

## Avaya Proactive Contact

### A proactive customer service approach

Does your contact center have agents who inevitably encounter periods of idle time throughout their day? While many organizations accept this as the “cost of doing business”, your organization could turn this idle time into an opportunity to improve service, generate revenue and improve efficiencies. By enhancing contact centers with advanced customer outreach capabilities that increase the productivity of agents and drive new cost-efficiencies, you can complete a higher volume of customer interactions and yield more satisfying customer experiences. And, most importantly, improve business results.



Proactively contacting customers can make your contact center the profit-center it should be. With an outbound customer contact solution that is tailored to your business needs, you can reach out to your customers in ways they welcome and even appreciate. Think about the positive impact of personally welcoming each new customer, or of calling with appointment reminders or to renew a service.

This shift in thinking is embodied in using proactive contact and allows your business to “fill the gaps” in your contact center agents’ days. By integrating outgoing campaigns into your contact center strategy you can help increase agent utilization, improve customer service and support, and make your business more profitable.

But many organizations haven’t considered this because they are concerned about how to manage the process of blending inbound and outbound calling as well as blended call teams. They wonder how to manage the volume of calls while, at the same time, meeting service level and regulatory compliance requirements as well as organizational goals for your outbound teams.

You can manage all of this and enable your business to differentiate your products and brand by implementing blended outbound and inbound communications capabilities. By using a proactive call-blending solution you can also:

- transfer available calls to a blended team of inbound or outbound agents and teams.
- initiate targeted communications with customers to meet quickly changing requirements.
- generate more revenue with dynamic sales and marketing campaigns.
- build loyalty with improved customer care.

### The Solution: Avaya Proactive Contact

Avaya Proactive Contact is 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 contact centers.

Whether a customer service strategy requires inbound, outbound or a blended agent approach, Avaya Proactive Contact works in concert with your Avaya Contact Center solution to help increase agent productivity and can result in



significant return on investment. Contact centers can achieve more transactions per hour, deal more positively and effectively with customers, and significantly raise performance and productivity of both agents and operations.

Exclusive technologies include Avaya's proven predictive dialing technology, enhanced call progress analysis, automatic control of service levels, plus health monitoring and management.

Advanced call blending capabilities provide multiple options for integrating inbound and outbound calls. For instance as inbound volume increases, Proactive Contact Blending can be based on either call overflow or predictive analysis of inbound call trends. Sporadic inbound overloads and agent idle time are minimized, while contact center productivity is maximized.

### **Automate Service Level Achievement and Regulatory Compliance**

Ensuring service level attainment as well as managing regulatory and corporate compliance can become quite challenging. If campaigns goals are not met, business sales, service, and customer satisfaction goals can be significantly affected. If mistakes are made in regulatory compliance, the results can be staggering: costly lawsuits, losses from fines, decrease in customer confidence and negative press.

With Proactive Contact you can get the most consistent service level results using an industry unique call pacing feature, Cruise Control. With Cruise Control, it is not necessary to monitor or adjust settings to meet and manage service levels. The system does it for you.

With Cruise Control, compliance management is made simpler. When you define a job or campaign, you set up the call pacing method and service level goals based on the type of calling activity you want

to complete. This means that even under the most stringent conditions, including highly restrictive legislative targets, you can be assured that your outbound jobs and campaigns will help you attain your goals.

### **Gain a Single Customer View with Integrated Reporting and Analysis**

Proactive Contact is fully supported within Avaya's contact center performance management solution, Avaya IQ. Avaya IQ is a comprehensive reporting and analytics environment which consolidates outbound activities from Proactive Contact with inbound Avaya Call Center call data. It consolidates agent data on inbound and outbound calls, and provides insight and answers to what's really happening to customers and whether agent productivity and service effectiveness is being optimized.

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.

The Avaya Proactive Contact boasts superior voice detection technology for driving down agent idle time and increasing right-party connects. Effectiveness tools, with features that allow agents personal ownership of selected accounts, help deliver on promises to pay or buy, and encourage fewer abandons. Key Capabilities include:

- **Proactive Contact System.** Optimize agent utilization and achievement of business goals all the while ensuring management of Nuisance Calls.

- **Predictive and Preview Dialing** – Predictive Dialing dials ahead of the agent, screens out answering machines and busy signals, and only passes a live customer, with customer data, to the agent when available. Preview dialing gives agents the ability to review customer data on screen before the call is placed.
- **Enhanced Call Progress Analysis** - Proactive Contact voice detection delivers maximum number of live connects to agents by accurately detecting live voice, autovoice, and busy signals with up to 98.9% accuracy.
- **Cruise Control** – Guarantees service levels are met by automatically adjusting call pacing, accounts for agent talk time, answer rate, number of agents available, and other factors. With Cruise Control, no need for the supervisor to continuously manually adjust call pacing to stay below abandon rate targets. Cruise Control determines the nuisance forecast, agent arrival forecasts and agent states, and self adjusts itself based on the number of agents while ensuring service levels up to 99.9%.
- **Proactive Contact Supervisor Suite.** A powerful set of supervisory tools that gives contact 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, it provides simplified calling list management, easier scheduling, record-specific scripting and messaging, and user-friendly agent keys and completion codes. The Proactive Contact Supervisor includes the following client applications:
  - **Editor** - A set of tools to create and edit all aspects of campaigns. Includes Phone Strategy to set how phone calls will be placed, Record Selections to determine who will be called and Job Setup to define how the campaign will be configured. Easy to use wizards and an intuitive user interface simplify setting up Do Not Call lists, scheduling repetitive tasks to run automatically, defining Agent Keys and Completion codes, and managing system messages.
  - **Monitor** - Real-time reporting on all systems, jobs and agents. Managers can make immediate changes to campaigns in real-time based on the results avoiding the unnecessary stopping and starting of jobs or campaigns. Monitor can also alert managers when thresholds are exceeded.
  - **Analyst** - A powerful query, report, and analysis tool putting ad hoc reporting in the hands of call center managers providing consolidated reporting for multiple Avaya systems and longer-term storage of data.
  - **Health Manager** - Proactively communicates service outages to key stakeholders. Allows customers to self diagnose system issues and quickly recover in many cases.
  - **Roles Based Access** - Allows system administrators to create individualized or group roles that allow system access to specific applications and features based on the user's role, needs, and system knowledge.
- **Systems Management and Administration.** Centralized control and administration helps unify disparate outbound customer care operations into a single, highly efficient system. Multi-dialer management capabilities enable a single supervisor to manage multiple dialers across the enterprise.

These capabilities combined with proactive, real-time monitoring of system health and status, the ability to diagnose system issues and implement recovery, and other benefits like rapid implementation and open architecture, can provide a solid return on your contact center investments.

- **Flexible Deployment Options.** Avaya Proactive Contact offers two primary deployment options to better meet specified program requirements: Proactive Contact software with CTI or Proactive Contact software with the Avaya Proactive Contact Gateway for higher volume needs. For the latter option, businesses can choose to purchase Proactive Contact software and the Proactive Contact Gateway and source other necessary components themselves

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 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.

- **End to end security.** End to end integrated security measures help you gain the piece of mind that your systems and customer information are safe. Proactive Contact systems are actively monitored for any undesirable activities such as bad logins, and all database access and passwords are protected.

For example, all data transmissions, including the user name and password, are encrypted and all passwords are aged; Telnet sessions and ftp sessions are secured; all communications between the agent desktop and the dialer are encrypted and are transparent to users.

Proactive Contact also includes a role of Auditor in the Supervisor application. It provides capabilities for monitoring log-in behaviors and helps in monitoring potentially unauthorized attempts to access the system.

- Applications Integration. Proactive Contact includes an Event Services and Agent API SDKs to ease integration of third party applications and data into outbound customer care. The Event Service SDK provides an open CORBA interface to accelerate integration with existing proprietary and third-party applications. An Agent API SDK enables developers to integrate data from a host and Proactive Contact to build customized agent interfaces that meet a call centers specific needs.

## Boost Efficiency and Customer Satisfaction with Avaya Proactive Outreach

Outbound self-service is an emerging customer service approach in which organizations leverage voice self-service in combination with outbound dialing capabilities to reach out to customers with informational or transactional requests before they call the contact center.

Avaya Proactive Outreach, a new solution from Avaya, combines the power of Proactive Contact with Avaya Self Service to further boost efficiency and improve customer service satisfaction. By using outbound self-service to deliver preemptive, proactive care, enterprises can automate transactions as well as ensure timely delivery of relevant and meaningful information.

## 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.

## Avaya Proactive Contact: A World Leader

Avaya 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.

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 economy.

## Avaya 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. Organizations have the benefit of 24x7 coverage, easy to install service packs and updates, remote telephone assistance, and access to comprehensive technical documentation and self service help options.

Avaya Professional Services offers expertise in consulting, planning and design, implementation, management, and maintenance. In addition, Avaya security and business continuity consultants are certified and can help you protect your business and diminish risk.

## Learn More

To learn more about Avaya Proactive Contact and services please visit us at [avaya.com](http://avaya.com) or contact your Avaya Client Executive or Avaya Authorized BusinessPartner.

## 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](http://www.avaya.com).

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

INTELLIGENT COMMUNICATIONS

© 2009 Avaya Inc. All Rights Reserved.

Avaya and the Avaya Logo are trademarks of Avaya Inc. and may be registered in certain jurisdictions. All trademarks identified by ®, TM or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners.

02/09 • GCC2860

A red rectangular button with the text "avaya.com" in white, lowercase, sans-serif font.