



## Avaya Call Center Elite Solution

### Deliver a Personalized Customer Experience That Builds Your Brand and Fosters Long-Term Loyalty


Mounting pressures in today's marketplace—increased competition, squeezed budgets, and high customer expectations for service—have presented challenges for organizations of all sizes. With the competition tougher than ever and limited organizational resources, it is almost impossible not to feel like you are constantly playing catch-up. To succeed, organizations must find ways to overcome these challenges:

- **Dealing with fast changing business cycles** and fiercer competitive landscapes
- **Constant pressure** to deliver performance and results
- **Reducing costs permanently** so you are using fewer resources
- **Driving efficiencies throughout your business**

- **Reducing agent churn**
- **Differentiating your services from that provided by your competitors to continually grow your business**
- **Improving call handling** and average handle time
- **Increasing customer retention**
- **Gaining competitive advantage** as price to value becomes a priority
- **Innovate with the least disruption** to your environment, people, and processes

Getting ahead of rapidly evolving customer expectations means you must deliver value and provide a differentiated customer experience accomplished in a way that optimizes resources and expertise across the business, while lowering operating expenses.

Faced with these service imperatives many organizations begin searching for solutions and technologies that can help them achieve efficiencies and provide a high degree of functionality, while still being easy to implement and maintain.



# Avaya CC Elite is a full-featured contact center solution with applications for handling inbound and outbound contacts across multiple channels.

They start by looking for tested and proven solutions that can help make the difference in their customers' experiences. Avaya Call Center Elite (CC Elite) solution is proven technology that helps businesses to meet these objectives. From intelligent routing to comprehensive analytics, CC Elite solutions enable you to provide customer service sophistication and differentiation, through an efficient deployment model.

## The Key to Improving Your Customer Experience

In good times and even in the midst of uncertainty, managing the customer experience is critical for long term business stability and even for the continued existence of your organization.

CC Elite solutions enable a reliable and integrated omnichannel contact center and contribute to rich and compelling customer and employee experiences. These solutions are designed for organizations who are seeking ways to achieve operational efficiency, increase revenue and improve customer and agent satisfaction and retention.

The CC Elite solution offers options for contact handling so your customers are treated in an efficient manner, enabling agents to more effectively respond to their needs. Intelligent routing of contacts—getting the right agent at the right time—is a proven key driver of customer satisfaction. An added benefit—it can help you reduce costs while delivering greater business value.

Agent client applications enable you to meet your desktop strategy, operating system preference, and contact center approach whether the agent is working at headquarters, in a local branch, or in a home office.

## A New Era in Contact Centers

Avaya CC Elite is a full-featured contact center solution with applications for handling inbound and outbound contacts across multiple channels and providing real-time and historical reporting insights.

Avaya CC Elite runs on our market leading Avaya Communication Manager and can easily be configured to optionally include non-voice contacts providing digital channel routing capabilities from the Avaya cloud for today's contact centers, and manages the collection, queuing, and delivery of voice and non-voice work items, such as chat, email, MMS, SMS, and social media sessions, to an appropriately skilled agent.

Use artificial intelligence (AI) and machine learning to identify subtle and valuable patterns of human interaction to pair individual agents to callers based on behavior rather than on strict order of call arrival. Optionally, with Avaya Proactive Outreach Manager, combine behavioral pairing for outbound interactions be it progressive, predictive, or preview campaigns. Optimizing interactions between customers and agents leads to greater satisfaction and loyalty, improved quality of life, and enhanced revenue and profitability.




- **Serve Your Customers Through their Preferred Channels**
- **Use public cloud to route digital channels – chat, email, MMS, SMS, social media**
- **Improve Responsiveness and Your Agent Experience**
- **Manage Your Contact Center Performance in Real Time**

The CC Elite solution is modular, providing the flexibility organizations rely on as they grow and evolve, integrating seamlessly with Avaya Experience Portal for self-service options and with Avaya Call Management System (CMS) for end to end voice reporting and customization. Digital channel analytics provides insights into traffic and performance metrics of individuals, queues, and activities over specified interval of time. Avaya offers solutions that will evolve your customer service operation to meet the changing needs of consumers.

## Key Capabilities

- **The right resource at the right time.** By capturing resource skill sets in the routing database, callers are routed to the right resource.
- **Native integration with Afiniti Enterprise Behavioral Pairing™.** Behavioral Pairing is the process of using AI to transform how enterprises pair their customers with employees by identifying subtle, valuable patterns of human interactions and uses them to measurably increase customer profitability, turning your contact center into a profit center. Improve revenue conversation rates through increased sales, improved customer retention, and capitalizing on more cross-sell and up-sell opportunities. Reduce costs by optimizing call timing, improving operational efficiency, and increasing conversation effectiveness. Enhance customer and agent satisfaction boosting CSAT and NPS ratings, reducing agent attrition, and increasing agent tenure.
- **Simple wizards facilitate ease of use.** Built-in wizards make configuration easy and fast. By leveraging best practices in contact center configurations, Avaya has created pre-defined desktop screen pops and routing rule definitions. This can shorten timelines, allowing business operations to commence more rapidly.




# Agent client applications enable you to meet your desktop strategy, operating system preference, and contact center approach whether the agent is working at headquarters, in a local branch, or in a home office.

- **Optimal performance management.** Reporting is pivotal to a contact center's success. Basic out-of-the-box performance reporting offers real time and historical activity in the contact center environment. Supervisors can choose to display the information in grid format or report layout. Additional reporting is available optionally with Avaya Call Management System (CMS) which provides access to over 200 standard real-time and historical management reports; a designer package gives the ability to create custom text and/or graphical reports.
- **Effective Agent applications.** Provide agents with the tools they need to be more productive, responsive, and collaborative to provide a superior customer experience, whether they're working in a headquarters location, in a branch office or home office. Dynamic, streamlined user interface delivers easy access to functions such as conference, transfer and a variety of agent capabilities such as Agent State, Log-in, Log-out, Click-to-Dial, and more. Choose from web, desktop, virtualized options, and native support with Google Chromebook.
- **Modern Agent experience.** Equip your agents with the information they need when they need it. Available in the browser, as a desktop application, or on mobile. Extend the agent experience by taking advantage of widget architecture to add even more functionality. Deep integration leading CRM applications and ability to use your CRM application as your primary agent interface.
- **Enhance customer engagement through digital interactions.** Enable your customers to contact you using digital channels with the help of Avaya Experience Platform - email, chat, messaging, and social media - without disrupting your voice operations. Personalize customer experiences by enabling agents to view and interact with customer journey digital touchpoints. Your digital Agents can efficiently serve digital inquiries with using templates, quick text, URLs, inline images, and more.
- **Extend your Avaya Call Center Elite capacity.** Avaya enables organizations to add voice agents to their existing CC Elite system from the Avaya cloud while continuing to use the existing CC Elite infrastructure including self-service, call routing and Avaya CMS reporting on all Voice agents. The designated CC Elite agents and supervisors will be fully equipped using a browser-based modern desktop that provides all the contextual information needed to handle voice inquiries with ease. Perhaps best of all, the Avaya cloud separates speech from noise with AI, removing background noises and disruptions for a better agent and customer experience; less strenuous on everyone's health and well-being keeps everyone happy. Recordings are more accurate. Support new lines of business, launch a new campaign, expand geographic reach, recruit and onboard new agents quickly and easily – saving IT resources where needed most - and take advantage of seasonal fluctuations.
- **Proactive customer engagement.** From callbacks to targeted campaigns, these simple and effective integrated outbound dialing tools can improve customer engagement and balance agent workload.



**Avaya CC Elite runs on our market leading Avaya Communication Manager and can easily be configured to include non-voice contacts providing multichannel routing capabilities for today's contact centers.**

- **Enhance customer experience through advanced treatments.** Unique algorithms and capabilities such as Expected Wait Time, Abandoned Call Assistant, and Customer Requested Call Back deliver operational efficiencies and increase customer satisfaction.
- **Expand agent knowledge with customer history.** Agent desktop displays a list of previous customer contacts to help ensure that agents have relevant context to better serve customers.
- **Pre-built Microsoft Dynamics CRM Connector.** This allows office workers to call individuals in Microsoft Contacts and Accounts lists, and view contact screen-pops with inbound contacts.
- **Desktop Wallboard application.** Desktop application designed to keep agents informed of contact center and individual performance levels regardless of their work location - in office or working remotely - by displaying dynamic realtime and statistical information gathered across various resources including Avaya CMS.
- **Keyword based routing.** Allows the administrator to identify keywords, which characterize the content of an email. Keywords can be defined which in turn can improve routing and deliver higher quality and faster email responses.
- **Avaya Experience Portal integration.** Through the integration of Experience Portal, customers can gain an "all in one" contact center suite experience. Optional automated and interactive outbound campaigns and communications can be added to Experience Portal, sold separately.



## Avaya contact center services can help you improve contact center operations and increase the productivity and value of the center, both to your customers and your enterprise.

- **Avaya Workforce Engagement integration.** Avaya Workforce Engagement helps organizations balance efficiency and effectiveness of the contact center more strategically by uniting contact center and workforce optimization requirements including Contact Recording, Quality Monitoring, eLearning, Coaching, Performance Scorecards, Workforce Management, Voice Analytics, Desktop and Process Analytics and Customer Feedback in to an integrated solution. As a result, organizations can make better decisions faster and manage resources more effectively transforming customer service from a detached business function into a strategic enterprise asset.
- **Application Enablement Services.** Create your own applications using a set of enhanced telephony APIs, protocols, web services, and REST APIs that allow application developers to access call processing, media, and administrative features available in Avaya Communications Manager. It allows developers to interface with Avaya Aura Platform through standard SDKs and REST APIs, enables integration of business and communications applications from cloud to cloud or on-premises to cloud, and provides a standard method to implement and innovate solutions that improves efficiency, productivity, and uptime.

### Avaya Global Services

Rapid technology changes are creating a challenging, complex, multi-vendor environment, leaving enterprises searching for ways to keep up and move forward under economic pressures. This environment creates a gap between the availability of new technology and the ability to consume it. Avaya Services addresses the technology gap to capitalize on your investment and enables clients to achieve the true benefits of technology by removing complexity, improving performance and accelerating ROI. From assessing business needs to designing, implementing, managing and maintaining the solution, Avaya Services provide a range of options to supplement or support your internal resources in addressing business needs.

### Avaya Global Support Services

Avaya Global Support Services are award-winning offerings that not only address the risk of system outages but also help you protect your technology investment and stay in top competitive form through proactive problem prevention, rapid resolution and continual solution optimization. Our flagship support offer—Avaya Support Advantage Preferred—is a comprehensive, customizable, globally consistent support offer that you may purchase directly from Avaya or through an Avaya authorized partner.

Support Advantage Preferred delivers its greatest value through its most advanced support features, including:

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- 24x7 remote software and hardware support
- 24x7 Expert Systems proactive remote monitoring
- World-class self-support tool in the Avaya Support Website
- Avaya Diagnostic Server 2.0 monitoring and diagnostics
- Optional Parts and Onsite support options
- Upgrade Advantage

### Avaya Customer Experience Services

Avaya Customer Experience Services professional services enables customers across multiple industries to realize the full potential of their investments: reducing communications costs while building the infrastructures that drive employee productivity and customer satisfaction. Through the experience gained in thousands of projects, and by following proven methodologies and best practices, we have achieved outstanding results for clients throughout the world.

Whether you're in the design stages for a new contact center, want to improve the performance of your existing center, or simply need to introduce a new contact center service or channel, Avaya contact center specialists have the experience and resources to respond.

### Avaya Managed Services

Avaya provides a portfolio of services that address customer business issues. Avaya Managed Services are built on the principles of co-management and out tasking. Our managed services support cloud, premise, and hybrid delivery and strike a balance between total cloud based managed and self-management strategies. Avaya Managed Services help reduce customers' IT workloads and can accelerate deployment while improving overall performance and reducing costs. The Avaya portfolio offers are globally consistent, IT Infrastructure Library (ITIL)-aligned helping to ensure best in class service.



## About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya. We are shaping the future of customer experiences, with innovation and partnerships that deliver game-changing business benefits. Our communications solutions power immersive, personalized, and memorable customer experiences to help organizations achieve their strategic ambitions and desired outcomes. Together, we are committed to helping grow your business by delivering Experiences That Matter.