



The Power of We™

Drive Customer Centricity with a Unified Contact Center and Workforce Optimization Solution

Integrate your workforce optimization (WFO) suite with your contact center to create a truly unified and holistic experience for your customers

Integrating your contact center and WFO solutions unifies multiple functions into a seamless process. Multiple user interfaces and databases are integrated, system administration and security is simplified, installation and implementation are easier, learning curves and training expenses are reduced, upgrades are simplified, and maintenance costs become lower. All of which translates into a lower total cost of ownership and faster, on-going ROI.

Moving beyond total cost of ownership, a unified contact center and WFO solution enables organizations to optimize contact center performance. It provides a means of balancing productivity with quality, increasing revenue, and improving service across customer touch points and complex transactions. This can translate into improved first call resolution, increased customer satisfaction, higher customer retention, and enhanced up-selling and cross-selling driven through the contact center. A unified contact center and WFO paves the way for an enhanced contact center experience and the initiation of a performance improvement culture — both key components of customer centricity. It's here that Avaya is pioneering with a truly integrated approach.

According to a 2011 report by leading industry analysts Gartner Research¹, *“Organizations can reduce their operational costs and increase business value by turning to their contact center infrastructure vendors for viable workforce optimization software.”*

¹ Gartner “Business Benefits Drive the Alignment Between Contact Center Infrastructure and Workforce Optimization Software,” by Jim Davies and Drew Kraus - 14 July 2011.

A Unified Solution from Avaya

The Avaya Customer Experience Management portfolio, which includes Avaya Aura® Workforce Optimization, is a fully integrated solution that delivers business focused value at both an application and infrastructure level. This is delivered through the following applications and capabilities:

Integrated Administration

Lack of common administration across contact center applications is a major headache for administrators and wastes a tremendous amount of time. Avaya Control Manager provides centralized operational administration for Avaya Customer Experience Management applications, including Avaya Aura® Workforce Optimization. It lowers costs



by providing a single administration environment for moves, adds and changes, and team structures. It enables non-technical personnel to make changes quickly and efficiently, freeing IT resources to focus on higher value add IT issues while improving operational effectiveness and user satisfaction by shifting administration control from IT to business managers who are closer to business process requirements.

Avaya Skill Synchronization and Skill Assignments

The skill synchronization from Avaya Customer Experience Management solutions to Avaya Workforce Management (WFM) Forecasting and Scheduling (F&S) provides strong operational benefits. This feature helps ensure there is a one-to-one relationship for agent skills between the Avaya F&S software and the Avaya contact center. With skill synchronization, users can update an agent's skills in their Avaya contact

center and it will automatically synchronize to the Avaya WFM database. Therefore, users only have to enter the information once and the solution delivers a perfect match between the Avaya contact center configuration and their Avaya WFM configuration.

Avaya Reserve Agents

Many Avaya contact centers use "reserve agent" capability, a method of designating agents to be available for work in a particular queue only when certain wait time thresholds are exceeded. Reserve agents can help a contact center achieve service goals by taking advantage of a larger pool of eligible agents only at the time when that increase in resources is needed. At all other times, agents can remain dedicated to their primary skill(s). Avaya WFM F&S supports this Reserve Agent functionality to maintain agent availability and enhance service levels to deliver the optimum customer experience.

Multimedia and Multiplicity

Avaya Aura® Contact Center enables both multimedia and multiplicity:

- **Multimedia** - different modes of contact or media "type", i.e., voice, email, text (SMS), web chat, instant messaging, voice messaging, fax (or scanned docs), social media
- **Multiplicity** - one agent handling concurrent interactions, or in other words, multiple conversations via different contact modes (media types) at the same time, e.g. voice call + email + chat

The integration between Avaya Aura® Contact Center and Avaya Aura® Workforce Optimization enables multimedia states and multiplicity to be tracked by Avaya WFM to deliver the optimal service levels and customer experience.

Outbound / Inbound / Blended environments

Most WFO solutions offer basic integration to the contact center but the real test is what happens when you add an outbound or blended environment. Quite simply these environments need a different approach. Avaya WFM uses specialised algorithms to accurately forecast outbound and blended environments. But the real secret is the specific integration between the Avaya Contact Center and Avaya WFM, which includes:

- **Forecasting** - Metrics including right party connect rate and dial plans to determine when staff need to be scheduled

- **Outbound Service Goals** - Sets amount of Right Party Connects for the campaign and the percentage of the list that should have Right Party
- **Outbound Scheduling** - Enables ability to trade off against other media queues during blended and queue hopping multi contact scheduling
- **Outbound Tracking** - For intraday management purposes
- **Adherence** - Gathers real time Agent Adherence data from dialler
- **Outbound Reports** - Provides four outbound reports
- **Queue Hopping** - Supports the creation of outbound queue hopping activities

The net result is optimum service levels and customer experience.

Customer Feedback

The Avaya Aura® Experience Portal offers integration with Avaya WFO customer feedback through VXML support. All telephone-based customer feedback surveys are now routed through Avaya Aura Experience Portal, which can lower deployment cost with no requirement for a separate customer feedback infrastructure. It can also simplify deployment and on-going administration. Customer experience feedback becomes easier to collect and at lower cost.

The Unified, Integrated Suite

Avaya has placed WFO at the heart of the contact center by providing integration between the applications within the Avaya Customer Experience Management portfolio. Through an interwoven, interoperable unified contact center and WFO solution, enterprise goals, contact

center targets, and customer objectives can be aligned and linked together. With the right approach, careful planning, and frequent communication among departments and with upper management, contact centers can make workforce optimization a reality, realize a fast and on-going return on investment, and deliver the kind of service that keeps customers coming back — and the competition at bay.

Delivering True Experience Management

A huge shift in customer service is underway. To meet customer expectations and mitigate customer satisfaction risks, companies need to focus on how to evolve their customer service infrastructure and manage customer satisfaction expectations while maintaining optimal staff effectiveness.



Figure 1: Avaya Aura® Workforce Optimization (WFO): an integral part of the Avaya Customer Experience Management portfolio

Achieving this goal—delivering true experience management at optimum service levels—requires an open, scalable unified solution that brings together previously disparate and disconnected systems, business processes, and communications channels. Companies that can effectively shift their focus to address the new realities of customer service experience management will win the game and be a leader in their market. Avaya is already implementing many of these capabilities by integrating Avaya Aura® Workforce Optimization into the Avaya Customer Experience Management portfolio and is committed to remaining the industry leader in enabling enterprises to maximize their customer service performance.

Learn More

To learn more about Avaya Workforce Optimization solutions, please contact your Avaya Account Manager or Authorized Partner or visit us at www.avaya.com.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

