



The Power of We™

Avaya Customer Experience Optimization Solutions

Fine-tuning contact center performance for improved customer satisfaction and competitive advantage

Organizations rely on their contact centers more than ever to support sales, provide customer service and serve as the public face of the business. Companies with contact centers that deliver an excellent customer experience have a distinct competitive advantage over ones that don't. Which do you have, and how do you know?

Avaya Customer Experience Optimization Solutions can help. This portfolio of next-generation solutions can help you pinpoint issues throughout your contact center that lead to customer dissatisfaction, as well as identify areas of excellence that support the customer experience. Customer Experience Optimization Solutions can help you clearly understand where opportunities exist in your contact centers to improve your customers' experiences and manage interactions.

Every day, Avaya technology experts are hard at work both in Avaya Labs, our world-class research and development operations, and at client sites where we help customers solve problems and improve their use of our solutions. Collaborating with our customers, we leverage these efforts to create new capabilities, applications and technologies.

Avaya Customer Experience Optimization Solutions help build on what's happening in Avaya Labs and our customers' businesses. We package these technology advances into solutions that integrate seamlessly with existing contact center operations and serve as beacons for continuous operational improvement. The portfolio includes Self-Service Optimization, Customer Contact Analyzer and Speech Analytics, with others under development.

Through the eyes of the customer — Avaya Self-Service Optimization

Voice-activated or touch-tone self-service helps your customers quickly answer questions and resolve issues while minimizing the number of human resources needed on your end of the equation — when it works.

If it doesn't work, self-service can create frustration for customers and added costs for contact centers when customers opt out of self-service to speak with an agent.

How much does this cost you? In the Avaya Technology and Consulting contact center, we doubled the success rate of call completion in our self-service applications recently, with approximately \$30,000 in operational savings for each 1 percent of increased call containment.¹

Avaya Self-Service Optimization is a consulting services solution designed to help you find answers in the data collected by your self-service applications. We can help you analyze caller behaviors and assess the usability and performance of your self-service application against industry-standard key performance indicators (KPIs).

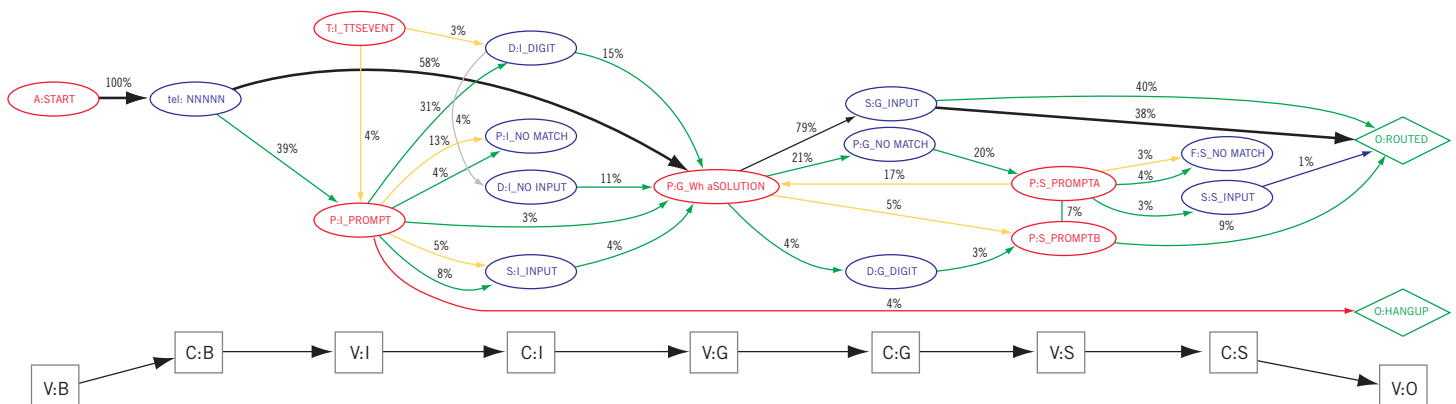
Avaya Self-Service Optimization helps you answer critical questions, including:

- Which parts of your self-service solution are working as intended, which are falling short — and why?
- How many callers successfully complete their goals entirely within the self-service application? How many should have?
- Are there places where users get stuck or confused, need to repeat responses, opt out for an agent, or hang up and call back to try a different path?
- Which KPIs are at or above acceptable levels? Which require improvement? What changes can be made to attain that improvement?
- What parts of the self-service application contribute to below-par KPIs?
- Are there certain audience segments for which the system is performing particularly well or poorly? Can any best practices be distilled based on what is working?

We can set up and run your test, provide a complete analysis of the data, and explore ways to address the results. You receive visualizations of the KPIs and caller paths (Figure 1); learn where callers are opting out, hanging up and even calling back; identify which customers are having problems; and listen to utterances in speech-enabled applications. With this analysis, your Avaya representative or authorized partner can show you ways to implement the recommendations to achieve improved customer satisfaction and cost savings.

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Figure 1. Avaya Self-Service Optimization visual depiction of call flow



¹Customer Contact Center Council, High Tech Contact Center Benchmarking Result, 2007.

Seeing the forest and the trees — Avaya Customer Contact Analyzer

Contact centers create volumes of operational data, which can be mined for insights to optimize contact center performance and build customer loyalty.

Avaya Customer Contact Analyzer offers flexible reporting to help you understand the impact of individual transactions within the context of overall contact center performance. Using Customer Contact Analyzer, you can examine detailed call data to glean insights into many aspects of contact center performance.

Customer Contact Analyzer provides five standard reports:

- **Caller on hold**, for analyzing calls placed on hold.
- **Queue wait**, which provides detailed data about calls involving in-queue wait time.
- **Executive complaints**, for analyzing details of customer complaints that might inform contact center administrators.
- **Outbound calling**, for exploring specific agents' outbound calling activity.
- **Short duration**, which provides a list of calls, based on variable inputs, that contact center administrators deem to be too short.

In addition, Customer Contact Analyzer has the ability to generate customer-defined custom reports

using **ad hoc query**, which provides full flexibility in searching call detail data beyond the queries of standard reports. Using a series of drop downs, contact center supervisors can define input and output filters using any of the more than 80 external call history filters available in the call management system.

The **cradle-to-grave call analysis** is available as a drill-down link in the five standard and ad hoc reports. Cradle-to-grave call analysis follows the caller experience from initial contact to final resolution even when the call involves more than one switch.

Customer Contact Analyzer can also generate an enhanced report that enables analysts to dig deeper using the **call profiling report** to aggregate detailed data based on time-interval and duration for abandoned, answered or repeat calls. This provides a graphical representation of results by vector directory number and agent skill set.

In addition to standard and enhanced reports, Avaya Professional Services consultants can help you tailor Customer Contact Analyzer reports, as well as the way data is integrated in applications, to meet specific needs of your organization. This combination of standard, enhanced and custom reports

Avaya Customer Contact Analyzer offers flexible reporting to help you understand the impact of individual transactions within the context of overall contact center performance.



gives you tremendous flexibility in how you analyze and react to performance trends in your contact center.

Harnessing the voice of the customer — Avaya Speech Analytics

Customer conversations can reveal rich information about customer needs, opinions about a company's products and services, and market intelligence about competitors. Avaya Speech Analytics solutions enable you to analyze contact center calls, *both in real time and retrospectively*, using phonetic search and analysis rather than traditional speech-to-text search and analysis.



With Avaya Speech Analytics solutions, you can quickly identify effective practices in your call centers that lead to positive customer experience, as well as find problem areas that need attention and improvement.

With Avaya Speech Analytics solutions, you can quickly identify effective practices in your call centers that lead to positive customer experience, as well as find problem areas that need attention and improvement. Avaya Speech Analytics components include:

- **Avaya Speech Analytics Desktop Client Application.** This is the ultimate in desktop speech discovery. Multi-core processors speed up processing times, and powerful results-filtering capabilities use search phrases and tags to build rules that increase the efficiency of data tagging. As a result, you produce the insights you need faster. The built-in query strength meter and user interface enhancements make query specification even easier.
- **Avaya Aura® Performance Center, Speech Analytics Module.** This component uses the output of the Avaya Speech Analytics Desktop Client Application to explore call recordings for key phrases, and then reports the insights within a scalable, secure and reliable business intelligence platform. This platform provides a full suite of dashboards and reports, delivering industry-standard KPIs and unique insights discovered from the voice of the customer. The business intelligence platform can be easily customized and extended to help meet the organization's needs.

Using phonetic search, both components allow you to capture calls regardless of the source, then use advanced analytical tools to mine the phonetic records from those calls to identify specific topics, people and calls. This approach is highly efficient, offering dramatically reduced latency and far more scalability than speech-to-text technology.

Working toward the contact center of the future

Having the most desirable products and services is one element of the competitive equation. Clearly, customer service excellence is another — one that can be won or lost in the contact center. Avaya Customer Experience Optimization Solutions can help you understand where your contact center operations currently excel and where they may fall short, providing insights to help you capitalize further on strengths while exploring answers for areas needing improvement.

Learn more

To learn more about Avaya Customer Experience Optimization Solutions and other innovative communications advances from the Avaya Emerging Products and Technologies group, talk to your Avaya Account Manager or Avaya Authorized Partner. Also, visit us at www.avaya.com/innovations.

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.

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08/12 • SVC4487