialing System solutions to provide even more customer focused benefits. Some additional capabilities include:

- **Cruise Control Dialing Algorithm** — lets customers better utilize their agents to match the needs of their business by managing Nuisance Calls while optimizing Agent utilization. This is accomplished by real-time monitoring of service levels. The customer now has the ability to control service levels to achieve Contact Center goals by determining the nuisance forecast, determining arrival forecasts by tracking agent states, self adjusting itself based on the number of agents, and ensuring service levels up to 99.9%.
- **Health Manager** — includes a major serviceability enhancement consistent with Avaya initiatives. Replaces the snapshot command-line view of system services health and scripted service activation with real-time UI. Allows customers to self diagnose System issues and quickly recover. Increased Scalability & Stability of Mid-tier Data Service Components. Service Level Monitoring Enhancements by incorporating service level monitoring in Campaign Monitor.
- **Unified Administration & Configuration** — new wizards simplify configuration and deployment of new calling lists. Adds multi-dialer capability to administration and configuration application. Steps toward Avaya Common Administration. The Proactive Contact Supervisor now

Avaya Proactive Contact supports the following key business imperatives:

- Driving Customer Loyalty to Increase Profitability
- Evolving Network Infrastructure to Support New Business Models
- Driving Competitive Differentiation with Better and Faster Decisions
- Improving Business Continuity While Driving Out Costs and Operational Risk
- Implementing Global Strategies and Processes for New Virtual Business Models

*ROI EXAMPLE:

The Avaya Predictive Dialing System can increase agent right-party connects from 8 to 24 per hour in a manual dialing environment. Assuming a 50% agree-to-purchase rate and an average sale of \$75, a contact center of 10 agents could see as much as \$48,000 per 8-hour day in additional revenue.

- includes the following client applications
- Campaign Monitor
 - Campaign Editor
 - Campaign Analyst
 - Admin Manager

Avaya Proactive Contact delivers efficiency and effectiveness to today's contact center by optimally managing calls to and from customers. Whether your calling mission requires inbound, outbound, or blended solutions, Avaya Proactive Contact provides unparalleled technology to meet the demands of your business in today's highly competitive Customer Economy.

Partnership — every step of the way

From Avaya Proactive Contact predictive dialing system solutions designed to fit your particular needs, to post-installation technical support, Avaya is there to help you every step of the way. Our customers and partners benefit from a comprehensive set of Avaya service options. These include efficient product implementation; education services; extended-hour coverage; extensive phone, online, and on-site support; Web-based self-help; software application development support and more.

The contact center world leader

Avaya's Proactive Contact Solutions are proven in more than 1500 of the world's largest and most profitable contact centers, which together manage in excess of a

billion customer contacts annually. More than 80% of the FORTUNE 500® banking and telecommunications companies use Avaya Proactive Contact solutions.

Award winning Global Services

For additional customization and more comprehensive solutions to suit the needs of even the most complex contact center requirements, Avaya Global Services can help you enhance the performance of your contact center, integrate multi-vendor environments, and mitigate risks. The suite of Avaya Contact Center Services includes consultation for planning and design, implementation, management, and maintenance. Avaya Global Services has Computer Telephony Integration (CTI) expertise and a legacy of contact center experience. In addition, Avaya security and business continuity consultants are certified and can help you protect your business and diminish risk. To learn more about these services, please visit: www.avaya.com and research by Services.

Learn More

To learn more, talk to your Avaya Client Executive or Authorized BusinessPartner today. For more information about Avaya and other award-winning solutions, please visit www.avaya.com and click on contact centers.

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.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red background.

COMMUNICATIONS
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