

Avaya Contact Center Express 4.0

Overview

Avaya Contact Center Express (CCE) is a cost-effective, easy-to-implement, screen pop contact center solution specifically designed for Avaya Communication Manager and Avaya Call Center Elite; CCE supports powerful multi-channel communication capabilities for voice, email, fax, web chat (MSN and AOL) and SMS messaging.

CCE is a Microsoft Windows based application suite that leverages the powerful resident routing capabilities and proven reliability of Avaya Communication Manager to deploy multi-media contact center strategies. It consists of easy to use applications and a framework of server components that can be used to CTI-enable existing solutions or build new, high quality applications. It is easy to implement and simple to use and maintain.

Avaya Contact Center Express provides a flexible, cost effective and midsize business solution for many of today's enhanced contact centers that have requirements traditionally considered expensive and time consuming to implement.

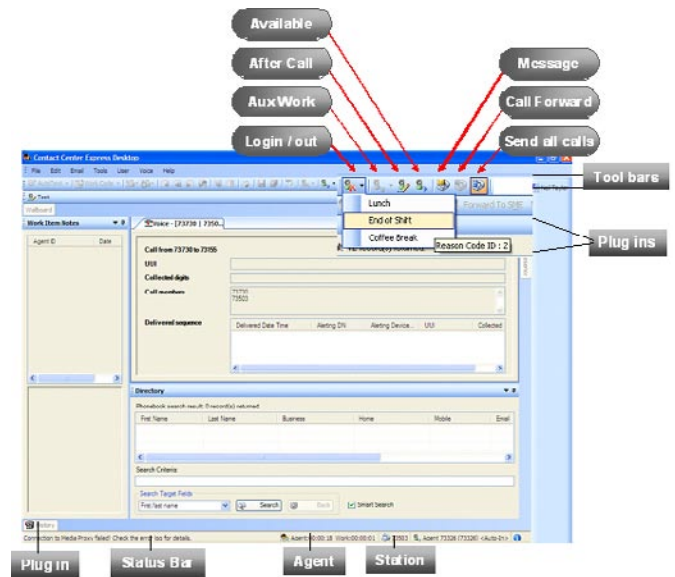
For example, Contact Center Express also delivers:

- Out-of-the-box desktop applications for supervisors.
- Framework applications: intelligent routing, interaction data and centralized configuration.
- Outbound preview dialing, either automated or agent-initiated.
- Powerful application development tools for complete customization and integration.
- Simple and fast wizards for desktop screen pops and routing rules.

- Integrated real-time and historical reporting.

Key Benefits

- Enhanced Customer Service
 - Leverage routing capabilities of Call Center Elite to enhance first call resolution and satisfaction.
 - Consolidate information repository captures relevant transaction/business outcome data for each contact.
- Improved Efficiency
 - Unified agent desktop with a custom dashboard, work item details, customer history, directory access, supports agent anywhere in the world for quick and accurate handing of multimedia contacts.
 - Management portal gives supervisors operational insight into performance through a supervisor application to enhance agent monitoring and coaching.
 - Built in multi-channel real-time and historical reporting with pre-defined report views and custom report designer – creating a new level of insight for agents, supervisors, and business units.
- Lower Total Cost of Ownership
 - Rapid application development suite that substantially reduces the total cost of ownership providing quick time to market at a lower cost.
 - Common industry standards support minimizes incremental resource needs and enables easy and fast implementation and maintenance.
 - Secure handshake between CCE and AES removes the need to purchase separate licensing.
 - Remote agent reduces facility costs, expands agent pool, and increases agent satisfaction reducing turnover.
 - Software support and upgrades providing entitlement to licensing of future software releases.



Components: Desktop, Server, and Developer Toolkit.

Desktop: Overview, Applications and Plug-ins

Contact Center Express Desktop is the flagship desktop application for presenting multimedia work items to agents. With a plug-in architecture to give agents everything they need in one screen, agents can reply to work items, view call history, search a directory for a phone number or email

address, record customer notes, insert auto text, spell check their work, or print work items. Additionally, the desktop distributes internal help and customer records, prompting an agent to initiate contact with customers.

Contact Center Express Desktop also provides access to many external applications and plug ins within the interface so agents don't have to minimize their work screen, allowing a different application to be launched depending on the work item type and task required. Here are a couple of key examples:

Wallboard is a plug-in to the unified agent desktop that displays real-time statistical information about queue, agent, or skill status. Statistical information is sent to Wallboard from the Interaction Data Server (IDS). Wallboard can be used as a Desktop extension or a standalone application.

Supervisor enhances the CCE desktop application to allow agent activity monitoring, observing, assistance, or coaching through a management specific view.

Reporting is a plug-in to the CCE desktop for managers and administrators to examine all facets of their multimedia environment. It contains ready to use templates and allows use of the Report Designer and supplied reporting schema. The tool retrieves data from the Interaction Data Server (IDS), which can be displayed in grid or report layout. The Report Designer tool allows creation of custom reports.

- Real-time reporting provides current blended data on multi-channel Agent, Device, Queue, Split/Skill and VDN statistics in your contact center.
- Historical reporting provides historical blended data on multi-channel communications from an Agent and Customer perspective.

Optionally, an Avaya Call Management System (CMS) interface enables CCE data to be displayed via CMS reporting via a collection mechanism to pull data into a CMS Informix database.

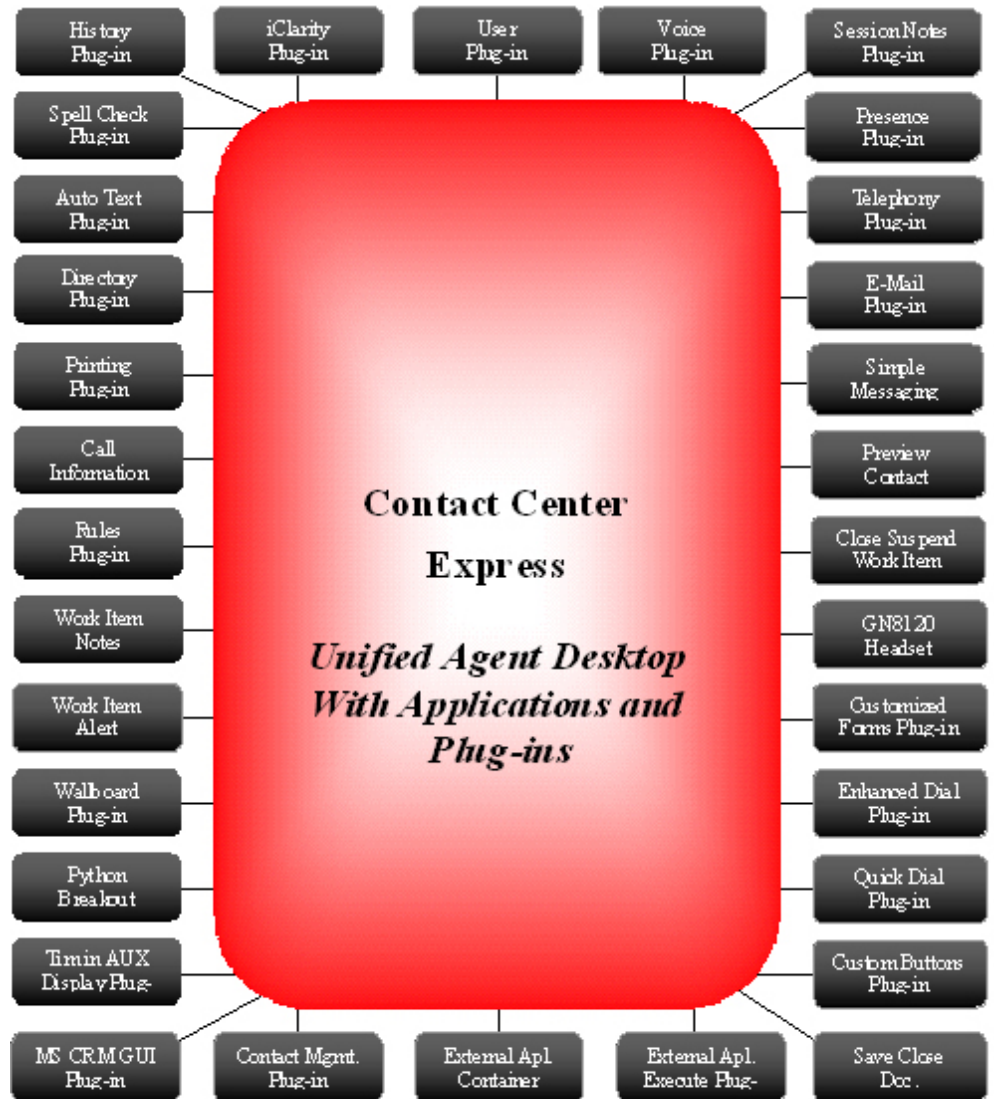
Desktop Plug-ins:

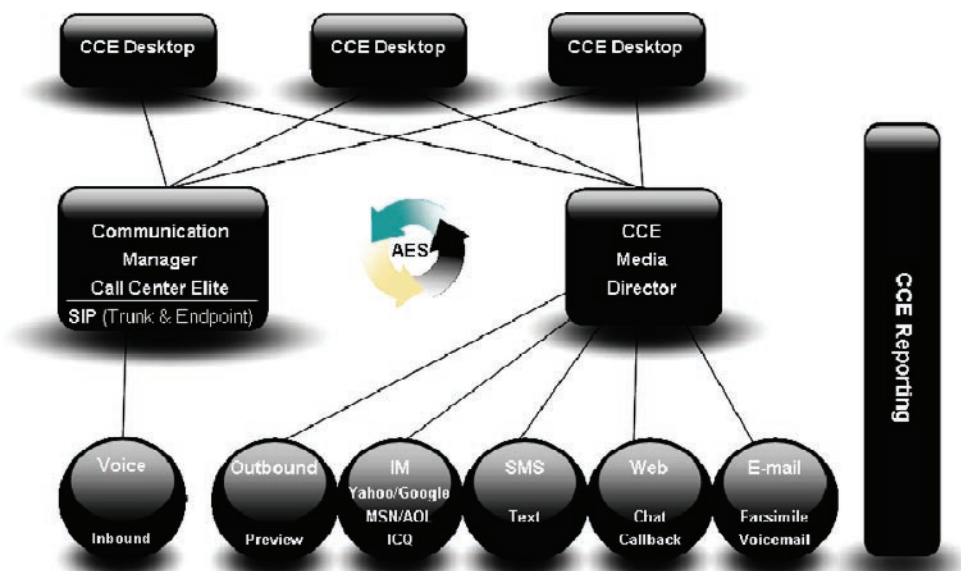
CCE comes with a wide variety of ready to use Plug-ins and also allows the addition of new, custom plug-ins to a system.

Server: Directors, Media Stores, Gateways, Services, Database and Plug-ins:

Media Director and Voice Director distribute work items to contact center agents using the queuing algorithms built into Avaya Communication Manager.

Media Stores work together with the purpose of delivering work items to contact center agents. The Media Stores are:





- Voice Media Store – delivers contact related information to the agent desktop and provides voice interaction data for reporting. Enhanced capabilities such as customer requested or abandon calls can generate a preview contact, or priority customer and last agent routing.
- Preview Contact Media Store – distributes customer records to an agent so the agent can initiate contact with the customer by phone.
- E-mail Media Store – receives emails from one or more mail servers using POP3 and distributes to certain queues based on segmentation and routing rules.
- Simple Messaging Media Store – provides common messaging functionality to blend customer text based messages with inbound telephone calls. Sits between Media Director and the following simple messaging gateways: Web Chat Gateway, MSN Messenger Gateway, AOL Instant Messenger Gateway and Short Message Service Gateway.

When an agent is available, a work item reference is sent to the correct CCE Desktop application based on the specified work item type. Contact Center Express Desktop uses the reference to retrieve the data directly from the actual work item at the Media Store.

Application Management Service provides management and monitoring of all media stores, license directors and media directors: Application Management Director (display state of servers) and Control Panel (start/stop, view, change server information, display alarms and notifications).

Call Routing Server enables intelligent call routing for inbound calls by matching call data with customer information, contact center statistics or agent availability.

Interaction Data Service is an application that monitors VDNs, splits/skills, trunk groups, and agent extensions to gather detailed statistical information about all facets of a contact.

ASContact Database is an SQL database for storage and maintenance of directory data.

Plug-ins such as SQL Plug-in, Rules Plug-in, SOAP Plug-in, Script Plug-in allow integration of CCE server applications with SQL server databases, external services (i.e. Web or SOAP service), or scripting engines without the need for extensive new development.

Virtual Agent is a service that provides Avaya Voice Portal integration and distributes calls to and monitors IVR ports. Allows non-CCE Desktop applications to access work item data without an agent intermediary.

Developer Toolkit

XML Client-Server platform or ActiveX Component Object Model toolkit objects allow developers to quickly build CTI applications. Developer controls make it is possible to build the foundation of a soft phone with no coding required.

Partial List of CCE 4.0 Pre-defined Reports Examples (over 30 report types are available)

- VDN Graphical Call Profile
- VDN Graphical Service Level
- VDN Service Level
- Agent Group Summary
- System
- Split/Skill Summary
- Conversations And Interactions
- Customer Statistics (Order by agent)
- Program Interactions - Date Details (Order by agent)
- Program Status
- Work Code – Summary Bar Chart
- Integrated Service Level

Contact Center Express Platforms Supported

Telephony	Communication Manager 3.X, 4.X, 5.X
ACD	Elite Call Center 3, 4, 5
CTI	Avaya Application Enablement Services 3.X, 4.X.
Internet and Extended Reporting	Internal CCE real-time and historical reports CMS 9, 11, 12, 13.X, 14, 15 BCMR (release 2, version 4)
Self Service	Voice Portal 3.X, 4.X Avaya IR (Interactive Response) 1.X, 2.X, 3.X, 4.X
Extended Outbound	Proactive Contact 3.X, 4.X
CRM	Microsoft CRM 3.0, 4.0
Browsers	Microsoft Internet Explorer 5.5 (and later)
SIP	SIP Trunk and Endpoint 16CC for fully SIP compliant multimedia contact center AES 4.1 and later to provide CTI to SIP endpoints

Avaya Call Center Elite: The CCE Foundation for a Total Customer Service Solution

Avaya Call Center Elite (Elite) is built upon proven and innovative automatic call distribution (ACD) technology and offers a suite of call routing and resource selection capabilities designed to help agents handle calls more effectively and boost the overall level of a call center's productivity. Elite and Contact Center Express (CCE) function together, in full synchronization, as a single, high performance multimedia contact center. The media channels of CCE (Voice, Preview Dial, Email, IM, SMS and Web Chat) are able to leverage all the capabilities of Elite call center as no other solution can.

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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