

Avaya Aura™ Contact Center 6.1

Overview

Avaya Aura™ Contact Center 6.1 (AACC 6.1) is a context-sensitive, collaborative, voice and multi-media customer contact solution that allows enterprises to anticipate, automate and accelerate customer interactions. AACC 6.1 intelligently routes up to six simultaneous multimedia contacts to the most appropriate resource through a unified agent interface. By creating a complete view of the customer and the context of their interaction, AACC 6.1 allows enterprises and organizations to manage the customer experience in a way that consistently delivers a superior level of engagement. AACC 6.1 enables the ability to reach out to customers proactively, combines historic and real-time contextual information about a customer to improve the quality of interactions, optimizes agent utilization and productivity, and enhances supervisor performance to deliver superior customer experience and drive sustainable business growth.

A software application that runs on commercial off-the-shelf servers, Avaya Aura™ Contact Center 6.1 is the ideal solution for customers who need the flexibility of an open, reliable multimedia solution. In addition it is also the next upgrade step for customers who have deployed:

- Avaya Aura™ Call Center Elite for customers who want to add powerful multimedia channel capability to their Elite voice systems
- Avaya Contact Center Express
- Avaya Aura™ Communication Manager 5.2 and Avaya Aura™ for Midsize Enterprise CM 5.2.1
- Avaya NES SCCS, Contact Center 6.0, 7.0 or 7.1 over the Application Messaging Link to Avaya CS1000
- Avaya NES CC 7.0 or 7.1 using a SIP/OCS based integration to Avaya CS1000

- Avaya NES CC 7.1 Express via SIP on Avaya CS1000

Features and Benefits

Avaya Aura™ Contact Center 6.1 includes many new and enhanced capabilities that help enterprises and organizations improve customer satisfaction, increase revenues and profitability, and enhance agent and supervisor productivity while reducing CAPEX and OPEX costs. AACC 6.1 addresses the needs of all stakeholders including the line-of-business manager, contact center manager, IS/IT manager and agents. The following are some of the key capabilities:

Agent Efficiency

- **Avaya Aura™ Agent Desktop:** This unified agent desktop allows agents to simultaneously handle multiple contacts of various media types. The e-mail editor, auto suggest, auto response, web push and context sensitive handling capabilities substantially enhance agent

productivity while minimizing training requirements.

- **Agent quality, motivation and performance:** The ability to offer flexible, at-home teleworking arrangements, allows contact center managers to hire the best agents, motivate them, improve performance and reduce agent turnover. Avaya Aura™ Offsite Agent is an optional add-on feature that is currently supported for contact center deployments with Avaya CS1000.
- **Proactive interaction:** Preview and Progressive outbound dialing enables enterprises and organizations to utilize their agents for revenue generating activities. The ability to reach out to customers with timely information increases up-sell opportunities, resulting in higher revenues and profitability. It also helps shape the type and number of inbound contacts.

Supervisor Effectiveness

- **Service Creation Environment (SCE):** The drag and drop menus in the graphical user interface of the SCE makes it easier and more efficient to develop routing scripts with fewer errors, easing the need for specialized resources. More importantly, it makes it easier and faster to modify workflows to meet changing business requirements.
- **Simplified Administration:** Common, web-based administration for contact center supervisors and managers reduces configuration complexity, eliminates duplication, reduces errors, and lowers implementation time and cost. It also allows contact center managers to maintain multiple contact center nodes over the web from a single point.
- **Unified Reporting:** On-board reporting with standard or customized, tabular and graphical, historical and real time displays with dynamic filtering provide easy-to-read information on Key Performance Indicators (KPIs), contact

summaries and consolidated reports. This reduces the time spent analyzing data and allows more time for coaching agents so that both agent and supervisor productivity can be greatly improved.

Architecture, Scalability, Security & Reliability

- Open standards based solution:** The Avaya Aura™ Contact Center 6.1 SIP-based architecture makes it easy to develop, implement and maintain screen pops reducing time, effort and cost required to launch new capabilities to further enrich the context and information presented to agents. Standards based Web Services simplify the integration between the contact center and back office applications allowing enterprises and organizations to quickly and easily adapt to changes. For example, the Avaya Open Queue Web Service allows any media type to be routed into the contact center, including social media such as Twitter and Facebook. Additionally, a Web Service integration is provided for quick and easy integration with Salesforce.com, as well as other CRM systems. The SIP based solution simplifies the architecture, and reduces the need for expensive and time consuming CTI deployments.
- Low server foot print and scalability:** Avaya Aura™ Contact Center 6.1 is appropriate for a wide range of deployments from single-server to midsize and large enterprise deployments. Multi-site, virtual contact center deployment is supported on Avaya CS1000 for up to 30 nodes.
- Enhanced security and authentication:** Enhancements to security include single sign-on and authentication with Microsoft Active Directory reducing repetitive authentication.

Platform	Releases	Voice Only Agents	Multimedia Agents (includes voice)
Avaya Aura™ (MBT)	5.2.1	300	300
Avaya Aura™ (Standalone)	5.2.1	1000	1000
Avaya Aura™ with Elite	5.2.1	0*	300 MBT 1000 Standalone
CS1000 SIP	5x, 6x, 7x	1500	1500
CS1000M AML	5x, 6x	2250	2250
CS1000E AML	5x, 6x	3350	3000
CS1000E AML	7x	5000	3000

* Zero applies to voice channels on AACC. Customers can have voice agents on Elite as per Elite limits.

- Reliability:** Real-time shadowing and automatic switchover for all core application components: call processing, multi-media, administration and CTI, with zero-touch recovery ensures seamless uninterrupted operation.
- Virtualization:** Support for both Microsoft Hyper V and VMWare virtualization environments facilitates server consolidation and deployment flexibility saving CAPEX and OPEX.
- Rich 3rd party developer ecosystem:** SIP, SOA and Web services interfaces encourage a rich ecosystem of third party application developers to develop and integrate applications to meet the specific needs of enterprises.
- Avaya Voice Portal (AVP):** Avaya Voice Portal 5.1 can be used as an IVR front end to Avaya Aura™ Contact Center. AVP is a software based platform that provides intelligent agent selection with segmentation and offers advanced wait treatments. AVP also includes an advanced development environment, Dialogue Designer, that is used for quickly developing process and workflows.
- Avaya Aura™ Workforce Optimization (AAWFO):** Avaya Aura™ Workforce Optimization is a unified suite of applications for analyzing and optimizing customer interactions within the contact center across every touch point. The AAWFO solution provides companies with the information they need to make intelligent decisions about agents and processes, and to improve the quality of customer service they deliver.

An Integrated Contact Center Suite

- Avaya Aura™ Call Center Elite:** Now Avaya Aura™ Call Center Elite customers can add an affordable multi-channel solution with Avaya Aura™ Contact Center. While preserving investments in Elite voice based call center capabilities, business can add intelligent routing of e-mail, web chat, SMS text, fax and scanned documents for agent handling.
- Avaya Contact Center Control Manager (ACCCM):** Avaya Contact Center Control Manager provides centralized operational administration exclusively for Avaya Contact Center Applications (i.e. Avaya Aura™ Contact Center, Call Center Elite, etc.). This allows one-time definition and on-going management of the following entities and data relevant to contact

center systems: Agents, Skills, Vector Directory Number, extensions, call flows, Integrated Voice Response working hours, dynamic prompts and menu content.

Customer satisfaction

- **Increased access options:** Intelligent routing of up to six multimedia contacts including voice, Instant Messaging (IM), Web Chat, SMS text, e-mail, voice mail, fax and scanned documents through an open, universal queue offers customers numerous contact options. The multimedia capability helps enterprises and organizations promote the concept of 'always-open-for-business', increasing customer options and ease of access.
- **Context preservation:** Information such as the customer's immediate prior activity, historical data and social attributes help anticipate user needs and facilitates higher rates of First Contact Resolution (FCR), and enhances contact center efficiency. Anchoring the customer contact on the SIP Media Application Server ensures that agents, experts and supervisors have access to information about the customer's context. Customer context information will be used by the work assignment engine in the future to fine tune the match between incoming customer interactions or work and available contact center and enterprise resources.
- **Social media integration:** Ease of integration with social networks provides options for business managers to nurture, build and promote brand image, and equally importantly, resolve issues before they balloon out of proportion. Avaya Aura™ Contact Center 6.1 integrates with Avaya Social Media Manager which analyzes and categorizes Twitter and Facebook contacts so that they can be prioritized and routed into the contact center for handling by an agent.

The Value for You

Avaya's vision for next generation customer care is about delivering superior Experience Management. Increased competition, changing demographics, the growth of new communications media, and more demanding customers, require businesses to consistently deliver higher-value customer service and effectively manage their customer's experience.

Context is critical to Experience Management. Knowledge of customer's most recent activity, past history, purchase behavior, and preferences provides a wealth of information and a rich context for the interaction. Businesses that harness this context to deliver superior experience differentiate themselves from their competitors.

Avaya Aura™ Contact Center 6.1 is a standards-based customer contact solution that allows enterprises and organizations to:

- Offer more customer access options to improve satisfaction and loyalty
- Improve agent utilization and productivity through multiple contact handling and agent efficiency features
- Use real-time and historical customer data to frame the appropriate context for each and every interaction and first contact resolution
- Equip managers to administer the contact center, analyze performance through unified reporting, learn and apply best-practices to continuously improve the agility of the contact center
- Manage the customer's experience, both assisted and automated, to quickly solve customer issues and increase profitable revenue opportunities

- Evolve from queuing and routing to Resource Selection and Work Assignment
- Use SIP, SOA and Web services to flexibly connect and open the enterprise, eliminate cost and complexity and facilitate integration to business processes and social media
- Provide migration paths to protect, extend and grow investments, optimize cost and improve performance
- Ease deployment of reliable, resilient contact centers with uninterrupted operation

Enterprises and organizations can achieve these benefits while preserving existing infrastructure investments and enhancing flexibility, tightening security, augmenting service availability and saving CAPEX and OPEX.

Learn More

For more information about Avaya Aura™ TM Contact Center 6.1 contact your Avaya Account Manager, Avaya Authorized Partner or visit us at avaya.com.

Avaya Aura™ CC 6.1 Requirements at a Glance

Switch	Avaya Aura™ Communication Manager (CM) 5.2.1 standalone and Avaya Aura™ for Midsize Enterprise CM 5.2.1; Avaya CS1000 R 5.0, 5.5, 6.0, 7.0
Operating system	Windows Server 2008 R2, 64 bit Standard and Enterprise Editions
Client	Windows XP, Vista, Windows 7.0
Processor	Quad Xeon 2.8 GHz with 8Gb of RAM
Virtualization	Microsoft Hyper V, VMware vSphere 4.0
Agent / Supervisor Devices	<p>Avaya Aura™ Contact Center 6.1 configurations with Avaya Aura™ 5.2.1 (including MBT 5.2.1):</p> <ul style="list-style-type: none"> Includes an embedded IP softphone in the Avaya Aura™ Agent Desktop (AAAD) 4600 Series IP Desk phones 9600 Series IP Desk phones <p>Avaya Aura™ Contact Center 6.1 configurations with NES CS1000:</p> <ul style="list-style-type: none"> 11xx Series (as Agent or Supervisor) 1150E Series 12xx Series (as Agent or Supervisor) – 1230 recommended i2002 (as Agent) i2004, i2050 softphone, M3904 & M3905 (as Agent or Supervisor)

Avaya Aura™ Contact Center 6.1 Supported Capabilities at a Glance

Agent desktop	Avaya Aura™ Agent Desktop (AAAD)
Multichannel	Fully blended support for voice, e-mail, Instant Messaging (IM), Web Chat, FAX, SMS and generic user contact types.
Multiple Call Handling	Up to 6 simultaneous contacts can be handled by an agent (One voice call and up to five additional non-voice contacts).
Offsite Agent	Avaya Aura™ Offsite Agent solution allows contact center agents to work from any remote location whether that be a home or via a mobile phone.
Virtual Contact Center	Supports networked skills based routing for voice and CTI data across up to 30 nodes in a single Virtual Contact Center. This capability is supported only on Avaya CS1000 configuration.
Reporting	Granular and customizable real-time and historical reporting for voice and multimedia.
Scripting/Workflow	Built-in Graphical Service Creation Environment (SCE). Legacy text-based scripting fully supported and can be imported into SCE.
Self Service	Avaya Voice Portal; MPS 500 or MPS 1000 3.0, 3.5 (FP 2/3)
Outbound Campaigns	Preview and progressive outbound dialing with campaigns manager is built-in (requires separate RTU license).
Workforce Optimization	<p>Avaya Aura™ Workforce Optimization (AAWFO) is built-in and does not require the separate configuration and licensing of DMCC, TSAPI and CTI licenses</p> <p>Note: SIP Call Recording will be available in December 2010 for CM deployments and in March 2011 for CS1000 deployments</p>

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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