



Avaya IP Office CRM Overview



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

Taking CRM to the Next Level

Does better service have to be a bigger challenge?

Today's small and midsize businesses wrestle with conflicting needs. The Customer Economy requires anytime, anywhere service—in the medium of the customer's choice and with the quality we all expect from voice transactions.

At the same time, the benefits of revenue, loyalty, and efficiency must justify the expense and training for the technology that supplies them.

The answer you're looking for

IP Office from Avaya is the best answer for your needs. Our family of solutions gives small and midsize businesses more than the building blocks of advanced office systems and contact centers. IP Office also supplies the tools to manage those communication systems efficiently and effectively. From our spectrum of features and functionality, businesses can purchase for their current needs and scale incrementally for future changes.

Whether your goals include an informal, customer-facing team with service-level and commitment goals, a formal contact center with local or remote agents, or full multimedia contact center services, IP Office can help you achieve them. It truly is the *all-in-one* communication system—all of the functionality, all of the flexibility, and all of the value your business needs to achieve the next level of customer service and success.

IP Office Compact Business Center: Turn opportunity into profit

If you have one or more customer-facing departments, such as sales or IT personnel, you have countless opportunities to increase loyalty and earn business. If your customers are complaining about long wait times—or just hanging up while your staff struggles with feast-or-famine call volumes—you need a contact center solution. IP Office Compact Business Center applies essential call center management techniques to



less formal situations, giving you the ability to monitor contacts, analyze service data, and make every opportunity count for your business.

Your information for your advantage

Compact Business Center is the “standard” IP Office call center application that exceeds every benchmark for quick, effective reporting in a small department. Modular and scalable for seamless integration with your unique business environment, and cost-effective for painless integration with your finances, Compact Business Center gives formal and informal customer-facing departments knowledge that makes a difference:

- Real-time and historical reporting for incoming and outgoing calls that gives managers a snapshot view of current activity and historical statistics for performance reviews and resource management
- Versatile reporting variables for creating real-time and historical views that can range from total calls presented, to calls lost versus calls answered, to calls per queue versus available agents or employees



- Graphical data representation that allows users to create up to four real-time graphs—bar, pie, etc.—for real-time, “at a glance” statistics on the entire system or on specified areas such as departments and hunt groups
- Exportable data in the universal CSV (comma-separated values) format that helps managers evaluate performance levels via their current or chosen reporting package

Computer telephony integration (CTI)—delivered through the IP Office CTI Link Lite—enables even greater convenience and efficiency, including screen pops of pertinent customer information and rapid integration with third-party productivity applications such as Microsoft Outlook.

Overall, Compact Business Center is the ideal way to turn a small, customer-facing department into a large benefit for your business. When you have the ability to set performance objectives, measure and monitor service levels, and manage your team to achieve those objectives, you can turn the simple act of making knowledgeable workers available into a dynamic and proactive business generator that delivers significant bottom-line gains.

IP Office Compact Contact Center: Real benefits for realistic budgets

Contact centers can simultaneously solve and create problems. The ability to quickly understand and respond to customer needs via multiple channels, and in a manner that empowers the customer, can increase

your brand loyalty and improve your market share. But the realities of a contact center—integration with your existing business, managing multiple numbers and agents, repetitive questions, and varying call volumes—can diminish both your benefits and your enthusiasm.

What you need is an advanced contact center that is designed for your managers, agents, and customers but that doesn't ignore your business requirements. One you can implement and administer without forgetting your core business or blowing your budget. The Compact Contact Center option of IP Office gives you these capabilities. A fully featured contact center with a comprehensive suite of reporting and management applications, it's designed for up to 75 local and remote agents. Modular and scalable, it's capable of meeting your current needs—and future plans—quickly and cost-effectively.

Four easy pieces, one solid foundation

Labor and communications comprise as much as 90 percent of the costs in a contact center. The challenge, then, is to maximize the productivity of your resources. Compact Contact Center does this with four complementary modules, packaged as a suite for client/server operation on a Windows NT Server 4.0 or Windows 2000 Professional Server platform. A common database with IP Office allows a single point of configuration for simplified management and maintenance of all modules and eliminates the accuracy loss that can happen with multiple databases. Each module performs a set of specific, valuable functions for your business:

- Call Center View combines real-time service monitoring and resource staffing to improve service and lower costs. Eighteen screens monitor everything from alarms to agent status to trunk use, helping managers evaluate activity while agents stay on top of it. Exception management means Call Center View does the routine work: supervisors are only informed when parameters are exceeded, freeing them for more productive work.
- Wallboard Manager delivers wallboard functionality to both the contact center manager and agent desktops, while giving supervisors the choice between traditional wall-mounted and PC-based wallboards. Users can personalize their wallboard configurations, and the ability to upgrade on the host PC platform helps growing businesses add to the standard 30-wallboard capacity of the server at minimal cost.
- Report Manager delivers in-depth historical reporting on customer-facing activity for refined evaluations and enhanced resource management. Forty-eight standard report templates measure overall, individual, or team performance, and additional parameters may be set for unique needs. With the Report Designer option, contact center managers can further tailor reports for ad hoc queries and exception management.
- IP Office Manager allows supervisors to change the “settings” of a contact center—agent names, campaign titles, call routing patterns, or group memberships—quickly and simply from any PC connected to the LAN. It can even be installed on the same PC as Call Center View, Wallboard Manager, and Report Manager, giving the supervisor every tool on a single desktop.



Additional tools for service improvements

When you can tailor all necessary aspects of the customer experience, you're better equipped to deliver progressive improvements in service. That's why IP Office provides the VoiceMail Pro option, with key features that help you further refine customer relationship management in your business:

- Advanced Call Flow helps businesses customize the pre-connection call experience with in-queue announcements, self-service options, multiple routing factors, and specific actions for a given time or day of the week. Through an easy-to-use graphical interface, both call flow and the customer's experience can be modified for special offers, staff levels, and other changes in the contact center—adding to the value the live agent will provide.
- Queue Announcements in IP Office range from basic to custom. At the basic level, callers are routed to an automatic message whenever their destination agent is busy. Advanced options include adding specific information the customer



will appreciate, such as their position in the queue, an estimated time until answer, and the option to leave a message.

- Campaign Manager™ is the agent's extra hand, automating repetitive tasks and questionnaires for inbound calls or campaigns to leave your personnel free for more complex calls. Around the clock, Campaign Manager answers calls, presents clear and uncomplicated questions, and records caller responses—giving callers the ability to interrupt the recording at any time. Agents can collect completed transactions via a Web browser or short code number, transcribe the responses for their records, and use the graphical interface to create or customize questionnaires.
- Recording Services, to help managers train agents and monitor abusive callers, can be initiated manually by the agent or automatically by system settings. Recordings can be recalled just like voice mail for evaluation and appropriate action.

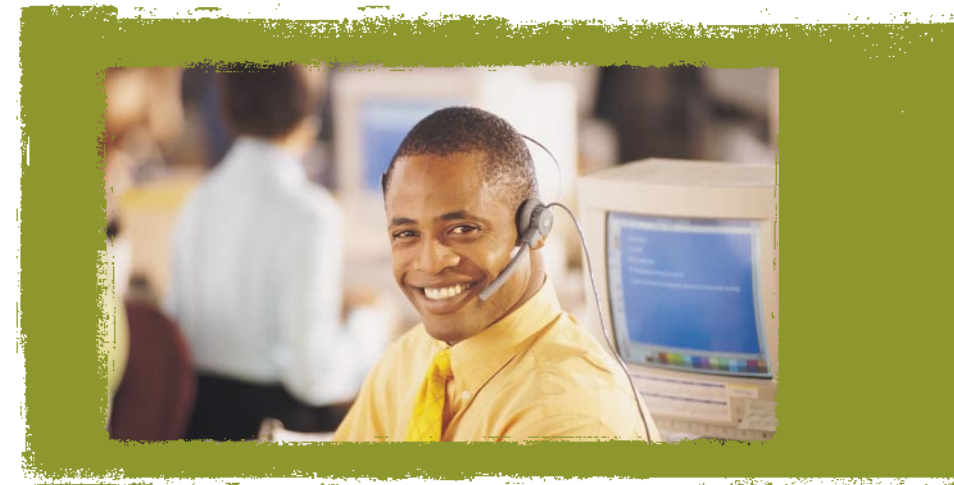
As with Compact Business Center, CTI functionality is delivered through an optional package, IP Office CTI Link Pro. This package enables screen pops of pertinent customer information and open standards for third-party applications use. Compact Contact Center also gives managers the ability to control more than one contact center from a single location—the ultimate resource management advantage for companies with multiple small installations.

IP Office Interaction Manager

As the Internet drives the convergence of voice and data communications, telephone interaction is accompanied by an ever-increasing number of e-mail, fax, and Web contacts. Customers want to reach out and receive responses in the format that's most convenient for them—which creates multiple challenges for you. Even if you don't have a formal contact center, your success depends on your ability to manage support and service levels for this spectrum of communication channels.

IP Office Interaction Manager helps you do both with a unified customer interface for all media types and real-time information delivery to agents. Ideal for informal, customer-facing departments or a dedicated multimedia contact team, Interaction Manager is a stand-alone application that does not integrate with Compact Contact Center. Its four multimedia components—telephony, web chat, web call back, and e-mail—contribute to a unified environment for managing customer interactions:

- Telephony handles all phases of caller traffic: logging in to the database, attaching associated caller details, and forwarding calls and details to the telephony server by predetermined routing rules. Simultaneous presentation to the agent ensures better-prepared agents and better-served customers.
- Web chat lets customers request live, "one-to-one" chat sessions and conduct them even as they browse your company's Web site. Customers and agents view questions and responses in real time, and agents can serve in multiple simultaneous chat rooms. The Web sensing option even suggests helpful steps to customers based on their actions



within your site. And it's all based on Microsoft Chat, so customers don't have to download software.

- Web callback allows customers to "get in line" for agent help while they browse your Web site by filling out and submitting an online HTML form. The e-mail server routes the forms according to predetermined rules and populates the database with a record of the message. Web callbacks can also be used for order forms, surveys, or information collation via the Web.
- E-mail in Interaction Manager keeps you focused on messages that matter by automatically sorting e-mail messages, weeding out junk mail, and routing legitimate messages according to predetermined rules. Interaction Manager e-mail reduces agent workload by immediately acknowledging e-mail receipt to the sender, providing screen pops to agents, and providing response templates to frequently asked questions (FAQ).

Working together, the four multimedia components of Interaction Manager form a comprehensive setup, processing, and management solution that helps businesses provide quality service on multiple levels of communication.

Manage your customer relationships with ease

Avaya IP Office CRM applications provide the tools small and midsize businesses need for effective customer relationship management. From small, informal, customer-facing departments to fully functional contact centers, IP Office delivers advanced features and functionality with the simplicity and savings you require.

As a world leader in customer relationship management solutions, Avaya helps businesses of all sizes achieve their goal of focusing on the customer. IP Office, the newest member of our Enterprise Class IP Solutions (ECLIPS) family, delivers our unique expertise in voice communication, computer telephony integration, and partner technologies to small and midsize businesses. Avaya CRM solutions like IP Office are designed to support meaningful, integrated, and secure customer interactions—meeting their expectations to ensure long-term relationships for you.