



## Avaya™ Virtual Routing

Converged Voice and  
Data Networks  
Customer Relationship  
Management  
Unified Communication  
Supported by:  
Avaya Labs and Services

Automatically balance call loads across multiple sites and instantly increase efficiency, deliver higher customer service, and enhance agent effectiveness with multi-site routing that delivers calls to the best place—the first time. Avaya Virtual Routing is designed for the Customer Economy, helping you provide the best possible service to your customers by optimizing all your contact centers' resources. Avaya Virtual Routing lets multiple locations work together as a single “virtual” contact center. Its smart routing capabilities monitor and anticipate changing conditions across your contact center network to find the best place to deliver each call, every time. So, whether you're experiencing normal call volume conditions or peak calling periods, Avaya Virtual Routing balances calls across your multiple sites (as well as multiple skills at a single site). Such increased efficiency will ensure that every caller receives consistent call handling and service, and every agent experiences equitable workload balancing.

Leveraging the flexible power of Virtual Routing, your enterprise can:

- Cut costs through reduced bandwidth congestion and routing delays
- Increase revenues with improved agent occupancy and enhanced customer experiences
- Increase efficiency by equalizing enterprise-wide call volume—across sites or across multiple splits/skills at a single site
- Create higher customer satisfaction levels with consistent, reliable customer call handling and service
- Enhance agent performance by equalizing agent workloads and forwarding caller information





## Increase efficiency across multiple contact centers—automatically

Rather than queuing all calls and then using static parameters to deliver them, Avaya Virtual Routing continuously monitors and evaluates call and queue status at each contact center location.

- Avaya™ Best Service Routing scans multiple sites and uses breakthrough algorithms (using criteria such as Expected Wait Times [EWT], agent skills, and agent occupancy) to accurately predict the best split/skill group to handle each customer's call
- Enhanced Look-Ahead Interflow (LAI) offers improved first-in-first-out (FIFO) call routing across multiple sites
- Avaya Architect lets your managers easily and quickly create graphical flowcharts for designing more effective vectors

## Create higher customer service and satisfaction levels

- Enhanced LAI sets up a network-wide first-in/first-out call queue, helping minimize wait time (and frustration) for your callers; it ensures that when a split/skill group becomes available, newer callers will not be placed ahead of a caller already in queue
- Your callers can receive more personalized service because Virtual Routing will pass call-related details (such as how long they've been waiting) to the agent who was automatically identified as the best agent to handle their call
- By leveraging business databases for CTI applications, you can also generate screen pops of customer information (such as customer history and value) to help agents provide optimum personalized, efficient, and satisfying customer service

## Enhance agent performance

- Getting every call to the right agent means every agent can be more effective
- Evenly distributing call loads means agent workload is better equalized
- Sending data along with each call gives agents valuable details that help them do their job better; the information attached to each call may include vector directory number (VDN), caller-supplied collected digits, dialed number identification service (DNIS), or accumulated time waiting
- Your agents can receive caller information screen pops to help them provide rewarding, personalized customer service



## All Avaya products are easy to integrate

As an open-architected product, Avaya Virtual Routing is easily integrated with Avaya DEFINITY® Systems. It can also be paired with Avaya™ Business Advocate to make your multi-site routing even more precise and effective. And managers can access and analyze even the most sophisticated contact center data easily by integrating Avaya™ Explorer.

## To learn more

Please contact your Avaya Client Executive or Authorized BusinessPartner today. Or visit our Web site at [avaya.com/solutions](http://avaya.com/solutions).



### International Telecom Success...

For Hong Kong Telecom, deregulation in the long distance marketplace meant the former monopoly had to face a new challenge: competition. So, delivering superior service became a greater priority than ever before.

Through a single telephone number, Hong Kong Telecom was using four contact center sites—and 1,700 agent positions—to handle all types of customer calls.

For directory inquiry services alone they received about one million calls per day. In addition to concerns about handling high-volume calling, Hong Kong Telecom wanted to equalize service levels and improve agent fairness across all four contact centers.

Best Service Routing was introduced to balance the service level among the centers. Within the first month, the preliminary results were already quite encouraging:

- 35% improvement in the Average Speed of Answer (ASA), and reduction in queue times
- 25% reduction in abandoned calls during peak calling hours
- An average reduction of 10% to 15% in the Avaya DEFINITY System processor occupancy

As W.K. Leung, the technical support manager, puts it: "The balance in call traffic is very encouraging." Hong Kong Telecom was pleased with the results and immediately planned to extend Best Service Routing to other services and locations with different traffic patterns.



## System Requirements

Avaya™ Virtual Routing works with Avaya DEFINITY ECS R6 and later, R6.3 Call Center Deluxe, or R6.3 Call Center Elite, and ISDN-PRI facilities.

For more detailed reporting, Avaya Virtual Routing also works well with Avaya Business Advocate, Avaya™ Call Management System (CMS) R3V6, and Avaya™ Supervisor V6 and later.